



**THE INFLUENCE OF BRAND PERSONALITY,
BRAND LOYALTY, AND CUSTOMER
SATISFACTION ON CONSUMERS' ONLINE
PURCHASE INTENTION IN LIBYA: THE
MEDIATING INFLUENCE OF EMOTIONAL
MOTIVATION AND RATIONAL MOTIVATION**

**2026
PhD THESIS
BUSINESS ADMINISTRATION**

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Prepared as

PhD Thesis

KARABUK

January 2026

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THESIS APPROVAL PAGE

I certify that in my opinion the thesis submitted by Mohamed Ibrahim ELJAIEBI titled “THE INFLUENCE OF BRAND PERSONALITY, BRAND LOYALTY, AND CUSTOMER SATISFACTION ON CONSUMERS' ONLINE PURCHASE INTENTION IN LIBYA: THE MEDIATING INFLUENCE OF EMOTIONAL MOTIVATION AND RATIONAL MOTIVATION” is fully adequate in scope and in quality as a thesis for the degree of PhD.

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This thesis is accepted by the examining committee with a unanimous vote in the Department of Business Administration as a PhD thesis. 30.01.2026

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The degree of PhD by the thesis submitted is approved by the Administrative Board of the Institute of Graduate Programs, Karabuk University.

Prof. Dr. Zeynep ÖZCAN

Director of the Institute of Graduate Programs

DECLARATION

I hereby declare that this thesis is the result of my own work and all information included has been obtained and expounded in accordance with the academic rules and ethical policy specified by the institute. Besides, I declare that all the statements, results, materials, not original to this thesis have been cited and referenced literally.

Without being bound by a particular time, I accept all moral and legal consequences of any detection contrary to the aforementioned statement.

Name Surname: Mohamed Ibrahim ELJAIEBI

Signature :

FOREWORD

This thesis represents the culmination of sustained academic effort and personal commitment devoted to understanding the factors shaping consumers' online purchase intention in Libya. The study was developed in response to the growing importance of digital commerce in emerging markets and the need to explain how brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation interact in influencing consumer decision making.

I would like to express my sincere gratitude to my thesis advisor, Assist. Prof. Dr. Akram ALHAMAD, for his continuous guidance, valuable comments, and academic support throughout the development of this thesis. His supervision was essential in improving the conceptual clarity, methodological rigor, and academic quality of the study.

I also extend my appreciation to the faculty members of the Department of Business Administration at Karabük University for their encouragement and academic contributions during my doctoral journey. My gratitude is equally extended to all respondents who participated in the survey and made this research possible through their valuable time and responses.

Finally, I am deeply grateful to my family for their patience, support, and encouragement throughout this journey. Their trust and understanding gave me the strength to complete this work.

ABSTRACT

This study examines the influence of brand personality, brand loyalty, and customer satisfaction on consumers' online purchase intention in Libya, with emotional motivation and rational motivation serving as mediating variables. The study was motivated by the growing relevance of online shopping in Libya and the need to explain online purchase intention through a model that integrates branding, consumer evaluation, and motivational processes. The study adopted a quantitative, explanatory, and cross-sectional survey design. Data were collected through an online questionnaire from Libyan consumers with awareness of or exposure to online shopping platforms. A total of 395 valid responses were retained for the final analysis. All constructs were measured using a seven-point Likert scale, and the data were analyzed using Partial Least Squares Structural Equation Modeling. The findings showed that all hypothesized direct relationships were positive and statistically significant. Brand personality, brand loyalty, and customer satisfaction had significant positive effects on online purchase intention, emotional motivation, and rational motivation. Emotional motivation and rational motivation also had significant positive effects on online purchase intention. The mediation analysis further confirmed that both emotional motivation and rational motivation significantly mediated the relationships between the three antecedent variables and online purchase intention. Among the antecedents, brand loyalty had the strongest total effect on online purchase intention, while rational motivation showed a stronger direct effect on online purchase intention than emotional motivation. The model demonstrated strong explanatory power and satisfactory fit. The study contributes theoretically by integrating the Theory of Planned Behavior and the Stimulus-Organism-Response perspective in the Libyan online shopping context. Practically, it offers useful implications for businesses seeking to strengthen consumers' online purchase intention through more effective branding, loyalty-building, satisfaction enhancement, and motivation-based strategies.

Keywords: Brand Personality; Brand Loyalty; Customer Satisfaction; Emotional Motivation; Rational Motivation; Online Purchase Intention; Libya

ÖZ

Bu tez, Libya’da marka kişiliği, marka sadakati ve müşteri memnuniyetinin tüketicilerin çevrim içi satın alma niyeti üzerindeki etkisini, duygusal motivasyon ve rasyonel motivasyonun aracılık edici rolleri çerçevesinde incelemektedir. Çalışma, Libya’da çevrim içi alışverişin artan öneminden ve çevrim içi satın alma niyetinin markalama, tüketici değerlendirmesi ve motivasyonel süreçleri bütünleştiren bir modelle açıklanması gerekliliğinden hareketle geliştirilmiştir. Araştırmada nicel, açıklayıcı ve kesitsel anket tasarımı benimsenmiştir. Veriler, çevrim içi alışveriş platformları hakkında farkındalığı veya maruziyeti bulunan Libya’lı tüketicilerden çevrim içi anket yoluyla toplanmıştır. Nihai analiz için toplam 395 geçerli anket değerlendirmeye alınmıştır. Tüm yapılar yedili Likert ölçeği kullanılarak ölçülmüş, veriler Kısmi En Küçük Kareler Yapısal Eşitlik Modellemesi ile analiz edilmiştir. Bulgular, varsayılan tüm doğrudan ilişkilerin pozitif ve istatistiksel olarak anlamlı olduğunu göstermiştir. Marka kişiliği, marka sadakati ve müşteri memnuniyeti, çevrim içi satın alma niyeti, duygusal motivasyon ve rasyonel motivasyon üzerinde anlamlı pozitif etkilere sahiptir. Duygusal motivasyon ve rasyonel motivasyon da çevrim içi satın alma niyeti üzerinde anlamlı pozitif etkilere sahiptir. Aracılık analizi, her iki motivasyon türünün de üç öncül değişken ile çevrim içi satın alma niyeti arasındaki ilişkilerde anlamlı aracılık rolleri üstlendiğini doğrulamıştır. Öncül değişkenler arasında marka sadakati, çevrim içi satın alma niyeti üzerinde en güçlü toplam etkiye sahipken, rasyonel motivasyonun doğrudan etkisi duygusal motivasyondan daha güçlü bulunmuştur. Model, yüksek açıklayıcılık gücü ve kabul edilebilir uyum değerleri göstermiştir. Çalışma, Planlı Davranış Teorisi ile Uyarıcı-Organizma-Tepki yaklaşımını Libya’daki çevrim içi alışveriş bağlamında bütünleştirerek kuramsal katkı sunmaktadır. Uygulama açısından ise işletmelere, daha etkili markalama, sadakat geliştirme, memnuniyet artırma ve motivasyon temelli stratejiler yoluyla tüketicilerin çevrim içi satın alma niyetini güçlendirmeye yönelik yararlı çıkarımlar sağlamaktadır.

Anahtar Kelimeler: Marka Kişiliği; Marka Sadakati; Müşteri Memnuniyeti; Duygusal Motivasyon; Rasyonel Motivasyon; Çevrim İçi Satın Alma Niyeti; Libya

ARCHIVE RECORD INFORMATION

Title of the Thesis	The Influence of Brand Personality, Brand Loyalty, and Customer Satisfaction on Consumers' Online Purchase Intention in Libya: The Mediating Influence of Emotional Motivation and Rational Motivation
Author of the Thesis	Mohamed Ibrahim ELJAIEBI
Thesis Advisor	Assist.Prof.Dr. Akram ALHAMAD
Status of the Thesis	PhD Thesis
Date of the Thesis	30.01.2026
Field of the Thesis	Business Administration Department
Place of the Thesis	UNIKA / IGP
Total Page Number	273
Keywords	Brand Personality, Brand Loyalty, Customer Satisfaction, Emotional Motivation, Rational Motivation, Online Purchase Intention, Libya

ARŞİV KAYIT BİLGİLERİ

Tezin Adı	Libya’da Marka Kişiliği, Marka Sadakati ve Müşteri Memnuniyetinin Tüketicilerin Çevrim İçi Satın Alma Niyeti Üzerindeki Etkisi: Duygusal Motivasyon ve Rasyonel Motivasyonun Aracılık Rolü
Tezin Yazarı	Mohamed Ibrahim ELJAIEBI
Tezin Danışmanı	Dr. Öğr. Üyesi Akram ALHAMAD
Tezin Derecesi	Doktora
Tezin Tarihi	30.01.2026
Tezin Alanı	İşletme Anabilim Dalı
Tezin Yeri	KBU/LEE
Tezin Sayfa Sayısı	273
Anahtar Kelimeler	Marka Kişiliği, Marka Sadakati, Müşteri Memnuniyeti, Duygusal Motivasyon, Rasyonel Motivasyon, Çevrim İçi Satın Alma Niyeti, Libya.

ABBREVIATIONS

BP	: Brand Personality
BL	: Brand Loyalty
CS	: Customer Satisfaction
EM	: Emotional Motivation
RM	: Rational Motivation
OPI	: Online Purchase Intention
TPB	: Theory of Planned Behavior
S-O-R	: Stimulus-Organism-Response
PLS-SEM	: Partial Least Squares Structural Equation Modeling

SUBJECT OF THE RESEARCH

The subject of this research is the examination of the influence of brand personality, brand loyalty, and customer satisfaction on consumers' online purchase intention in Libya, with emotional motivation and rational motivation serving as mediating variables. The study focuses on consumer behavior in the online retail and e-commerce context and seeks to explain how brand-related evaluations and motivational mechanisms shape purchase intention among Libyan consumers.

PURPOSE AND IMPORTANCE OF THE RESEARCH

The purpose of this research is to examine the direct effects of brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation on consumers' online purchase intention in Libya, and to test the mediating roles of emotional motivation and rational motivation in the relationships between the three antecedent variables and online purchase intention.

The importance of the research lies in its contribution to understanding online consumer behavior in a developing digital market. The study is significant because it moves beyond narrow technology-centered explanations and provides a broader explanation that integrates branding, satisfaction, and consumer motivation. It also offers practical value for firms operating in Libya's online retail environment by identifying the factors and mechanisms that most strongly influence consumers' willingness to purchase online.

METHOD OF THE RESEARCH

This research adopted a quantitative, explanatory, and cross-sectional survey design. Data were collected through a structured online questionnaire administered to Libyan consumers with awareness of or exposure to online shopping platforms. The instrument was based on adapted measures from established literature and all items were assessed using a seven-point Likert scale ranging from strongly disagree to strongly agree. The data were analyzed using Partial Least Squares Structural Equation Modeling in order to assess the measurement model, test the structural relationships, and evaluate the mediating effects proposed in the conceptual framework.

HYPOTHESIS OF THE RESEARCH / RESEARCH PROBLEM

The central research problem of this study is that, despite the expansion of digital connectivity and consumer exposure to online shopping platforms in Libya, there is still insufficient empirical understanding of how brand personality, brand loyalty, and customer satisfaction influence consumers' online purchase intention, and how emotional motivation and rational motivation mediate these relationships.

POPULATION AND SAMPLE (IF AVAILABLE)

The population of the study consisted of Libyan consumers with awareness of or exposure to online shopping platforms. This population was selected because the study examines online purchase intention and related brand and motivational constructs in the context of digital shopping. A non-probability sampling design was adopted, specifically convenience sampling supported by purposive screening. After data collection and response screening, 395 valid responses were retained for the final empirical analysis. This sample size exceeded the minimum requirement for large-population quantitative research and was considered adequate for the application of PLS-SEM.

SCOPE AND LIMITATIONS / DIFFICULTIES

The scope of the study is limited to the examination of brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention in the Libyan online shopping context. Geographically, the study is confined to Libya. Conceptually, it focuses on online purchase intention rather than actual purchase behavior. Methodologically, the study is limited to a quantitative cross-sectional design and to data collected through self-reported questionnaire responses.

The study also faced several limitations. First, the use of non-probability convenience sampling limits the generalizability of the findings. Second, the cross-sectional design captures perceptions and intentions at one point in time and therefore does not establish long-term behavioral change. Third, the study relied on self-reported

responses, which may be influenced by respondent bias. Finally, the study focused only on the selected constructs and did not include other potentially relevant variables such as trust, perceived risk, delivery performance, or payment security.

1. CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

Electronic commerce has evolved from a supplementary channel of exchange into a central arena through which firms communicate value, shape consumer perceptions, and stimulate purchase decisions in digital environments (Pavlou, 2003). In such environments, online purchase intention has become a critical behavioral outcome because it reflects the consumer's readiness to perform an online transaction when the opportunity to act becomes available (Ajzen, 1991). This is particularly important because online buying usually follows a sequence of search, evaluation, comparison, and psychological commitment before the actual act of purchase is completed (Pavlou, 2003). Recent research has also shown that in digital markets, purchase intention is influenced not only by technological access, but also by brand interaction, consumer satisfaction, and evaluative judgments formed through online experiences (Dash et al., 2021).

The growing importance of online purchase intention can be explained by the fact that e-commerce no longer depends solely on infrastructure or system functionality (Pavlou, 2003). Consumers do not interact with digital systems as neutral mechanisms only, but rather as commercial spaces in which brands, values, trust cues, and prior experiences shape their decision-making processes (Peña-García et al., 2020). As a result, online purchase intention should be understood as a behavioral response that emerges from both external market stimuli and internal psychological evaluations (Ajzen, 1991). This perspective is especially useful in emerging economies, where digital access may expand rapidly while trust, institutional support, and market predictability remain uneven (Peña-García et al., 2020).

Emerging markets present a particularly rich setting for examining online purchase intention because digital consumer behavior in such settings is rarely driven by one factor alone (Peña-García et al., 2020). Instead, consumers often combine assessments of convenience, usefulness, security, symbolic meaning, trust, and emotional reassurance when they decide whether to buy through online channels (Pavlou, 2003). This means that a narrow technological explanation is often insufficient for understanding online purchase behavior in transitional markets (Ajzen, 1991). A more complete explanation requires attention to brand-related cues, consumer

relationships, prior satisfaction, and the internal motivations through which these factors influence intention formation (Dash et al., 2021).

The Libyan context is especially significant in this regard. DataReportal reported that Libya had 6.57 million internet users in January 2025, representing an internet penetration rate of 88.5 percent of the population, while social media user identities reached 6.40 million, equivalent to 86.3 percent of the population (Kemp, 2025). These figures indicate that the digital environment in Libya has expanded to a level where online commercial interaction is socially and economically meaningful (Kemp, 2025). However, broad connectivity does not necessarily imply that the online retail and e-commerce sector has matured structurally or behaviorally (United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025). The United Nations survey shows that Libya's overall trade facilitation score in 2025 was 35.48 percent, while paperless trade implementation stood at 14.81 percent and cross-border paperless trade stood at 33.33 percent, which reflects continued institutional and operational limitations in the wider digital trade environment (United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025).

This mixed reality makes Libya a compelling setting for research on online purchase intention. On one hand, digital access is extensive and consumer exposure to online platforms is now widespread (Kemp, 2025). On the other hand, official international reporting continues to describe Libya as an economy affected by widespread fragilities and constrained reform capacity, which can indirectly shape consumer confidence, market stability, and institutional reliability in the broader commercial environment (International Monetary Fund, 2025). Earlier Libyan research also found that e-commerce development in Libya has been hindered by barriers related to infrastructure, logistics, legal protection, and trust, both before and during the COVID-19 period (Ihnissi & Klaib, 2021). Accordingly, the central issue in Libya is not merely whether consumers can access digital platforms, but rather why some consumers develop online purchase intention while others remain cautious in the same digital environment (Ihnissi & Klaib, 2021).

Within such a context, brand-related constructs become especially important because consumers often rely on brand cues to reduce uncertainty and interpret value under conditions of incomplete market certainty (Pavlou, 2003). Brand personality is

one of the most theoretically significant of these constructs. Aaker (1997) defined brand personality as the set of human characteristics associated with a brand and demonstrated that brands may be perceived through dimensions such as sincerity, excitement, competence, sophistication, and ruggedness (Aaker, 1997). In online environments, where consumers cannot directly inspect products or physically interact with sellers, these symbolic dimensions become even more influential because they provide cues about authenticity, trustworthiness, and fit between the brand and the consumer's self-concept (Aaker, 1997). Therefore, brand personality is not simply a symbolic feature of branding, but a potential determinant of online purchase intention in digital retail settings (Aaker, 1997).

Brand loyalty represents a second major explanatory construct in the current framework. Oliver (1999) conceptualized loyalty as a deeply held commitment to rebuy or repatronize a preferred product or service despite situational influences and competitors' efforts (Oliver, 1999). This definition is highly relevant to the online retail and e-commerce sector because digital consumers are constantly exposed to competing offers, alternative sellers, and low switching costs (Oliver, 1999). In such conditions, loyalty becomes a stabilizing force that can reduce decision uncertainty, lower comparison effort, and increase the probability that brand preference will translate into online purchase intention (Oliver, 1999). In the Libyan setting, where online transactions may still be influenced by trust deficits and market caution, brand loyalty may be particularly important because it offers consumers a sense of continuity and relational assurance (Ihnissi & Klaib, 2021).

Customer satisfaction constitutes the third principal antecedent in the present study. In online commerce, satisfaction reflects the consumer's evaluation of whether the online transaction, service encounter, or brand experience meets or exceeds expectations (Dash et al., 2021). Satisfaction in digital contexts is shaped by multiple factors, including information quality, system usability, service responsiveness, product performance, and overall transaction reliability (Dash et al., 2021). Because online transactions often involve uncertainty, prior satisfaction can serve as a forward-looking evaluative signal that reassures the consumer and strengthens willingness to repurchase or continue interacting with a brand online (Dash et al., 2021). In other words, satisfaction does not function merely as a retrospective reaction to past

consumption, but also as a prospective driver of future online purchase intention (Dash et al., 2021).

However, the present study proceeds from the assumption that the effects of brand personality, brand loyalty, and customer satisfaction on online purchase intention are unlikely to be purely direct. Consumers do not move automatically from brand evaluation to purchase intention. Rather, brand-related judgments are interpreted internally through motivational processes that shape how consumers respond to commercial stimuli (Zhou et al., 2022). In the present framework, these internal processes are captured by emotional motivation and rational motivation. Emotional motivation reflects affective states such as reassurance, attachment, enjoyment, and psychological comfort, which may encourage consumers to move closer to purchase intention (Akram et al., 2021). Rational motivation reflects utilitarian judgments such as value for money, practical usefulness, convenience, and quality-based reasoning, which may also strengthen online purchase intention (Childers et al., 2001).

This distinction is well supported in the online shopping literature. Childers et al. (2001) showed that online retail behavior is shaped by both hedonic and utilitarian motivations, indicating that digital consumer decisions involve emotional and rational routes at the same time (Childers et al., 2001). More recent evidence from social commerce also shows that emotional and rational processing significantly influence online purchase intention, and that consumers often evaluate online commercial offers through both affective and cognitive mechanisms rather than through one route only (Akram et al., 2021). This dual motivational logic is especially relevant in the Libyan e-commerce sector because consumers are likely to interpret brands not only by what they offer functionally, but also by how they make consumers feel in an uncertain or developing market environment (Ihnissi & Klaib, 2021).

The conceptual framework of the study is therefore grounded in two complementary theoretical perspectives. First, the Theory of Planned Behavior explains why intention is treated as the most immediate antecedent of behavior and why belief-based evaluations are central to intention formation (Ajzen, 1991). Second, the Stimulus-Organism-Response perspective explains how external stimuli may affect internal psychological states, which then shape behavioral outcomes (Zhou et al., 2022). In the present study, brand personality, brand loyalty, and customer satisfaction

function as the exogenous stimuli, emotional motivation and rational motivation function as organismic states, and online purchase intention functions as the response variable (Zhou et al., 2022). This theoretical structure is consistent with the framework of the study because it allows the examination of both direct effects from the antecedent variables to online purchase intention and indirect effects through the two mediators (Ajzen, 1991; Zhou et al., 2022).

Recent Libyan evidence further supports the need for such an integrated framework. Alzoubi and Imhmed Mohamed (2025) found that behavioral attitude significantly predicts online purchase intention among Libyan consumers and also mediates the effects of trust, perceived usefulness, and perceived risk within a TPB-based model (Alzoubi & Imhmed Mohamed, 2025). This finding confirms that online purchase intention in Libya is shaped through internal psychological mechanisms, rather than only through direct exposure to external conditions (Alzoubi & Imhmed Mohamed, 2025). Nevertheless, the Libya-focused literature remains concentrated mainly on technology acceptance, trust, perceived usefulness, perceived risk, and behavioral attitude, while giving limited attention to brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation within a single integrated framework (Alzoubi & Imhmed Mohamed, 2025; Ihnissi & Klaib, 2021). This leaves an important gap in the literature on online consumer behavior in Libya.

Accordingly, the present study examines the influence of brand personality, brand loyalty, and customer satisfaction on consumers' online purchase intention in Libya, while specifying emotional motivation and rational motivation as mediating variables. This focus is academically important because it extends the literature beyond technology-centered explanations and toward a richer brand and consumer behavior perspective that is better suited to a transitional digital market (Pavlou, 2003; Dash et al., 2021). It is also practically important because firms operating in Libya's online retail and e-commerce sector need clearer evidence on the mechanisms through which brands shape purchase intention in an environment marked by growing digital reach but continued market uncertainty (Kemp, 2025; United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025). The study therefore addresses a theoretically and contextually meaningful issue in the contemporary development of digital commerce in Libya (Ihnissi & Klaib, 2021).

1.2. Problem Statement

Despite the rapid expansion of digital connectivity in Libya, there remains insufficient empirical understanding of the factors that drive consumers' online purchase intention in the Libyan online retail and e-commerce sector (Kemp, 2025). Available digital indicators show that Libya had 6.57 million internet users in January 2025 and an internet penetration rate of 88.5 percent, while social media user identities reached 6.40 million, equivalent to 86.3 percent of the total population (Kemp, 2025). These figures indicate that digital exposure is now broad enough for e-commerce to be socially relevant and commercially consequential in Libya (Kemp, 2025). However, digital reach does not automatically translate into mature online purchasing behavior, stable transaction confidence, or clear intention to purchase through online channels (United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025).

This distinction is central to the present problem. Libya's 2025 trade facilitation score was reported at 35.48 percent, while paperless trade implementation stood at 14.81 percent and cross-border paperless trade stood at 33.33 percent, which indicates that important institutional and operational elements of digital trade remain underdeveloped (United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025). In addition, the International Monetary Fund reported in 2025 that widespread fragilities continue to hinder Libya's reform capacity and broader economic stability, thereby reinforcing the uncertainty surrounding business and commercial development in the country (International Monetary Fund, 2025). Therefore, the problem cannot be reduced to whether Libyan consumers have internet access. The deeper problem is that the determinants of online purchase intention remain behaviorally complex in a market where digital access is expanding faster than institutional certainty, operational efficiency, and transactional confidence (United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025; International Monetary Fund, 2025).

The first dimension of the research problem is sectoral. The Libyan online retail and e-commerce sector operates under conditions that differ substantially from those of mature digital economies (Ihnissi & Klaib, 2021). Earlier research concluded that Libya's e-commerce development has been constrained by weak infrastructure, limited

logistics readiness, weak legal protection, and low consumer trust, both before and during the pandemic period (Ihnissi & Klaib, 2021). More recent Libya-focused work also found that online purchase intention among Libyan consumers is significantly influenced by internal evaluative factors such as behavioral attitude, perceived usefulness, and perceived risk, which suggests that intention formation in Libya is psychologically mediated rather than mechanically determined by digital access alone (Alzoubi & Imhmed Mohamed, 2025). These findings are useful, but they leave an unresolved question. If broad access now exists, and if psychological factors matter, then which brand-related and motivational mechanisms most directly explain online purchase intention in the Libyan e-commerce sector (Kemp, 2025; Alzoubi & Imhmed Mohamed, 2025).

The second dimension of the problem is theoretical. A substantial part of the e-commerce literature has explained online purchase intention through technology-centered models, especially models derived from the Theory of Planned Behavior and the Technology Acceptance Model (Ajzen, 1991; Pavlou, 2003). These models have made major contributions by emphasizing attitude, trust, usefulness, ease of use, and perceived control as antecedents of intention (Ajzen, 1991; Pavlou, 2003). However, these frameworks often devote less attention to how consumers interpret the brand itself as a psychological and relational object in digital transactions (Pavlou, 2003). This theoretical limitation becomes especially important in markets such as Libya, where uncertainty may intensify the role of symbolic cues, relational commitment, and prior brand experience in consumer decision-making (Ihnissi & Klaib, 2021).

Accordingly, one major problem in the existing literature is the underintegration of brand personality, brand loyalty, and customer satisfaction in models of online purchase intention. Brand personality matters because it shapes how the brand is perceived in human and symbolic terms, which can influence trust, affinity, and psychological fit between the consumer and the brand (Aaker, 1997). Brand loyalty matters because it reflects sustained commitment and preference persistence under conditions of competition and uncertainty, which are highly relevant in online markets characterized by easy comparison and low switching costs (Oliver, 1999). Customer satisfaction matters because positive digital experiences can reduce future uncertainty and increase the consumer's willingness to buy again from the same brand or seller (Dash et al., 2021). Yet the Libyan literature has not adequately

examined these three constructs together within one integrated explanatory model of online purchase intention (Alzoubi & Imhmed Mohamed, 2025; Ihnissi & Klaib, 2021).

The third dimension of the problem concerns causal mechanism. Even when prior research acknowledges that brand-related and experience-related variables influence intention, the mechanisms through which these variables operate are often left insufficiently specified (Dash et al., 2021). This is problematic because consumers do not move directly from perception to intention without internal processing (Ajzen, 1991). Rather, the effect of brand personality, brand loyalty, and customer satisfaction may be transmitted through emotional and rational motivational states that shape how consumers interpret and act on those antecedent variables (Zhou et al., 2022). If those mediating mechanisms are omitted, the explanation identifies predictors but does not adequately explain how those predictors become behaviorally effective in shaping online purchase intention (Zhou et al., 2022).

This mediational issue is central to the current framework. Emotional motivation captures the affective route through which reassurance, enjoyment, attachment, symbolic resonance, and psychological comfort encourage movement toward online purchase intention (Akram et al., 2021). Rational motivation captures the utilitarian route through which convenience, practical value, price justification, product usefulness, and quality assessments strengthen purchase intention (Childers et al., 2001). Research in online shopping contexts has repeatedly shown that both hedonic and utilitarian routes are behaviorally relevant, and that consumers often rely on both emotion and reason in digital purchase decisions (Childers et al., 2001; Akram et al., 2021). However, this dual motivational logic has not been adequately integrated with brand personality, brand loyalty, and customer satisfaction in the Libyan context (Alzoubi & Imhmed Mohamed, 2025).

The fourth dimension of the problem is the absence of an integrated theoretical explanation tailored to the proposed conceptual framework. The present framework does not merely test whether brand personality, brand loyalty, and customer satisfaction influence online purchase intention. It also tests how emotional motivation and rational motivation transmit these effects, while preserving direct links from the antecedent variables to the dependent variable. This structure is consistent with the

Stimulus-Organism-Response perspective, in which external stimuli affect internal organismic states that subsequently shape behavioral outcomes (Zhou et al., 2022). It is also consistent with the Theory of Planned Behavior because online purchase intention remains the immediate behavioral precursor whose formation depends on the consumer's evaluative and belief-based judgments (Ajzen, 1991). The problem is that these two theoretical lenses have not yet been adequately integrated in Libya-focused research around the exact constructs and paths specified in the present model.

The fifth dimension of the problem is empirical fragmentation. International research has examined brand personality, brand loyalty, customer satisfaction, utilitarian value, hedonic value, and purchase intention across various sectors and countries, but these constructs are often studied separately or in only partial combinations (Aaker, 1997; Oliver, 1999; Childers et al., 2001; Dash et al., 2021). Such fragmentation prevents a fuller understanding of how these variables interact simultaneously in a developing e-commerce market (Peña-García et al., 2020). This is especially problematic in Libya, where consumers may form online purchase intention through a complex combination of symbolic brand interpretation, trust-based loyalty, evaluative satisfaction, emotional reassurance, and rational value assessment (Ihnissi & Klaib, 2021). In the absence of integrated empirical testing, it remains unclear whether the strongest effect in Libya comes from brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, or from their combined direct and indirect paths (Alzoubi & Imhmed Mohamed, 2025).

The sixth dimension of the problem is practical and strategic. Managers in the Libyan online retail and e-commerce sector require more precise evidence than the general proposition that digital adoption is increasing or that trust matters (Kemp, 2025). They need to know whether emotional motivation or rational motivation plays the more decisive mediating role when brand personality, loyalty, and satisfaction are translated into purchase intention (Akram et al., 2021; Childers et al., 2001). They also need to know which exogenous brand-related construct has the strongest influence on intention in order to allocate resources effectively between symbolic branding, loyalty-building strategies, and service quality improvement (Aaker, 1997; Oliver, 1999; Dash et al., 2021). Without such evidence, strategic decisions in Libya's digital sector risk remaining intuitive rather than empirically grounded, which weakens the practical

usefulness of existing research for businesses and policymakers (Ihnissi & Klaib, 2021).

For these reasons, the core research problem of the present study is that, despite the expansion of digital connectivity and increasing exposure to online commercial platforms in Libya, there is still insufficient empirical understanding of how brand personality, brand loyalty, and customer satisfaction influence consumers' online purchase intention in the Libyan online retail and e-commerce sector, and how emotional motivation and rational motivation mediate these relationships (Kemp, 2025; Alzoubi & Imhmed Mohamed, 2025). The theoretical gap lies in the limited integration of brand-centered variables with motivational mediators in online purchase intention research (Aaker, 1997; Oliver, 1999; Zhou et al., 2022). The contextual gap lies in the scarcity of studies that test this integrated model in Libya's developing digital market (Ihnissi & Klaib, 2021). The practical gap lies in the absence of evidence-based guidance regarding which psychological route, emotional or rational, more strongly converts brand-related evaluations into online purchase intention in Libya (Akram et al., 2021; Childers et al., 2001).

The present study addresses this problem by examining the direct influence of brand personality, brand loyalty, and customer satisfaction on consumers' online purchase intention in Libya, and by testing the mediating roles of emotional motivation and rational motivation in those relationships. In theoretical terms, the study contributes by integrating the Theory of Planned Behavior with the Stimulus-Organism-Response perspective in a framework that is aligned with the logic of the proposed model (Ajzen, 1991; Zhou et al., 2022). In empirical terms, it contributes by examining a set of relationships that has not been sufficiently investigated in the Libyan online retail and e-commerce sector (Ihnissi & Klaib, 2021; Alzoubi & Imhmed Mohamed, 2025). In practical terms, it contributes by producing evidence that can help firms and policymakers strengthen the behavioral foundations of digital commerce in Libya through more targeted branding, retention, and consumer motivation strategies (Kemp, 2025; United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025).

1.3. Research Questions

The research questions of this study are formulated on the basis of the research problem and the theoretical relationships identified in the conceptual framework. They are intended to clarify the main issues that the study seeks to address regarding the direct and mediating relationships among brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and consumers' online purchase intention in Libya. Accordingly, the research questions are presented as follows.

- What is the influence of brand personality on consumers' online purchase intention in Libya?
- What is the influence of brand loyalty on consumers' online purchase intention in Libya?
- What is the influence of customer satisfaction on consumers' online purchase intention in Libya?
- Does emotional motivation mediate the relationship between brand personality and consumers' online purchase intention in Libya?
- Does emotional motivation mediate the relationship between brand loyalty and consumers' online purchase intention in Libya?
- Does emotional motivation mediate the relationship between customer satisfaction and consumers' online purchase intention in Libya?
- Does rational motivation mediate the relationship between brand personality and consumers' online purchase intention in Libya?
- Does rational motivation mediate the relationship between brand loyalty and consumers' online purchase intention in Libya?
- Does rational motivation mediate the relationship between customer satisfaction and consumers' online purchase intention in Libya?
- What is the influence of rational motivation on consumers' online purchase intention in Libya?
- What is the influence of emotional motivation on consumers' online purchase intention in Libya?

1.4. Research Objectives

The objectives of this study are formulated to provide a clear and systematic direction for the empirical investigation. They translate the research problem and research questions into specific analytical aims that guide the examination of the direct and mediating relationships among brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and consumers' online purchase intention in Libya. Accordingly, the objectives of the study are presented as follows.

- To examine the influence of brand personality on consumers' online purchase intention in Libya.
- To examine the influence of brand loyalty on consumers' online purchase intention in Libya.
- To examine the influence of customer satisfaction on consumers' online purchase intention in Libya.
- To examine the mediating role of emotional motivation in the relationship between brand personality and consumers' online purchase intention in Libya.
- To examine the mediating role of emotional motivation in the relationship between brand loyalty and consumers' online purchase intention in Libya.
- To examine the mediating role of emotional motivation in the relationship between customer satisfaction and consumers' online purchase intention in Libya.
- To examine the mediating role of rational motivation in the relationship between brand personality and consumers' online purchase intention in Libya.
- To examine the mediating role of rational motivation in the relationship between brand loyalty and consumers' online purchase intention in Libya.
- To examine the mediating role of rational motivation in the relationship between customer satisfaction and consumers' online purchase intention in Libya.
- To examine the influence of rational motivation on consumers' online purchase intention in Libya.
- To examine the influence of emotional motivation on consumers' online purchase intention in Libya.

1.5. Significance of the Study

The significance of the present study stems from the fact that online purchase intention has become one of the central behavioral outcomes in digital marketing and e-commerce research, especially in markets where digital adoption is expanding faster than institutional maturity and transaction confidence (Pavlou, 2003; Peña-García et al., 2020). The Libyan context makes this issue more important because internet penetration has reached a level that indicates broad public exposure to digital platforms, yet the broader trade-facilitation and paperless-trade environment remains unevenly developed (Kemp, 2025; United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025). This means that understanding online purchase intention in Libya requires more than a simple technology-access explanation, because consumers form purchase intention within a context shaped simultaneously by digital exposure, institutional fragility, trust concerns, and brand interpretation (Ihnissi & Klaib, 2021; International Monetary Fund, 2025). Accordingly, the present study is significant because it addresses an empirically relevant problem in the Libyan online retail and e-commerce sector, and because it does so through a theoretically structured framework that integrates brand-related and motivational constructs in one model (Ajzen, 1991; Zhou et al., 2022). The study is also significant because it moves beyond fragmented explanations that treat brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation as isolated variables, and instead examines their combined role in shaping online purchase intention in a developing market environment (Aaker, 1997; Oliver, 1999; Dash et al., 2021). In this sense, the study is expected to generate value at both the theoretical and practical levels by clarifying the causal paths through which brand-related perceptions become behaviorally effective in online consumer decision-making (Childers et al., 2001; Akram et al., 2021).

1.5.1. Study Significance to Theory

From a theoretical standpoint, the study contributes to the literature on online consumer behavior by extending the explanation of online purchase intention beyond technology-centered antecedents such as usefulness, trust, and risk, toward a more

consumer-centered framework that incorporates branding and internal motivation (Ajzen, 1991; Pavlou, 2003). This is important because much of the established e-commerce literature has relied heavily on technology acceptance and behavioral intention models, while relatively fewer studies have integrated symbolic brand interpretation, relational commitment, evaluative satisfaction, and internal motivational transmission into a single explanatory structure (Pavlou, 2003; Peña-García et al., 2020). The present study therefore contributes theoretically by positioning brand personality, brand loyalty, and customer satisfaction as major antecedent constructs of online purchase intention rather than as peripheral correlates of digital buying behavior (Aaker, 1997; Oliver, 1999; Dash et al., 2021).

A second theoretical contribution lies in the integration of the Theory of Planned Behavior and the Stimulus-Organism-Response perspective within one coherent framework (Ajzen, 1991; Zhou et al., 2022). The Theory of Planned Behavior supports the treatment of online purchase intention as the immediate antecedent of online purchasing behavior, while the Stimulus-Organism-Response perspective provides the process logic through which external cues affect internal states and then produce behavioral outcomes (Ajzen, 1991; Zhou et al., 2022). In the present study, brand personality, brand loyalty, and customer satisfaction operate as stimuli, emotional motivation and rational motivation operate as organismic states, and online purchase intention operates as the behavioral response, which strengthens the theoretical coherence of the model (Zhou et al., 2022; Güleç, 2024).

A third theoretical contribution concerns mediation (Childers et al., 2001; Akram et al., 2021). The study does not only test whether the exogenous variables affect online purchase intention, but also examines how those effects are transmitted through emotional motivation and rational motivation, which makes the explanation more process-based and behaviorally precise (Akram et al., 2021; Zhou et al., 2022). This contributes to the theory because consumer decisions in digital contexts are rarely formed through direct cognitive judgment only, and prior research has consistently shown that utilitarian and hedonic routes jointly shape online shopping behavior (Childers et al., 2001; Akram et al., 2021).

A fourth theoretical contribution lies in contextual extension (Ihnissi & Klaib, 2021; Alzoubi & Imhmed Mohamed, 2025). Most established explanations of online

purchase intention were developed or repeatedly tested in more institutionally stable or digitally mature economies, whereas the present study examines the model in Libya, where digital reach has grown but market systems and trade facilitation remain uneven (Kemp, 2025; United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025). Testing this framework in Libya therefore contributes to theory by examining whether a combined brand-and-motivation model remains explanatory under conditions of high digital exposure and incomplete e-commerce maturity (Ihnissi & Klaib, 2021; Alzoubi & Imhmed Mohamed, 2025).

A fifth theoretical contribution concerns branding literature itself (Aaker, 1997; Rahman et al., 2024). Brand personality has often been examined in relation to symbolic meaning and self-expression, and brand loyalty has often been examined in relation to retention and repurchase, yet the present study extends both constructs into the domain of online purchase intention in a transitional e-commerce environment (Aaker, 1997; Oliver, 1999; Rahman et al., 2024). The study therefore contributes by showing that branding constructs remain theoretically consequential in digital marketplaces, not only in conventional offline settings (Rahman et al., 2024; Dash et al., 2021).

1.5.2. Study Significance to Practice

From a practical perspective, the study provides evidence that can help businesses in the Libyan online retail and e-commerce sector understand which brand-related drivers are most important in shaping consumers' online purchase intention (Kemp, 2025; Ihnissi & Klaib, 2021). If brand personality proves influential, firms must treat branding as a strategic behavioral instrument rather than a purely promotional activity, because consumers may rely on brand meaning, symbolic reassurance, and credibility cues when evaluating online purchase opportunities (Aaker, 1997; Rahman et al., 2024). If brand loyalty proves influential, firms should prioritize retention strategies, repeat relationship-building, loyalty programs, and consistent post-purchase communication, since online markets expose consumers to many alternatives and low switching costs (Oliver, 1999; Juanli et al., 2025). If customer satisfaction proves influential, firms must recognize that service responsiveness, platform reliability, information clarity, and digital experience quality

are not merely operational matters, but strategic mechanisms through which future online purchase intention can be strengthened (Dash et al., 2021; Jahan et al., 2025).

The practical significance of the study becomes stronger because it examines mediation explicitly (Childers et al., 2001; Akram et al., 2021). If emotional motivation is shown to be a strong mediating route, firms should invest more in emotional reassurance, storytelling, brand attachment, social identity cues, and psychologically comforting digital experiences (Akram et al., 2021; Roy et al., 2025). If rational motivation is shown to be a strong mediating route, firms should allocate greater effort to value communication, product usefulness, convenience, price justification, quality signaling, and decision-support information (Childers et al., 2001; Hanaysha et al., 2025). This distinction is practically valuable because it helps managers decide whether intention is shaped more effectively through affective branding strategies or through utilitarian value strategies, rather than relying on broad and undifferentiated digital marketing efforts (Akram et al., 2021; Hanaysha et al., 2025).

The findings are also expected to be useful for online platform operators and digital sellers because recent e-commerce research shows that purchase intention is strongly influenced by variables such as website quality, customer reviews, service quality, product assortment, and perceived trustworthiness (Hanaysha et al., 2025; Bai et al., 2008). In the Libyan context, where market confidence and institutional reliability are still developing, platform improvements that increase review credibility, information transparency, service quality, and transaction reassurance may produce meaningful gains in consumer intention (Ihnissi & Klaib, 2021; Hanaysha et al., 2025). The study is also significant for policymakers because the growth of e-commerce depends not only on consumer readiness but also on the quality of the surrounding digital trade ecosystem (United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025; International Monetary Fund, 2025). A clearer understanding of the behavioral foundations of online purchase intention can therefore support better policy design in areas such as digital trust, e-commerce regulation, payment facilitation, and broader trade-related digital infrastructure in Libya (United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025; International Monetary Fund, 2025).

1.6. Scope of the Study

The scope of the present study is defined conceptually, geographically, sectorally, population-wise, and analytically (Ajzen, 1991; Pavlou, 2003). Conceptually, the study is limited to six principal constructs, namely brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention (Aaker, 1997; Oliver, 1999; Childers et al., 2001). Within this structure, brand personality, brand loyalty, and customer satisfaction are treated as exogenous variables, emotional motivation and rational motivation are treated as mediating variables, and online purchase intention is treated as the endogenous dependent variable (Zhou et al., 2022; Akram et al., 2021).

Geographically, the study is confined to Libya because the country presents a highly relevant setting in which broad digital exposure coexists with continuing constraints in the wider e-commerce and digital-trade environment (Kemp, 2025; United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025). Sectorally, the study is restricted to the online retail and e-commerce sector, with particular emphasis on consumer-facing online shopping environments such as e-commerce websites, marketplace applications, brand-owned online stores, and platform-based digital selling contexts (Pavlou, 2003; Peña-García et al., 2020). The study does not extend to industrial procurement, business-to-business electronic exchange, or purely informational digital system use, because the behavioral logic of purchase intention in consumer e-commerce differs from those domains (Pavlou, 2003; Peña-García et al., 2020).

In terms of population, the study adopts Libyan consumers with awareness of or exposure to online shopping platforms as the target population (Kemp, 2025; Alzoubi & Imhmed Mohamed, 2025). This means that the study includes individuals who are familiar with online shopping environments and who have encountered digital retail interfaces, online sellers, or online marketplaces, regardless of whether their buying frequency is high, moderate, or still developing (Ajzen, 1991; Kemp, 2025). This population boundary is methodologically appropriate because purchase intention may exist before frequent or habitual online purchasing is established, and therefore awareness and exposure are relevant inclusion criteria in a developing e-commerce context (Ajzen, 1991; Pavlou, 2003).

Analytically, the study is limited to online purchase intention rather than actual online purchasing behavior, repurchase behavior, or post-purchase loyalty outcomes (Ajzen, 1991; Oliver, 1999). This delimitation is justified because intention remains the most immediate behavioral precursor in established behavioral theory, and because actual online behavior in Libya may still be constrained by contextual conditions beyond the consumer's internal readiness to buy (Ajzen, 1991; International Monetary Fund, 2025). The study also does not include trust, perceived risk, website quality, or e-service quality as core structural variables, even though these variables are recognized in the broader e-commerce literature, because the present research is specifically designed to test the mediation framework built around brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention (Pavlou, 2003; Hanaysha et al., 2025).

1.7. Key Terms Definition

1.7.1. Online Purchase Intention

Online purchase intention refers to the consumer's conscious willingness or readiness to buy a product or service through online channels (Ajzen, 1991; Pavlou, 2003). Within behavioral theory, intention is treated as the most immediate antecedent of actual behavior because it captures the degree to which an individual is prepared to perform a specific action (Ajzen, 1991). In e-commerce settings, online purchase intention reflects the likelihood that a consumer will engage in an internet-based transaction after evaluating the available options, information, and expected consequences of the purchase (Pavlou, 2003; Peña-García et al., 2020). In the present study, online purchase intention is defined as the degree to which Libyan consumers are willing to purchase products or services through online shopping platforms after being influenced by brand-related and motivational factors (Ajzen, 1991; Alzoubi & Imhmed Mohamed, 2025).

1.7.2. Brand Personality

Brand personality refers to the set of human characteristics associated with a brand (Aaker, 1997). The concept assumes that consumers often interpret brands as if they possess recognizable personality traits, such as sincerity, excitement, competence,

sophistication, and ruggedness (Aaker, 1997). In branding research, brand personality is important because it allows a brand to function not only as a functional offering but also as a symbolic and relational object in the consumer's mind (Aaker, 1997; Rahman et al., 2024). In the present study, brand personality is defined as the set of human-like characteristics that Libyan consumers associate with a brand and that shape how that brand is interpreted in online shopping environments (Aaker, 1997; Rahman et al., 2024).

1.7.3. Brand Loyalty

Brand loyalty refers to a deeply held commitment to repurchase or continue preferring a particular brand despite competing alternatives and situational pressures (Oliver, 1999). The construct reflects more than repeated behavior because it also includes a durable preference structure and relational commitment toward the brand (Oliver, 1999). In online settings, brand loyalty is especially important because digital consumers are exposed to many alternatives and can switch quickly between competing offerings (Oliver, 1999; Juanli et al., 2025). In the present study, brand loyalty is defined as the extent to which Libyan consumers maintain a committed preference for a specific brand in online shopping contexts and remain inclined toward that brand despite the existence of alternatives (Oliver, 1999; Ahmed et al., 2024).

1.7.4. Customer Satisfaction

Customer satisfaction refers to the consumer's evaluative and affective response to the extent to which a product, service, or experience meets or exceeds expectations (Giese & Cote, 2000). Giese and Cote conceptualized satisfaction as an emotional response of varying intensity that is directed toward specific aspects of acquisition or consumption and occurs at a particular point in time (Giese & Cote, 2000). In e-commerce contexts, satisfaction may be shaped by the quality of information, service responsiveness, reliability, platform usability, and overall digital experience (Dash et al., 2021; Jahan et al., 2025). In the present study, customer satisfaction is defined as Libyan consumers' overall evaluative response to their online shopping-related experience with a brand, including the extent to which that

experience is perceived as satisfactory, acceptable, and consistent with prior expectations (Giese & Cote, 2000; Dash et al., 2021).

1.7.5. Emotional Motivation

Emotional motivation refers to the affective drivers that move consumers toward online purchase intention through feelings such as enjoyment, reassurance, attachment, pleasure, and psychological comfort (Childers et al., 2001; Akram et al., 2021). In online shopping research, emotional or hedonic motivation has been recognized as a major route through which digital retail environments influence consumer responses (Childers et al., 2001). More recent research confirms that emotional processing continues to shape online purchase intention in social commerce and other digital buying environments (Akram et al., 2021; Roy et al., 2025). In the present study, emotional motivation is defined as the affect-based internal state through which Libyan consumers become psychologically inclined toward online purchase because a brand or online shopping context evokes positive emotional responses (Akram et al., 2021; Childers et al., 2001).

1.7.6. Rational Motivation

Rational motivation refers to the utilitarian and cognitive drivers that move consumers toward online purchase intention through judgments related to usefulness, convenience, value for money, efficiency, and practical benefit (Childers et al., 2001). In online retail literature, this motivational route is aligned with utilitarian evaluation, in which the consumer approaches the shopping process in a goal-directed and efficiency-oriented manner (Childers et al., 2001). Recent e-commerce research continues to confirm that reason-based assessments remain influential in shaping online purchase decisions and intention in digital buying environments (Akram et al., 2021; Roy et al., 2025). In the present study, rational motivation is defined as the cognition-based internal state through which Libyan consumers become inclined toward online purchase because a brand or shopping context is perceived as useful, worthwhile, efficient, and practically beneficial (Childers et al., 2001; Akram et al., 2021).

1.8. Thesis Organization

This study is organized into five chapters. *Chapter One* introduces the study by presenting the background of the study, the problem statement, the research questions, the research objectives, the significance of the study, the scope of the study, the key terms definition, and the organization of the thesis. *Chapter Two* presents the literature review and theoretical foundation of the study, and it develops the conceptual framework and hypotheses. *Chapter Three* explains the methodology of the study, including the research design, target population, sampling approach, data collection procedure, measurement of constructs, and methods of data analysis. *Chapter Four* presents the empirical findings of the study, including the descriptive results, measurement model assessment, structural model assessment, and hypothesis testing results. *Chapter Five* discusses the findings in relation to the literature and the conceptual framework, and it concludes the study by presenting the main conclusions, implications, limitations, and recommendations for future research.

2. CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

This chapter establishes the theoretical and empirical foundation of the study by reviewing the literature on brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention. It explains the relevance of the Theory of Planned Behavior and the Stimulus-Organism-Response perspective to the proposed model. The chapter also evaluates prior empirical findings, identifies the main research gap, develops the conceptual framework, and formulates the study hypotheses in relation to the Libyan online shopping context.

2.2. The Libyan Online Retail and E-commerce Sector

The Libyan online retail and e-commerce sector should be understood as a developing market space in which consumer exposure to online shopping has clearly emerged, yet the institutional, organizational, and behavioral foundations of the sector remain unevenly consolidated (Al-Qandouz, 2017; Omar & Elmansori, 2021). In analytical terms, this means that Libya does not represent a context in which online retail is either absent or fully mature, but rather a transitional environment in which online purchase behavior, platform engagement, and firm-level e-commerce usage coexist with structural constraints and trust-related frictions (Akhmaaj & Sharif, 2024; Bao et al., 2025). This transitional status is important because sectoral development in e-commerce cannot be reduced to the presence of websites or social media pages alone, as it also depends on the interaction among consumer willingness, seller capability, service reliability, payment confidence, and the broader interpretive credibility of online exchange (Pavlou, 2003; Jadir et al., 2022). In Libya, the available literature suggests that these conditions are present in partial and evolving form rather than in a stable and standardized pattern, which makes the sector theoretically significant and empirically demanding to analyze (Al-Qandouz, 2017; Omar & Elmansori, 2021). For the present thesis, this matters directly because the explanatory variables of the study, namely brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation, are all more likely to become salient in a market where consumers must actively interpret the online shopping environment

rather than merely transact within a fully routinized system (Aaker, 1997; Oliver, 1999; Childers et al., 2001).

A doctoral-level discussion of the Libyan online retail and e-commerce sector must therefore go beyond a descriptive statement that online commerce exists in Libya and instead address three linked questions, namely how the sector has been developing, how Libyan consumers appear to behave within it, and what structural challenges and opportunities shape its trajectory (Omar & Elmansori, 2021; Akhmaaj & Sharif, 2024). These questions are necessary because sectoral maturity in e-commerce is not simply a technical matter. It is a market-formation process in which firms, consumers, and institutions gradually define what counts as legitimate online exchange, what risks are tolerable, and what forms of value are persuasive enough to convert exposure into purchase intention (Pavlou, 2003; Dang & Pham, 2018). In Libya, the literature that carries traceable DOI identifiers remains limited but sufficiently suggestive to support a structured discussion of the sector, especially when Libya-specific studies are interpreted alongside peer-reviewed work on emerging and North African online markets (Al-Qandouz, 2017; Jadil et al., 2022). The present section therefore examines the Libyan online retail and e-commerce sector through three subsections, namely development of the sector, consumer behavior in the Libyan online market, and the principal challenges and opportunities that continue to shape online shopping in the Libyan environment (Akhmaaj & Sharif, 2024; Bao et al., 2025).

2.2.1. Development of the Online Retail and E-commerce Sector in Libya

The development of the Libyan online retail and e-commerce sector appears to have followed a fragmented rather than linear path, with consumer-facing awareness advancing more visibly than institutional standardization or system-wide normalization (Al-Qandouz, 2017; Omar & Elmansori, 2021). This pattern is not unusual in developing markets, where e-commerce often emerges first through scattered platform usage, informal digital selling, and exposure to international sites before it becomes embedded in a coordinated retail ecosystem supported by strong logistics, payment routines, and consistent legal expectations (Dang & Pham, 2018; Bao et al., 2025). In

Libya, the sector's development is better interpreted as an incremental expansion of online shopping practices and e-commerce relevance rather than as the arrival of a fully consolidated digital retail system (Al-Qandouz, 2017; Akhmaaj & Sharif, 2024). Such an interpretation is supported by the fact that Libya-specific studies consistently discuss online shopping as a meaningful and growing behavior, but do not describe it as a universally stabilized or frictionless mode of consumption (Al-Qandouz, 2017; Omar & Elmansori, 2021). From a theoretical standpoint, this transitional form of sector development matters because it increases the role of interpretive variables, such as trust, satisfaction, perceived usefulness, brand-related cues, and motivation, in determining whether exposure to online retail becomes actual purchase-oriented readiness (Pavlou, 2003; Jadir et al., 2022).

One of the earliest DOI-traceable Libya-specific indications of this development appears in Al-Qandouz's study of Libyan youths' attitudes toward online shopping in Misurata, which found that engagement in online shopping among Libyan youth was moderate rather than negligible (Al-Qandouz, 2017). This result is sectorally important because a moderate level of engagement indicates that online shopping in Libya had already moved beyond pure novelty or abstraction and had become sufficiently visible to generate patterned attitudes and preferences among consumers (Al-Qandouz, 2017). The same study also found that the most attractive websites for Libyan shoppers were Amazon first, followed by eBay, with social media platforms ranking third, which suggests that the Libyan online shopping environment developed not through one purely domestic platform ecosystem, but through exposure to global marketplaces combined with social media-mediated commercial discovery and interaction (Al-Qandouz, 2017). That pattern is analytically revealing because it implies that the Libyan sector developed under conditions of cross-platform hybridity, where formal e-commerce websites and socially embedded online channels both contributed to consumer familiarity with online retail (Al-Qandouz, 2017; Childers et al., 2001). Such hybrid development typically characterizes emerging e-commerce settings in which consumers learn online shopping through mixed infrastructures rather than through one dominant national retail architecture (Dang & Pham, 2018; Bao et al., 2025).

The developmental importance of international platforms in Libya should not be treated as a trivial detail, because it reveals something structural about how online

retail legitimacy is formed in an emerging market context (Al-Qandouz, 2017; Jadir et al., 2022). When consumers gravitate toward recognizable global sites such as Amazon and eBay, they are not simply responding to product availability. They are also responding to perceived credibility, established brand recognition, and an interpretive shortcut that reduces uncertainty in an online environment that may otherwise appear uneven or under-institutionalized (Pavlou, 2003; Jadir et al., 2022). In this sense, the sector's development in Libya appears to have involved reliance on externally recognized online retail structures as anchors of legitimacy, while social media functioned as a more flexible and relationally embedded shopping channel (Al-Qandouz, 2017). This is highly relevant to the present thesis because it suggests that branding and trust-related cues likely play a disproportionately important role in the Libyan online retail environment, especially when consumers are deciding whether an online shopping opportunity is sufficiently intelligible and reliable to justify purchase intention (Aaker, 1997; Pavlou, 2003).

The enterprise side of sector development is illuminated by Omar and Elmansori's study on e-commerce adoption in Libyan small and medium enterprises, which explicitly investigated customers' behavioral intention to use e-commerce services provided by SMEs in Libya (Omar & Elmansori, 2021). The importance of this study lies in the fact that it frames e-commerce in Libya not merely as an imported consumer habit, but as an organizational and market challenge for domestic firms seeking to use online channels to improve business transaction processes (Omar & Elmansori, 2021). The study states that SMEs face a customer-retention problem linked to technology usage and that e-commerce becomes necessary for improving business transactions through websites that are fast, convenient, and cheap, which implies that sector development in Libya is tied closely to firms' ability to make digital channels operationally credible and commercially worthwhile for customers (Omar & Elmansori, 2021). This is a significant point because a sector develops not only when consumers become interested in online shopping, but when sellers and smaller businesses can provide online services in a way that aligns with consumer expectations of convenience, efficiency, and transaction viability (Pavlou, 2003; Dhingra et al., 2020). Thus, the Libyan online retail and e-commerce sector appears to be shaped by a dual developmental task, namely increasing consumer familiarity with online shopping

and enhancing firm-side capability to convert that familiarity into sustained digital transactions (Omar & Elmansori, 2021; Bao et al., 2025).

A more recent and highly relevant contribution comes from Akhmaaj and Sharif's study on internet users in the Libyan city of Tripoli, which integrates TPB and TAM constructs to examine online purchasing behavior and intention among Libyan consumers (Akhmaaj & Sharif, 2024). This study is important because it confirms that online purchasing behavior in Libya is now sufficiently established to support formal structural modeling using a city-based empirical sample of online purchasing users (Akhmaaj & Sharif, 2024). The study used data from 203 online purchasing users collected through Google surveys and found that purchase intention mediated the effects of selected antecedents on purchasing behavior, while social influence and perceived behavioral control were especially important in specific age groups, particularly those aged 30 to 50 years (Akhmaaj & Sharif, 2024). These results suggest that sector development in Libya has advanced to a stage where online purchase intention is not a hypothetical or marginal variable, but an empirically meaningful mechanism that connects social, cognitive, and technological factors to actual online purchasing outcomes (Ajzen, 1991; Akhmaaj & Sharif, 2024). This is a consequential sign of sector development, because it indicates that the Libyan market has moved beyond mere exposure and now exhibits patterned online shopping behavior that can be theorized, measured, and differentiated across consumer groups (Akhmaaj & Sharif, 2024; Peña-García et al., 2020).

However, the studies by Al-Qandouz, Omar and Elmansori, and Akhmaaj and Sharif point to a consistent developmental narrative (Al-Qandouz, 2017; Omar & Elmansori, 2021; Akhmaaj & Sharif, 2024). The Libyan sector appears to have developed through a combination of consumer exposure to international platforms, social-media-assisted shopping awareness, and gradually increasing organizational interest in using e-commerce to retain customers and enhance transactions (Al-Qandouz, 2017; Omar & Elmansori, 2021). It also appears that the consumer side of development has become strong enough to produce differentiated online purchasing behavior in urban settings such as Tripoli, which indicates that the sector is behaviorally substantive even if it remains structurally uneven (Akhmaaj & Sharif, 2024). This combination of partial maturity and ongoing fragility is characteristic of many developing online markets, where the question is no longer whether e-commerce

exists, but whether it can scale and stabilize without losing consumer trust or failing to meet expectations of convenience and reliability (Dang & Pham, 2018; Bao et al., 2025). In Libya, the evidence suggests that the sector has crossed the threshold of empirical relevance, but not yet the threshold of full institutional consolidation, which is precisely why consumer intention and brand-related evaluations remain so important to understanding its current form (Pavlou, 2003; Jadil et al., 2022).

The sector's developmental profile becomes even clearer when viewed through the lens of service and transaction quality. In broader e-commerce research, Dhingra, Gupta, and Bhatt found that trust was the only e-service quality dimension significantly influencing overall service quality, and that overall e-service quality significantly affected customer satisfaction, which in turn significantly influenced purchase intention (Dhingra et al., 2020). Although this study was not Libya-specific, its relevance to Libya is high because it clarifies what must happen for an emerging online retail sector to move from simple platform presence to repeatable consumer acceptance (Dhingra et al., 2020). Sectoral growth depends not merely on offering online access, but on creating a service environment in which reliability, trust, responsiveness, and perceived quality become strong enough to support satisfaction and purchase intention (Dhingra et al., 2020; Pavlou, 2003). When this logic is brought back to Libya, the implication is that the development of the Libyan online retail and e-commerce sector should be interpreted not only as a story of rising exposure, but also as a story of how firms and platforms must build a service logic capable of sustaining consumer confidence over time (Omar & Elmansori, 2021; Akhmaaj & Sharif, 2024). That insight is highly relevant to the present thesis because it strengthens the analytical role of customer satisfaction and helps explain why satisfaction can function as a strategically central antecedent of online purchase intention in a market like Libya (Dhingra et al., 2020; Giese & Cote, 2000).

The regional literature reinforces this interpretation. In Morocco, Jadil, Rana, and Dwivedi found that perceived size and perceived reputation significantly influenced online trust, while online trust positively influenced attitude and purchase intention in an emerging North African market (Jadil et al., 2022). In Qatar, Alkailani and Abu-Shanab reported that the proposed factors in their model significantly influenced online purchase intention, which again highlights the importance of trust and evaluative perceptions in Arab e-commerce contexts (Alkailani & Abu-Shanab,

2021). These regional results do not substitute for Libya-specific evidence, but they strengthen the plausibility of interpreting Libya’s sectoral development as one in which legitimacy, reputation, trust, and perceived usability are central to whether online retail growth becomes behaviorally durable (Jadil et al., 2022; Alkailani & Abu-Shanab, 2021). In that sense, the development of Libya’s online retail and e-commerce sector is best viewed as a market-building process, in which consumers are learning to read online sellers, platforms, and brands through signals that reduce uncertainty and enable intention formation (Pavlou, 2003; Akhmaaj & Sharif, 2024). Table 1 synthesizes the principal empirical signals emerging from the literature on the development of the Libyan online retail and e-commerce sector.

Table 1: Selected empirical signals on the development of the Libyan online retail and e-commerce sector

Study	Context	Main finding	Sectoral implication
Al-Qandouz (2017)	Misurata, Libya	Libyan youth engagement in online shopping was moderate; Amazon and eBay were highly attractive; social media ranked third	The sector has moved beyond pure novelty and is shaped by both global marketplaces and social media channels
Omar and Elmansori (2021)	Libyan SMEs	Customer behavioral intention toward SME e-commerce usage is central to firm-side adoption	Sector development depends on the ability of domestic firms to provide convenient and credible online services
Akhmaaj and Sharif (2024)	Tripoli, Libya	Purchase intention mediates key antecedents of online purchasing behavior among Libyan users	Online purchase intention has become an empirically meaningful mechanism in the Libyan market
Dhingra et al. (2020)	General e-commerce context	Trust and overall e-service quality influence satisfaction and purchase intention	Service quality and trust remain essential for sector stabilization
Jadil et al. (2022)	Morocco	Reputation and perceived size shape trust, which drives purchase intention	North African emerging markets rely heavily on trust-based interpretive cues

The importance of Table 1 lies in showing that Libya's online retail and e-commerce sector is supported by convergent evidence of behavioral relevance, but that this relevance is tied closely to trust, service quality, platform credibility, and customer intention rather than to technical access alone (Al-Qandouz, 2017; Omar & Elmansori, 2021; Akhmaaj & Sharif, 2024).

2.2.2. Consumer Behavior in the Libyan Online Market

Consumer behavior in the Libyan online market appears to be shaped by a combination of practical, relational, and interpretive factors rather than by a single deterministic driver (Al-Qandouz, 2017; Akhmaaj & Sharif, 2024). This is consistent with broader e-commerce theory, which holds that online purchase-oriented behavior emerges through the interplay of perceived usefulness, trust, value judgment, prior experience, and motivational processing rather than through technological exposure alone (Pavlou, 2003; Peña-García et al., 2020). In Libya, the available evidence suggests that consumers do not approach online shopping merely as an impersonal technical process. Instead, they appear to evaluate it in terms of what it provides, how reliable it seems, and how comfortable or worthwhile the transaction feels in the surrounding market environment (Al-Qandouz, 2017; Omar & Elmansori, 2021). This is analytically important because it supports the central assumption of the present thesis, namely that online purchase intention in Libya is likely to depend on both rational and emotional routes, as well as on brand-related and satisfaction-based interpretations of the online shopping experience (Childers et al., 2001; Akram et al., 2021).

The evidence from Misurata is especially useful in this regard because Al-Qandouz did not merely find that Libyan youth participated in online shopping. The study also identified the main perceived advantages of online shopping, namely access to products not available in local markets, variety of choices, time saving, lower prices, new experiences, and ease of access to goods (Al-Qandouz, 2017). These findings strongly suggest that consumer behavior in the Libyan online market is motivated by both utilitarian and experiential considerations (Al-Qandouz, 2017; Childers et al., 2001). Access to unavailable goods, price advantages, and time saving align closely with rational and efficiency-based motivation, while new experiences and exploratory engagement point toward an affective or hedonic component of online consumer

behavior (Childers et al., 2001; Akram et al., 2021). This duality matters because it indicates that Libyan consumers likely interpret online shopping through a composite value logic rather than through a narrow functional calculus (Tandon et al., 2021; Peña-García et al., 2020). Therefore, behavior in the Libyan online market should not be modeled as purely utility maximizing or purely novelty seeking. It is better understood as the result of both practical gain and experiential attraction operating at the same time (Al-Qandouz, 2017; Childers et al., 2001).

The Tripoli study by Akhmaaj and Sharif adds an important behavioral dimension by showing that online purchasing behavior in Libya is associated with measurable effects of social influence, perceived behavioral control, perceived usefulness, and purchase intention, with notable variation by age group (Akhmaaj & Sharif, 2024). This is important because it indicates that consumer behavior in the Libyan online market is not homogeneous. Rather, it varies according to how individuals process social expectations, perceived capability, and the usefulness of online shopping within their own decision frameworks (Akhmaaj & Sharif, 2024; Ajzen, 1991). The finding that purchase intention mediated relationships between key antecedents and purchasing behavior is especially significant, because it shows that Libyan online consumers do not move directly from perception to behavior without passing through a readiness stage that has genuine explanatory power (Akhmaaj & Sharif, 2024; Pavlou & Fygenson, 2006). This aligns closely with the conceptual logic of the present thesis and reinforces the idea that Libyan online consumer behavior must be studied through structured psychological pathways rather than through simple descriptions of internet use or platform familiarity (Ajzen, 1991; Pavlou & Fygenson, 2006).

Consumer behavior in the Libyan online market also appears to be meaningfully shaped by trust-linked conditions. Omar and Elmansori's work on Libyan SMEs emphasizes that e-commerce becomes valuable to firms only when customers are willing to use technology-based channels for transactions that are fast, convenient, and cheap, which implies that behavioral participation in the market is closely connected to whether the transaction environment is interpreted as sufficiently workable and reliable (Omar & Elmansori, 2021). Broader North African and Arab evidence supports the same conclusion. Jadil et al. found that online trust in Morocco was positively shaped by perceived size and reputation and that trust, in turn,

influenced attitude and purchase intention (Jadil et al., 2022). Alkailani and Abu-Shanab likewise showed in Qatar that core evaluative factors significantly influenced online purchase intention (Alkailani & Abu-Shanab, 2021). These regional patterns matter for Libya because they suggest that consumer behavior in the Libyan online market is likely to depend not only on access and awareness, but also on how consumers interpret legitimacy, safety, and expected reliability in the online transaction environment (Pavlou, 2003; Jadil et al., 2022). In other words, Libyan online consumers are not merely shoppers in a technical system. They are interpreters of risk, reputation, and platform credibility (Pavlou, 2003; Omar & Elmansori, 2021).

This point becomes even stronger when attention is given to website quality and service quality as behavioral determinants. Cho and Sagynov found that perceived usefulness, perceived ease of use, and trust had statistically significant effects on online shopping intention, while product information, price, convenience, and perceived product or service quality shaped these perceptions in the first place (Cho & Sagynov, 2015). Dhingra et al. similarly found that overall e-service quality influenced customer satisfaction and that customer satisfaction significantly influenced purchase intention (Dhingra et al., 2020). These findings are highly relevant to Libya because a developing online market is likely to magnify the behavioral importance of information quality, perceived trustworthiness, platform ease, and service reliability (Cho & Sagynov, 2015; Dhingra et al., 2020). Where online shopping norms are still consolidating, weak information, poor service design, or unreliable performance can directly undermine intention formation, while credible service quality can compensate for broader uncertainty and help stabilize purchase behavior (Pavlou, 2003; Bao et al., 2025). Thus, consumer behavior in the Libyan online market should be interpreted as highly sensitive to the quality of the transaction environment and not merely to the existence of products online (Cho & Sagynov, 2015; Dhingra et al., 2020).

From the standpoint of the present thesis, one of the most important implications of this literature is that Libyan online consumer behavior is unlikely to be adequately explained without reference to brands and prior experience. When consumers face an online environment that is behaviorally meaningful but structurally uneven, they often rely more heavily on signs that reduce ambiguity, such as recognizable brands, previously satisfactory interactions, or familiar sellers and platforms (Pavlou, 2003; Jadil et al., 2022). This makes brand personality, brand

loyalty, and customer satisfaction especially plausible predictors of online purchase intention in Libya. Brand personality can make a brand appear more intelligible, trustworthy, or self-relevant. Brand loyalty can reduce comparative effort and reinforce a sense of transactional continuity. Customer satisfaction can function as evidence that future online exchange is likely to be acceptable or rewarding (Aaker, 1997; Oliver, 1999; Dhingra et al., 2020). These are not minor effects in a developing online market. They are precisely the kinds of signals consumers may use when deciding whether an online purchase opportunity deserves movement from awareness into intention (Pavlou, 2003; Omar & Elmansori, 2021).

The Libyan online market also appears to be socially mediated in ways that deserve explicit recognition. Akhmaaj and Sharif's findings on the role of social influence indicate that online purchasing behavior in Tripoli is not formed in isolation from broader interpersonal or normative processes (Akhmaaj & Sharif, 2024). In many emerging online markets, consumers rely on the behavior, recommendations, or perceived expectations of others as a way of reducing uncertainty and validating new or only partially normalized shopping practices (Ajzen, 1991; Peña-García et al., 2020). This matters in Libya because it suggests that online consumer behavior may be embedded in a wider social environment where trust and reassurance are partially supplied by peer observation, platform familiarity, and shared evaluation rather than by formal institutional guarantees alone (Akhmaaj & Sharif, 2024; Jadil et al., 2022). Such social mediation does not weaken the relevance of brand-centered or motivation-centered explanations. On the contrary, it strengthens them, because brands, loyalty, and emotionally reassuring cues often become the vehicles through which social uncertainty is transformed into individual purchase readiness (Aaker, 1997; Childers et al., 2001).

The behavioral role of emotion and rationality is particularly important in Libya. The advantages identified by Al-Qandouz, such as variety, price savings, product access, and time saving, clearly reflect rational motivation, while new experiences and attraction to online platforms reflect an emotional and exploratory component (Al-Qandouz, 2017; Childers et al., 2001). Akram et al. showed in a different online commerce context that both hedonic and utilitarian motivations significantly matter for online purchase intention, confirming that consumers frequently process online shopping opportunities through dual affective and cognitive

routes rather than through only one of them (Akram et al., 2021). Tandon et al. similarly demonstrated that purchase intentions in platform-based ordering environments are strongly shaped by consumption values rather than by narrow functional judgments alone (Tandon et al., 2021). When these insights are applied to Libya, the implication is that consumer behavior in the Libyan online market should be treated as motivationally dual rather than one-dimensional. Consumers appear to seek efficiency and value, but they also respond to reassurance, experience, and the psychological meaning attached to the online shopping act itself (Al-Qandouz, 2017; Akram et al., 2021). This strengthens the conceptual basis for including both rational motivation and emotional motivation in the present model (Childers et al., 2001; Tandon et al., 2021).

Another emerging signal in Libya concerns the role of digital literacy and e-service quality. Bilhaj, Teo, and Al-haimi found that among Libyan e-consumers, digital literacy and e-service quality significantly influenced online green purchase intention, while online reviews and web reputation did not exert direct effects in their model (Bilhaj et al., 2026). Although this study focused on green purchase intention rather than general online retail, its implications for consumer behavior in the Libyan online market remain useful. It suggests that consumers in Libya may rely strongly on their own evaluative competence and on perceptions of service reliability rather than uniformly depending on reputational or review-based signals (Bilhaj et al., 2026). In a fragile or transitional market context, such a pattern is plausible because consumers may place greater behavioral weight on what they can directly interpret and verify, such as service performance and their own confidence in navigating online environments (Bao et al., 2025; Dhingra et al., 2020). This has direct relevance to the present thesis because it suggests that satisfaction, perceived value, and internal motivation may be more behaviorally decisive than reputation effects alone in Libya's developing online market (Bilhaj et al., 2026; Omar & Elmansori, 2021).

At the same time, it would be analytically incomplete to portray Libyan online consumers as governed only by structural caution. The available literature also suggests that they are opportunity-seeking and adaptive. Moderate engagement, attraction to global platforms, responsiveness to product variety and price advantages, and the measurable existence of online purchasing behavior in Tripoli all suggest that Libyan consumers are not passively resistant to e-commerce (Al-Qandouz, 2017;

Akhmaaj & Sharif, 2024). Rather, they appear to participate when the online environment offers recognizable value, manageable uncertainty, and sufficient reasons to believe that the transaction is worthwhile (Pavlou, 2003; Cho & Sagynov, 2015). This means that behavior in the Libyan online market should be conceptualized as conditional rather than weak. Consumers are not simply reluctant. They are selective and interpretive, which is a very different behavioral profile (Jadil et al., 2022; Bhattacharya & Sharma, 2022). Such selectivity makes brand, trust, satisfaction, and motivation especially important because these factors can determine whether a given online opportunity crosses the threshold from interest to intention (Aaker, 1997; Oliver, 1999).

2.2.3. Challenges and Opportunities in the Libyan Online Shopping Environment

The challenges facing the Libyan online shopping environment are best interpreted as structural, relational, and behavioral rather than purely technical (Omar & Elmansori, 2021; Bao et al., 2025). In developing markets generally, e-commerce barriers often include infrastructural limitations, trust and security concerns, digital literacy gaps, policy and regulatory weaknesses, and logistical obstacles that complicate the consumer's path from interest to purchase (Bao et al., 2025). The Libyan literature does not present a single comprehensive national diagnostic of all these challenges, yet the available evidence clearly suggests that the online shopping environment in Libya is shaped by precisely this sort of multi-layered constraint rather than by one isolated problem (Al-Qandouz, 2017; Omar & Elmansori, 2021; Akhmaaj & Sharif, 2024). This matters analytically because it means that challenges in Libya's online environment cannot be solved by increasing digital presence alone. They require improvements in the conditions that make online transactions credible, interpretable, and repeatable from the consumer's point of view (Pavlou, 2003; Dhingra et al., 2020).

A central challenge is trust. Trust is a universal issue in e-commerce, but it becomes particularly important in emerging and fragile online markets because consumers must often decide under conditions of incomplete certainty about sellers, delivery, payment integrity, and post-purchase recourse (Pavlou, 2003; Jadil et al., 2022). The Libyan studies imply the importance of this issue even when trust is not

always measured in the same way. Omar and Elmansori's emphasis on customer behavioral intention toward SME e-commerce usage presupposes that firms must make online transactions appear reliable and worthwhile (Omar & Elmansori, 2021). Akhmaaj and Sharif's findings that purchase intention mediates the effects of antecedents on purchasing behavior likewise suggest that consumers must first reach a state of confidence or readiness before actual behavior can occur (Akhmaaj & Sharif, 2024). Bilhaj et al. found that e-service quality significantly influenced online green purchase intention among Libyan e-consumers, which again points to the centrality of credible service conditions in shaping intention (Bilhaj et al., 2026). Taken together, these findings strongly indicate that trust-related conditions remain one of the main challenges in the Libyan online shopping environment, even when the literature uses adjacent constructs such as service quality, perceived usefulness, or behavioral intention to capture related effects (Pavlou, 2003; Dhingra et al., 2020).

A second challenge concerns the quality and consistency of the transaction environment itself. Dhingra et al. showed that customer satisfaction and purchase intention depend on overall e-service quality, while Cho and Sagynov demonstrated the importance of product information, convenience, price, and perceived quality in shaping online shopping intention (Dhingra et al., 2020; Cho & Sagynov, 2015). In Libya, where e-commerce systems are still developing, inconsistency in these dimensions is likely to have amplified behavioral consequences because consumers are less likely to discount poor online experiences as isolated anomalies (Omar & Elmansori, 2021; Bao et al., 2025). Instead, weak service performance may reinforce broader doubts about the reliability of online shopping itself (Pavlou, 2003; Roman, 2007). This means that the Libyan online shopping environment faces a challenge of standardization, namely the need to provide information clarity, service responsiveness, transaction reliability, and credible fulfillment in a sufficiently consistent way to support repeat behavior and not merely first-time curiosity (Dhingra et al., 2020; Cho & Sagynov, 2015).

A third challenge involves the interpretive burden placed on consumers. In well-established e-commerce markets, many transactional assumptions are institutionalized and taken for granted. In developing environments, however, consumers may have to work harder to infer whether a platform is trustworthy, whether the seller is credible, whether the product description is reliable, and whether

the online relationship is worth entering (Pavlou, 2003; Jadir et al., 2022). The Libyan evidence on attraction to global platforms such as Amazon and eBay is relevant here, because it suggests that consumers may partially resolve this burden by relying on already recognized platform identities rather than on unfamiliar local or less standardized online channels (Al-Qandouz, 2017). This behavior is rational under uncertainty, but it also means that domestic sector development faces the challenge of producing enough credibility to compete with externally legitimized sites (Omar & Elmansori, 2021). Consequently, the Libyan online shopping environment must overcome not only technical deficiencies, but also a credibility asymmetry between globally recognized platforms and locally embedded online sellers or SMEs (Al-Qandouz, 2017; Omar & Elmansori, 2021).

A fourth challenge relates to digital literacy and evaluative competence. Bilhaj et al. found that digital literacy had a significant positive influence on online green purchase intention among Libyan e-consumers, which indicates that consumer capability to interpret and navigate online environments is itself behaviorally consequential (Bilhaj et al., 2026). Bao et al.'s review of developing markets similarly identifies digital literacy as a critical factor in e-commerce growth, both as a barrier when lacking and as an enabler when improved (Bao et al., 2025). In Libya, this means that the online shopping environment is likely challenged not only by what firms offer, but also by variation in how confidently consumers can interpret online information, judge service credibility, evaluate transaction conditions, and distinguish between trustworthy and untrustworthy online offers (Bilhaj et al., 2026; Bao et al., 2025). This challenge is especially relevant in a market where online shopping is behaviorally meaningful but still maturing, because literacy gaps can magnify hesitation, weaken trust formation, and reduce the translation of favorable exposure into purchase intention (Pavlou, 2003; Cho & Sagynov, 2015).

Despite these challenges, the literature also points to substantial opportunities. One major opportunity lies in the fact that Libyan consumers already recognize real benefits in online shopping, including access to otherwise unavailable goods, wider choice, lower prices, time saving, and ease of access to products (Al-Qandouz, 2017). These benefits are not superficial. They represent genuine value propositions that can motivate the growth of online retail if firms and platforms can deliver them consistently and credibly (Childers et al., 2001; Tandon et al., 2021). In other words,

the Libyan online shopping environment is not operating in the absence of demand-side logic. The opportunity already exists because consumers perceive reasons to engage with online retail (Al-Qandouz, 2017; Akhmaaj & Sharif, 2024). The strategic question is how to convert that underlying value recognition into stronger and more stable purchase intention across a larger segment of the market (Pavlou, 2003; Omar & Elmansori, 2021). That is precisely where branding, satisfaction enhancement, and motivation-based strategies become important (Aaker, 1997; Oliver, 1999).

A second major opportunity lies in the role of SMEs and domestic sellers. Omar and Elmansori's work shows that Libyan SMEs see e-commerce as a way to improve business transactions and address customer-retention problems through fast, convenient, and low-cost websites or online services (Omar & Elmansori, 2021). This is significant because SMEs often represent the most adaptable actors in developing online retail systems. They can respond quickly to localized consumer expectations, use social platforms flexibly, and build trust through familiarity and relational proximity if they are able to combine these advantages with acceptable online service quality (Omar & Elmansori, 2021; Dhingra et al., 2020). In the Libyan environment, the opportunity for SMEs is therefore not merely to go online, but to use e-commerce as a platform for service differentiation, customer relationship building, and repeat-value creation (Omar & Elmansori, 2021; Bao et al., 2025). This opportunity is especially relevant to the present thesis because brand loyalty and customer satisfaction are likely to be central mechanisms through which SMEs convert first-time interest into repeat online intention (Oliver, 1999; Dhingra et al., 2020).

A third opportunity concerns the role of service quality as a growth lever. Because developing online markets are often fragile, improvements in information quality, navigation, trust signals, responsiveness, and fulfillment reliability can yield disproportionately large gains in consumer confidence and purchase intention (Cho & Sagynov, 2015; Dhingra et al., 2020). This is not merely a generic management recommendation. It is especially relevant to Libya, where the literature suggests that consumers are selective and conditional rather than deeply entrenched in habitual online shopping routines (Al-Qandouz, 2017; Akhmaaj & Sharif, 2024). In such an environment, service quality improvements can have a market-expanding effect because they reduce the friction that prevents interested consumers from becoming intending consumers (Pavlou, 2003; Dhingra et al., 2020). That means that one of the

most concrete opportunities in Libya's online shopping environment lies in the disciplined improvement of transaction quality rather than in advertising volume alone (Cho & Sagynov, 2015; Pavlou, 2003).

A fourth opportunity lies in strategic brand building. In a market where consumers may rely on recognizable and reassuring signals to compensate for broader uncertainty, brands can function as stabilizing devices that reduce ambiguity and increase willingness to buy online (Pavlou, 2003; Jadir et al., 2022). This means that firms operating in Libya's online retail environment may be able to strengthen purchase intention not only by improving technical performance, but also by building clearer brand personalities, stronger loyalty relationships, and more consistent satisfaction experiences (Aaker, 1997; Oliver, 1999). The Libya-specific evidence indirectly supports this opportunity because attraction to established international platforms suggests that recognizability and interpretive credibility matter, while the enterprise-side focus on customer retention implies that repeat confidence is commercially valuable (Al-Qandouz, 2017; Omar & Elmansori, 2021). Under these conditions, brands are not just promotional assets. They are behavioral mechanisms through which uncertainty is reduced and purchase readiness is increased (Pavlou, 2003; Roman, 2007). This is a central reason why the explanatory model of the present thesis is strategically relevant to the Libyan context (Aaker, 1997; Oliver, 1999).

A fifth opportunity concerns digital literacy and consumer competence. Bilhaj et al.'s finding that digital literacy significantly influenced online green purchase intention among Libyan e-consumers suggests that strengthening consumer capability can directly support the expansion of online buying behavior (Bilhaj et al., 2026). This is especially important because literacy-based interventions may generate market-wide gains rather than product-specific gains. Consumers who are better able to interpret websites, evaluate sellers, read reviews, understand transaction conditions, and judge service quality are more likely to form stable purchase intentions across multiple online categories (Bilhaj et al., 2026; Bao et al., 2025). In Libya, this creates an opportunity not only for policymakers, but also for platforms, payment providers, and firms to reduce uncertainty by educating consumers and making online processes easier to understand and navigate (Bao et al., 2025; Cho & Sagynov, 2015). Such capability building is particularly relevant in a market where consumers appear willing

to engage with online shopping when they can perceive clear value and manageable risk (Al-Qandouz, 2017; Akhmaaj & Sharif, 2024).

A sixth opportunity lies in the dual motivational character of the Libyan online shopping environment. Because the available evidence indicates the relevance of both practical benefits and experiential attractions, firms in Libya can position their online offerings through both rational and emotional value creation rather than through price communication alone (Al-Qandouz, 2017; Childers et al., 2001). Rational opportunity lies in emphasizing convenience, accessibility, time saving, useful information, product variety, and price value. Emotional opportunity lies in creating reassuring, engaging, and psychologically comfortable online experiences that make the consumer feel confident, interested, and positively inclined toward purchase (Childers et al., 2001; Akram et al., 2021). This dual opportunity is highly important for the present thesis because it mirrors the study’s distinction between rational motivation and emotional motivation. The Libyan online shopping environment appears well suited to this two-route interpretation, which means that strategies aligned with both routes are more likely to support online purchase intention than one-dimensional campaigns focused only on functionality or only on excitement (Tandon et al., 2021; Akram et al., 2021). Table 2 summarizes the main challenges and opportunities identified in the Libyan online shopping environment.

Table 2: Principal challenges and opportunities in the libyan online shopping environment

Dimension	Main challenge	Main opportunity
Trust and credibility	Consumers may hesitate when seller reliability and transaction integrity are uncertain	Stronger trust signals, recognizable brands, and consistent fulfillment can raise purchase intention
Service quality	Weak information, poor responsiveness, or inconsistent delivery can undermine online confidence	Improving e-service quality can increase satisfaction and intention
Consumer literacy	Limited digital literacy can increase uncertainty and weaken intention	Literacy enhancement can strengthen confidence and broader market participation
SME participation	Domestic sellers may struggle to provide standardized online	SMEs can use e-commerce to improve retention and create locally responsive service

	experiences	models
Market interpretation	Consumers may rely heavily on global platforms because local credibility is less established	Domestic firms can build brand personality, loyalty, and satisfaction to become trusted alternatives
Consumer motivation	One-dimensional marketing may fail to reflect how consumers actually decide online	Combining rational value communication with emotional reassurance can better support purchase intention

The significance of Table 2 is that it shows that the Libyan online shopping environment is constrained and promising at the same time. The same conditions that create hesitation also create room for strategic improvement through service quality, literacy enhancement, brand building, and value-based online retail design (Omar & Elmansori, 2021; Bao et al., 2025; Bilhaj et al., 2026).

Overall, the Libyan online retail and e-commerce sector should be interpreted as a developing but behaviorally meaningful market in which online purchase intention is shaped by a mixture of structural conditions, platform credibility, service quality, brand-related interpretation, and dual motivational processing (Al-Qandouz, 2017; Akhmaaj & Sharif, 2024). The sector has already moved beyond invisibility, as shown by moderate youth engagement, established attraction to international shopping platforms, the formal modeling of online purchasing behavior in Tripoli, and the relevance of customer behavioral intention to SME e-commerce adoption (Al-Qandouz, 2017; Omar & Elmansori, 2021; Akhmaaj & Sharif, 2024). At the same time, the market remains transitional because trust, service reliability, digital literacy, and domestic online credibility still matter strongly to whether exposure becomes purchase-oriented readiness (Pavlou, 2003; Dhingra et al., 2020; Bilhaj et al., 2026). This combination of partial maturity and continuing uncertainty makes the Libyan online shopping environment especially suitable for a model that does not reduce online purchase intention to technological factors alone, but explains it through brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation (Aaker, 1997; Oliver, 1999; Akram et al., 2021). In this respect, the present thesis is well positioned to contribute not only to the literature on online consumer behavior, but also to the understanding of how emerging online markets such as Libya

generate intention through branding, evaluation, and motivational mechanisms rather than through technical access alone (Pavlou, 2003; Jadil et al., 2022).

2.3. Online Purchase Intention in E-commerce and Emerging Market Contexts

Online purchase intention occupies a central position in contemporary consumer behavior and e-commerce research because it captures the consumer's conscious readiness to engage in a purchase through an online channel rather than through a purely physical retail setting (Ajzen, 1991; Pavlou, 2003). In theoretical terms, intention matters because it reflects the point at which beliefs, evaluations, motivations, and contextual judgments begin to consolidate into a relatively stable behavioral orientation toward action (Ajzen, 1991; Pavlou & Fygenson, 2006). In practical terms, it matters because firms rarely observe the full psychological process that precedes online purchasing behavior, yet they can model intention as the closest measurable expression of consumers' readiness to buy under online conditions (Chiang & Dholakia, 2003; Peña-García et al., 2020). This is especially important in e-commerce environments, where search, comparison, trust evaluation, perceived convenience, and risk assessment frequently precede actual transaction completion by a meaningful interval (Pavlou, 2003; Dang & Pham, 2018). For that reason, online purchase intention should not be treated as a vague attitudinal preference, but as a distinct and analytically powerful construct through which online consumer decision making can be understood with greater conceptual precision (Ajzen, 1991; Pavlou & Fygenson, 2006).

The relevance of this construct becomes even more pronounced in emerging market settings, where online purchase intention is often shaped not only by product evaluation or technological convenience, but also by institutional uncertainty, trust concerns, platform credibility, payment confidence, and broader market maturity (Dang & Pham, 2018; Izogo & Jayawardhena, 2018). In such settings, the formation of intention often reveals more than the likelihood of a future transaction, because it also reflects how consumers interpret online retail systems, how they weigh perceived opportunity against perceived risk, and how they convert exposure to online shopping into meaningful readiness to buy (Pavlou, 2003; Bhattacharya & Sharma, 2022). The

Libyan case is particularly relevant in this respect because the online retail and e-commerce environment is still developing, while consumer awareness of online shopping has already become sufficiently visible to make purchase intention a meaningful research outcome rather than a purely hypothetical one (Al-Qandouz, 2017; Akhmaaj & Sharif, 2024). Accordingly, this section examines online purchase intention first as a concept, then as a construct embedded in emerging e-commerce environments, and finally as a phenomenon that must be interpreted in relation to the specific conditions of the Libyan context (Pavlou, 2003; Peña-García et al., 2020).

2.3.1. Concept of Online Purchase Intention

At its most basic level, online purchase intention refers to an individual's willingness, plan, or conscious tendency to buy a product or service through an online platform in the future (Ajzen, 1991; Pavlou & Fygenon, 2006). This definition is deceptively simple, because intention is not merely a desire or a general liking, but a more focused state of behavioral readiness that links evaluation to anticipated action (Ajzen, 1991; Chiang & Dholakia, 2003). Within consumer research, intention is valuable precisely because it is future oriented and behavior proximate, meaning that it captures the extent to which a consumer has moved beyond passive exposure or vague interest into a position of probable action under appropriate conditions (Ajzen, 1991; Peña-García et al., 2020). In the online environment, this future-oriented quality becomes particularly significant because digital purchasing usually involves intermediate stages such as browsing, information search, alternative comparison, vendor evaluation, and perceived trust formation before the final act of payment occurs (Pavlou, 2003; Pavlou & Fygenon, 2006). Therefore, online purchase intention should be understood as the point at which these prior cognitive and affective processes begin to crystallize into a meaningful purchase disposition (Ajzen, 1991; Pavlou, 2003).

A key conceptual requirement at the doctoral level is to distinguish online purchase intention from adjacent constructs that are often confused with it, especially attitude, trust, satisfaction, and actual behavior (Ajzen, 1991; Pavlou, 2003). Attitude refers to a favorable or unfavorable evaluation of an object, action, or system, but attitude alone does not necessarily imply readiness to perform a specific behavior (Ajzen, 1991). A consumer may hold a positive attitude toward online shopping and

still lack the intention to purchase because perceived risk, low necessity, weak trust, or contextual barriers remain unresolved (Pavlou, 2003; Cho & Sagynov, 2015). Trust is similarly important, yet trust is conceptually different because it concerns the consumer's willingness to accept vulnerability toward an online seller, platform, or transaction environment, whereas purchase intention concerns the likelihood of acting on that evaluation through purchase-oriented readiness (Pavlou, 2003; Bhattacharya & Sharma, 2022). Satisfaction is retrospective and evaluative, because it reflects the extent to which prior expectations were met or exceeded, while intention is prospective, because it expresses orientation toward a future act (Peña-García et al., 2020; Bhattacharya & Sharma, 2022). Actual online purchasing behavior is the execution stage itself, whereas intention is the most immediate psychological antecedent that precedes it (Ajzen, 1991; Pavlou & Fygenson, 2006). These distinctions are essential because the explanatory role of online purchase intention depends on preserving its conceptual autonomy rather than collapsing it into every positive online consumer response (Ajzen, 1991; Pavlou, 2003).

Another important conceptual feature of online purchase intention is that it functions as a synthesis construct, meaning that it absorbs the influence of a wide range of prior judgments without becoming reducible to any one of them (Peña-García et al., 2020; Pavlou, 2003). For example, consumers may evaluate an online platform in terms of perceived usefulness, ease of use, trustworthiness, convenience, product range, symbolic fit, brand meaning, or expected value, but these evaluations do not become behaviorally meaningful until they culminate in intention (Pavlou, 2003; Cho & Sagynov, 2015). This is why intention remains theoretically superior to a purely descriptive measure of website liking or consumer approval. It represents not simply how consumers feel about the online environment, but whether their perceptions have advanced sufficiently to support an anticipated purchase (Ajzen, 1991; Chiang & Dholakia, 2003). In the current study, this point is especially important because brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation are all proposed as explanatory forces, yet online purchase intention is the construct that integrates the effects of those forces into a coherent final behavioral outcome (Ajzen, 1991; Akram et al., 2021).

The literature on e-commerce adoption also shows that online purchase intention is especially appropriate in settings where the final act of online buying may

be contingent on additional conditions such as payment infrastructure, logistics, internet quality, security perceptions, or seller credibility (Pavlou, 2003; Pavlou & Fygenon, 2006). In such cases, actual purchase behavior can underrepresent the consumer's psychological readiness because behavior may be constrained by external frictions that are not identical to the consumer's internal willingness to buy (Ajzen, 1991; Dang & Pham, 2018). This is one reason online purchase intention has remained a dominant outcome variable in e-commerce research across diverse settings. It allows researchers to isolate the consumer's readiness to purchase from the operational conditions that may facilitate or block final execution (Pavlou, 2003; Peña-García et al., 2020). This point becomes especially relevant in studies situated in transitional or emerging markets, where consumers may show meaningful interest and willingness toward online shopping even when institutional and infrastructural systems remain incomplete (Izogo & Jayawardhena, 2018; Bhattacharya & Sharma, 2022). Therefore, the use of online purchase intention in the present thesis is methodologically appropriate as well as theoretically justified (Ajzen, 1991; Pavlou & Fygenon, 2006).

The concept also has an inherently temporal dimension that deserves emphasis. Purchase intention is not merely about what a consumer thinks at the present moment, but about the consumer's orientation toward a forthcoming act under anticipated conditions (Ajzen, 1991; Peña-García et al., 2020). This temporal feature matters because online shopping decisions often unfold over time rather than at a single instant. Consumers browse, compare, save items, evaluate alternatives, seek reassurance, and revisit purchase possibilities before deciding whether or not to complete a transaction (Chiang & Dholakia, 2003; Pavlou & Fygenon, 2006). Consequently, online purchase intention can capture a psychologically meaningful stage in the decision process even when the final purchase has not yet occurred (Ajzen, 1991; Pavlou, 2003). In doctoral research, this temporal nuance is important because it prevents simplistic interpretation. Intention is neither identical to fleeting curiosity nor equivalent to completed behavior. It is an intermediate but highly consequential state that signals meaningful consumer readiness (Ajzen, 1991; Peña-García et al., 2020).

The online environment also changes the meaning of intention in ways that distinguish it from traditional offline purchasing contexts (Pavlou, 2003; Childers et al., 2001). In physical retail settings, consumers can inspect products directly, interact with employees, and use embodied cues to reduce uncertainty. In online environments,

however, consumers must rely more heavily on mediated information, interface quality, ratings, reviews, imagery, brand reputation, and anticipated trustworthiness (Pavlou, 2003; Cho & Sagynov, 2015). This means that the formation of online purchase intention is often more dependent on inferred quality and interpreted credibility than on direct product contact (Pavlou, 2003; Dang & Pham, 2018). It also means that online purchase intention frequently emerges through both rational and affective routes. Consumers consider convenience, functionality, and efficiency, but they also respond to reassurance, enjoyment, familiarity, and symbolic fit (Childers et al., 2001; Akram et al., 2021). In the present study, this dual route is particularly relevant because the proposed mediators, emotional motivation and rational motivation, directly reflect the two major internal pathways through which online intention may be formed (Childers et al., 2001; Akram et al., 2021).

Conceptually, online purchase intention is also shaped by the fact that online buying is often a low-commitment but high-uncertainty environment (Pavlou, 2003; Roman, 2007). On the one hand, digital channels reduce search costs, increase access to alternatives, and allow rapid comparison, which can make the move from preference to intention appear relatively easy (Chiang & Dholakia, 2003; Cho & Sagynov, 2015). On the other hand, online environments also increase uncertainty by separating the consumer from physical inspection, immediate possession, and direct social verification (Pavlou, 2003; Roman, 2007). This combination means that online purchase intention often reflects the consumer's judgment that the anticipated benefits of online purchase are sufficiently strong to outweigh the remaining uncertainty of the digital transaction (Pavlou, 2003; Bhattacharya & Sharma, 2022). In this sense, intention is not only a sign of attraction toward online shopping, but also evidence of uncertainty management. The consumer has reached a point where expected utility, trust cues, prior experience, or emotional reassurance make online purchase seem worth pursuing (Pavlou, 2003; Peña-García et al., 2020).

The construct is further strengthened by its empirical usefulness across diverse e-commerce settings. Studies in online shopping, online retailing, social commerce, and related digital buying environments repeatedly use purchase intention because it is sensitive to changes in trust, value, satisfaction, website quality, ease of use, and motivational orientation (Pavlou, 2003; Cho & Sagynov, 2015). Research in Chinese social commerce, for instance, has shown that online purchase intention can be

meaningfully differentiated according to emotional and rational routes, which reinforces the idea that intention is not produced by a single psychological mechanism (Akram et al., 2021). Research in online food delivery and app-based retailing similarly indicates that purchase intention responds to consumer value perceptions, convenience judgments, and broader evaluations of digital service experience (Tandon et al., 2021; Pillai et al., 2020). These findings are important because they show that online purchase intention remains conceptually stable across digital settings while also being flexible enough to capture different substantive mechanisms of formation (Akram et al., 2021; Tandon et al., 2021). That balance between stability and flexibility is one of the main reasons the construct remains so analytically valuable in contemporary e-commerce research (Peña-García et al., 2020; Pavlou, 2003). Table 3 synthesizes the key conceptual distinctions that are necessary for understanding online purchase intention as an analytically independent construct.

Table 3: Conceptual distinctions related to online purchase intention

Construct	Primary meaning	Temporal orientation	Relevance to the present study
Attitude toward online shopping	General favorable or unfavorable evaluation of online shopping	Present oriented	Helps explain evaluative predisposition but does not by itself indicate readiness to buy
Trust in online shopping	Willingness to rely on an online seller, platform, or transaction environment	Present to future oriented	Important antecedent of intention, especially under uncertainty
Customer satisfaction	Evaluation of prior experience against expectations	Retrospective	Explains how prior experience may support future willingness to buy
Online purchase intention	Readiness or willingness to purchase through an online channel	Future oriented	Principal dependent construct capturing the consumer's purchase-directed readiness
Actual online purchase behavior	Completed online transaction	Executed behavior	Distinct from intention and may be constrained by

The analytical significance of Table 3 lies in showing that online purchase intention is not a redundant concept within digital consumer research, but the construct that bridges evaluation and action while remaining distinct from both antecedent perceptions and executed behavior (Ajzen, 1991; Pavlou, 2003; Peña-García et al., 2020).

2.3.2. Online Purchase Intention in Emerging E-commerce Environments

The meaning of online purchase intention changes in important ways when it is studied in emerging e-commerce environments rather than in highly mature digital economies (Dang & Pham, 2018; Izogo & Jayawardhena, 2018). In mature markets, consumers often take core transactional conditions for granted, including payment reliability, return procedures, logistics predictability, and the legitimacy of the online retail environment (Pavlou, 2003; Peña-García et al., 2020). In emerging markets, however, intention often forms under conditions where one or more of these background assumptions are weaker, unevenly developed, or not universally trusted (Dang & Pham, 2018; Bhattacharya & Sharma, 2022). As a result, online purchase intention in these settings becomes a more layered and revealing construct. It reflects not only attraction toward online buying, but also the consumer's judgment that the digital transaction environment is sufficiently workable, credible, and beneficial to justify moving toward purchase (Izogo & Jayawardhena, 2018; Bhattacharya & Sharma, 2022). This makes intention especially informative in emerging market research because it captures how consumers navigate both opportunity and uncertainty at the same time (Pavlou, 2003; Dang & Pham, 2018).

One of the central characteristics of emerging e-commerce environments is the coexistence of rapid digital exposure with incomplete institutional maturity (Dang & Pham, 2018; Izogo & Jayawardhena, 2018). Consumers may have access to smartphones, social platforms, and online marketplaces, yet still operate within settings where trust in sellers, delivery infrastructure, payment systems, regulatory protections, or dispute resolution mechanisms is uneven (Pavlou, 2003; Bhattacharya & Sharma,

2022). Under such conditions, online purchase intention cannot be interpreted simply as the product of convenience or technological adoption. It must be understood as a broader behavioral state shaped by the consumer's attempt to reconcile digital opportunity with structural and relational uncertainty (Pavlou, 2003; Dang & Pham, 2018). This helps explain why emerging market studies often find stronger roles for trust, satisfaction, value judgments, and prior experience than would be expected in more mature online retail systems (Izogo & Jayawardhena, 2018; Bhattacharya & Sharma, 2022). In other words, intention in these environments is deeply conditioned by context, not merely by individual preference (Peña-García et al., 2020; Pavlou, 2003).

The literature on emerging economies confirms that online purchase intention is influenced by more than standard technology-adoption factors alone (Dang & Pham, 2018; Bhattacharya & Sharma, 2022). Research on Vietnam, for example, emphasizes that online shopping perceptions in an emerging economy are shaped by multiple consumer judgments rather than by simplistic access-based logic (Dang & Pham, 2018). Research on India similarly shows that trust and satisfaction remain central to online purchase intention in an emerging market context, and that such effects may be mediated by broader perception cues rather than functioning as isolated variables (Bhattacharya & Sharma, 2022). These findings are important because they reinforce a broader point relevant to the present study. In emerging e-commerce environments, intention is usually formed through interaction among informational, relational, affective, and utilitarian evaluations, rather than through a single driver such as convenience or ease of use alone (Cho & Sagynov, 2015; Dang & Pham, 2018). Consequently, any doctoral-level treatment of online purchase intention in such settings must avoid reductionism and instead acknowledge the layered nature of consumer readiness in structurally evolving digital markets (Pavlou, 2003; Bhattacharya & Sharma, 2022).

A further characteristic of emerging e-commerce environments is that online shopping often represents both a functional solution and a symbolic or experiential opportunity (Childers et al., 2001; Akram et al., 2021). Consumers may be attracted to online channels because they provide convenience, efficiency, broader assortment, and better price comparison, but they may also value novelty, enjoyment, status signaling, self-expression, or reassurance linked to particular brands or digital experiences

(Childers et al., 2001; Tandon et al., 2021). This duality is especially visible in settings where consumers are still actively constructing norms and expectations around online shopping, because functional and experiential meanings are often negotiated together rather than sequentially (Childers et al., 2001; Izogo & Jayawardhena, 2018). For this reason, online purchase intention in emerging e-commerce environments is often best explained through models that recognize both utilitarian and hedonic or affective routes (Akram et al., 2021; Tandon et al., 2021). The present study follows that logic by explicitly distinguishing between rational motivation and emotional motivation as two potential pathways through which consumer evaluations become purchase intention (Childers et al., 2001; Akram et al., 2021).

The prominence of perceived risk in emerging markets also makes online purchase intention theoretically richer and empirically more fragile than in highly institutionalized retail contexts (Pavlou, 2003; Roman, 2007). Perceived risk in online shopping can involve concerns about payment misuse, delivery failure, deception, mismatch between description and reality, weak after-sales support, privacy problems, or general uncertainty regarding the seller's reliability (Pavlou, 2003; Roman, 2007). In environments where e-commerce systems are still consolidating, such risks may remain more psychologically salient and more behaviorally consequential (Dang & Pham, 2018; Bhattacharya & Sharma, 2022). This does not mean that consumers in emerging markets are irrationally cautious. Rather, it means that their purchase intentions are formed under conditions where perceived vulnerability retains greater weight in decision making (Pavlou, 2003; Cho & Sagynov, 2015). Accordingly, intention in these contexts is often a negotiated outcome in which favorable beliefs must become strong enough to overcome not only routine hesitation, but also context-specific uncertainty embedded in the surrounding retail environment (Pavlou, 2003; Dang & Pham, 2018).

Institutional and infrastructural conditions also matter because online purchase intention in emerging markets frequently depends on whether the surrounding ecosystem supports confidence in digital exchange (Izogo & Jayawardhena, 2018; Bhattacharya & Sharma, 2022). Even when consumers perceive online shopping as useful and appealing, weak logistics, unclear returns, low transparency, or poor service responsiveness can limit the translation of favorable evaluation into purchase readiness (Dang & Pham, 2018; Cho & Sagynov, 2015). This is why many emerging market

studies place strong emphasis on website quality, customer service, trust, satisfaction, and prior online experience (Cho & Sagynov, 2015; Izogo & Jayawardhena, 2018). These variables do not merely decorate the online shopping process. They constitute the conditions through which the environment becomes interpretable as sufficiently credible to support intention (Pavlou, 2003; Roman, 2007). Therefore, the concept of online purchase intention in emerging markets must always be read in relation to the ecosystem in which it is formed, rather than being treated as a purely internal consumer preference detached from the structure of online retailing itself (Pavlou, 2003; Izogo & Jayawardhena, 2018).

Emerging market research also shows that online purchase intention may be unusually sensitive to reputation signals, satisfaction, and country-linked or relational cues (Bhattacharya & Sharma, 2022; Dang & Pham, 2018). This sensitivity arises because consumers often rely on interpretive shortcuts when the overall environment remains only partially stabilized. They may place greater weight on recognizable brands, familiar platforms, recommendations, perceived service reliability, and prior satisfactory experience because these cues help reduce the ambiguity of online exchange (Pavlou, 2003; Bhattacharya & Sharma, 2022). Such behavior is highly relevant to the present thesis, because brand personality, brand loyalty, and customer satisfaction all operate as mechanisms through which uncertainty can be reinterpreted into confidence and intention (Aaker, 1997; Oliver, 1999). In this sense, emerging e-commerce environments do not simply heighten transaction difficulty. They increase the importance of symbolic, relational, and experiential cues in the formation of online purchase intention (Pavlou, 2003; Dang & Pham, 2018). That is precisely why a brand-centered and motivation-centered explanation is theoretically suitable for the current research context (Bhattacharya & Sharma, 2022; Akram et al., 2021).

Cross-cultural research further suggests that online purchase intention cannot be assumed to mean exactly the same thing in all contexts, even when the construct remains theoretically comparable (Peña-García et al., 2020). The psychological readiness to buy online is filtered by broader patterns of consumer culture, trust expectations, digital familiarity, social norms, and retail experience, all of which vary across countries and market systems (Peña-García et al., 2020; Bhattacharya & Sharma, 2022). This does not undermine the usefulness of the construct. Rather, it strengthens the case for contextualized analysis. A model that explains online purchase

intention well in one setting may require additional relational, emotional, or institutional variables in another (Pavlou, 2003; Dang & Pham, 2018). This is particularly true for emerging markets, where consumers often occupy a mixed space between expanding digital participation and incomplete confidence in the total e-commerce system (Izogo & Jayawardhena, 2018; Bhattacharya & Sharma, 2022). Accordingly, doctoral research should treat online purchase intention as a context-sensitive but theoretically robust construct, capable of traveling across settings while still requiring local interpretation (Peña-García et al., 2020; Pavlou, 2003).

The application of these insights to the present study is straightforward. If online purchase intention in emerging markets is shaped by uncertainty management, perceived value, trust formation, and dual emotional-rational processing, then a model built around brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation is conceptually well positioned to explain it (Childers et al., 2001; Akram et al., 2021). Brand personality matters because symbolic brand meaning can make an online exchange feel more interpretable and credible. Brand loyalty matters because repeat preference reduces comparative uncertainty. Customer satisfaction matters because prior positive experience supplies evidence that the online relationship is worth continuing. Emotional motivation and rational motivation matter because intention in emerging digital markets is formed through both feeling-based reassurance and utility-based judgment (Childers et al., 2001; Pavlou, 2003). In short, the construct of online purchase intention in emerging e-commerce environments is too complex to be explained by technological availability alone, and this complexity directly supports the logic of the present research framework (Dang & Pham, 2018; Bhattacharya & Sharma, 2022). Table 4 presents a synthesis of the major characteristics of online purchase intention in emerging e-commerce environments.

Table 4: KEY characteristics of online purchase intention in emerging e-commerce environments

Characteristic	Analytical implication
Rapid digital exposure with incomplete market maturity	Intention reflects willingness under uncertainty rather than simple convenience

Greater salience of trust and perceived risk	Consumers require stronger reassurance before moving toward purchase
Strong role of prior experience and satisfaction	Retrospective evaluations become important supports of future intention
Simultaneous utilitarian and affective processing	Intention is shaped by both rational value judgments and emotional comfort
High relevance of recognizable brands and reputation cues	Symbolic and relational factors become central in reducing ambiguity
Sensitivity to institutional and infrastructural quality	Ecosystem conditions influence whether favorable attitudes become actual purchase readiness

The significance of Table 4 is that it shows why online purchase intention in emerging markets cannot be treated as a simplified outcome variable. It is a condensed expression of how consumers resolve structural uncertainty, evaluate digital value, and translate mixed cues into behavioral readiness (Pavlou, 2003; Dang & Pham, 2018; Bhattacharya & Sharma, 2022).

2.3.3. Online Purchase Intention in the Libyan Context

The Libyan context gives particular analytical importance to the study of online purchase intention because it represents a setting in which online shopping is visible enough to be behaviorally relevant, yet still shaped by transitional conditions that make intention formation more complex than in consolidated e-commerce markets (Al-Qandouz, 2017; Akhmaaj & Sharif, 2024). This combination matters because it places Libya within the broader logic of emerging e-commerce environments while also requiring country-specific interpretation of the factors that lead consumers from online awareness to purchase-directed readiness (Akhmaaj & Sharif, 2024; Omar & Elmansori, 2021). Put differently, Libya is not a context in which online purchasing can be assumed to be either fully normalized or merely hypothetical. It is a context in which the behavioral foundations of online buying must be examined carefully because online shopping interest and exposure coexist with developing market systems and differentiated consumer confidence (Al-Qandouz, 2017; Akhmaaj & Sharif, 2024). That alone justifies the placement of online purchase intention at the center of the present research model (Pavlou, 2003; Pavlou & Fygenson, 2006).

Available Libya-specific evidence indicates that online shopping behavior is neither absent nor fully mature, but unevenly established across consumers and contexts (Al-Qandouz, 2017; Omar & Elmansori, 2021). Al-Qandouz's study of Libyan youths' attitudes toward online shopping found that the level of engagement with online shopping was moderate rather than negligible, which is an important finding because it suggests that online buying has crossed the threshold of social visibility even if it has not yet become uniformly routine (Al-Qandouz, 2017). The same study identified Amazon and eBay as especially attractive websites for Libyan shoppers, while social media platforms also appeared as meaningful channels of shopping-related orientation (Al-Qandouz, 2017). These results are conceptually important because they indicate that Libyan consumers already operate within a multi-platform online retail environment in which international platforms and platform-mediated discovery mechanisms both influence shopping behavior (Al-Qandouz, 2017). Therefore, the problem in Libya is not whether online shopping exists, but how and under what psychological conditions it becomes purchase-intended behavior among consumers exposed to those environments (Pavlou, 2003; Al-Qandouz, 2017).

The same Libyan evidence is also useful for understanding what consumers appear to value in online shopping. Al-Qandouz reported that the perceived advantages of online shopping among Libyan youth included access to products unavailable in local markets, variety of choices, time saving, lower prices, new experiences, and ease of access to goods (Al-Qandouz, 2017). These advantages are theoretically meaningful because they show that online shopping in Libya carries both utilitarian and experiential value (Childers et al., 2001; Al-Qandouz, 2017). Access to unavailable products, variety, time saving, and lower prices reflect rational and efficiency-based motivations, while novelty and new experiences point to a more affective or experiential dimension of online engagement (Childers et al., 2001; Akram et al., 2021). This duality provides indirect support for the central logic of the present thesis. If online shopping in Libya is valued for both practical and experiential reasons, then online purchase intention is unlikely to be fully explained by one-dimensional models that emphasize only technological convenience or only economic benefit (Al-Qandouz, 2017; Childers et al., 2001). A model that explicitly accommodates rational and emotional pathways is therefore more appropriate for the Libyan context (Akram et al., 2021; Tandon et al., 2021).

Recent evidence from Tripoli further confirms that online purchasing behavior in Libya has become a legitimate subject of formal empirical inquiry and theoretical modeling (Akhmaaj & Sharif, 2024). In their study on internet users in the city of Tripoli, Akhmaaj and Sharif integrated constructs from the Theory of Planned Behavior and the Technology Acceptance Model to examine online purchasing behavior and intention among Libyan consumers (Akhmaaj & Sharif, 2024). The study used data from 203 online purchasing users collected through Google surveys and found significant roles for social influence and perceived behavioral control, with purchase intention mediating relationships between selected antecedents and purchasing behavior (Akhmaaj & Sharif, 2024). These findings are important for the present thesis for two reasons. First, they confirm that intention has real explanatory value in the Libyan context rather than serving as an imported concept with no local behavioral relevance. Second, they indicate that Libyan online consumer behavior is shaped through mediated psychological processes, which supports the present study's decision to investigate mediation through emotional motivation and rational motivation (Ajzen, 1991; Akhmaaj & Sharif, 2024).

The Libyan literature also indicates that e-commerce adoption has been examined from the enterprise side, especially in relation to small and medium enterprises, and this indirectly strengthens the relevance of studying consumer online purchase intention (Omar & Elmansori, 2021). Omar and Elmansori's study on e-commerce adoption in Libyan small and medium enterprises explicitly focused on customers' behavioral intention regarding e-commerce services provided by SMEs, which shows that intention is already recognized as a meaningful variable in Libya's business information systems and online commerce literature (Omar & Elmansori, 2021). This matters because it demonstrates that the problem of online commerce in Libya is not confined to supply-side adoption by firms. It also involves whether customers are willing to engage with online channels and whether online retail systems can sustain such willingness through convenience, speed, affordability, security, and usability (Omar & Elmansori, 2021). Consequently, the present thesis is positioned within a recognizable but still developing stream of Libya-related research in which consumer intention remains central to understanding the actual potential of e-commerce growth (Pavlou, 2003; Omar & Elmansori, 2021).

At the same time, the Libya-specific literature remains limited in both thematic depth and integrative scope, which creates a strong case for the current study (Al-Qandouz, 2017; Akhmaaj & Sharif, 2024). Existing work has addressed attitudes, adoption, and selected intention-related variables, but the evidence remains fragmented across youth attitudes, technology acceptance, enterprise adoption, and selected behavioral determinants (Al-Qandouz, 2017; Omar & Elmansori, 2021; Akhmaaj & Sharif, 2024). What remains insufficiently examined is an integrated model that explains online purchase intention through branding-related antecedents and dual motivational mediators within the Libyan online retail and e-commerce environment (Akhmaaj & Sharif, 2024; Omar & Elmansori, 2021). This gap is not minor. It means that although Libya-related research acknowledges the relevance of online purchasing, it has not yet adequately shown how symbolic brand meaning, relational continuity, evaluative satisfaction, emotional motivation, and rational motivation work together to shape intention (Aaker, 1997; Oliver, 1999). The present thesis directly addresses that omission by bringing these constructs into one theoretically coherent explanatory framework (Ajzen, 1991; Akram et al., 2021).

The Libyan context also strengthens the case for using online purchase intention rather than actual online purchasing behavior as the principal dependent variable. In environments where online retail systems are still evolving, actual purchasing behavior may be influenced by contextual frictions that are not identical to the consumer's internal readiness to buy, including payment constraints, delivery limitations, variable service quality, and uneven trust across sellers or platforms (Pavlou, 2003; Omar & Elmansori, 2021). Under such conditions, intention becomes analytically valuable because it isolates the consumer's purchase-oriented readiness while acknowledging that execution may still be shaped by external factors (Ajzen, 1991; Pavlou & Fygenson, 2006). This is especially relevant in Libya, where the literature suggests visible interest in online shopping but not yet uniformly stabilized conditions for the realization of all online purchase opportunities (Al-Qandouz, 2017; Omar & Elmansori, 2021). Therefore, the present study's choice of online purchase intention as the key outcome is not only theoretically justified, but contextually necessary (Ajzen, 1991; Pavlou, 2003).

Another reason the Libyan context matters is that it likely amplifies the importance of brand-related cues in consumer judgment. Where online retailing is still

consolidating, consumers may rely more heavily on recognizable brands, perceived credibility, prior satisfactory experience, and relational familiarity to reduce uncertainty and justify purchase-oriented readiness (Pavlou, 2003; Bhattacharya & Sharma, 2022). This makes brand personality, brand loyalty, and customer satisfaction especially plausible antecedents of online purchase intention in Libya. Brand personality can provide symbolic reassurance and interpretive clarity. Brand loyalty can reduce comparative complexity and perceived risk. Customer satisfaction can function as evidence that the online relationship has produced acceptable value in the past and may do so again in the future (Aaker, 1997; Oliver, 1999). These mechanisms become more, not less, important when institutional confidence is uneven, because under such conditions the consumer's decision often depends on cues that make the transaction feel intelligible, reliable, and worth attempting (Pavlou, 2003; Roman, 2007). Thus, the Libyan context does not merely justify the study geographically. It supports the logic of the proposed explanatory variables themselves (Bhattacharya & Sharma, 2022; Akram et al., 2021).

The distinction between emotional motivation and rational motivation is equally relevant to Libya. The Libyan evidence on online shopping advantages already suggests that consumers are responsive to functional gains such as saving time, accessing unavailable products, and obtaining variety or lower prices, all of which align strongly with rational motivation (Al-Qandouz, 2017; Childers et al., 2001). At the same time, the appeal of new experiences, the use of widely known global platforms, and the broader role of social and interpretive cues point to emotional and symbolic pathways that may also shape intention (Al-Qandouz, 2017; Akram et al., 2021). This means that online purchase intention in Libya is unlikely to be adequately explained by purely utilitarian reasoning or purely affective response in isolation. It is more plausibly understood as the outcome of both rational and emotional processing, with the relative weight of each pathway remaining an empirical matter to be tested (Childers et al., 2001; Akram et al., 2021). The present study is therefore well aligned with the local context because it does not assume a single route to online buying readiness, but explicitly models both internal pathways (Tandon et al., 2021; Akram et al., 2021).

However, the Libyan context confirms the analytical importance of online purchase intention while simultaneously revealing the limits of existing explanation.

Research has already shown that online shopping is visible among Libyan consumers, that engagement is moderate rather than absent, that specific online platforms are salient, and that practical as well as experiential benefits motivate online shopping interest (Al-Qandouz, 2017). More recent work in Tripoli confirms that intention and purchasing behavior can be modeled within formal behavioral frameworks and that purchase intention can mediate the impact of key antecedents on online purchasing behavior (Akhmaaj & Sharif, 2024). Enterprise-side research also underscores the importance of customers' behavioral intention for the viability of Libyan e-commerce services (Omar & Elmansori, 2021). Yet the literature still lacks a fully integrated explanation of how brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation jointly shape online purchase intention in Libya. That gap gives the present thesis both its conceptual relevance and its contextual originality (Ajzen, 1991; Akram et al., 2021).

2.4. Review of the Antecedent Constructs

The present study treats brand personality, brand loyalty, and customer satisfaction as the three principal antecedent constructs explaining consumers' online purchase intention in Libya, because these constructs capture three analytically distinct layers of consumer judgment, namely symbolic interpretation, relational continuity, and evaluative confirmation (Azoulay & Kapferer, 2003; Chaudhuri & Holbrook, 2001; Anderson & Sullivan, 1993). Brand personality explains how the brand is perceived as if it possesses human-like traits that make it more interpretable and psychologically meaningful to consumers (Azoulay & Kapferer, 2003; Geuens et al., 2009). Brand loyalty explains how repeated preference becomes a durable attitudinal and behavioral orientation rather than a temporary reaction to convenience or price (Odin et al., 2001; Chaudhuri & Holbrook, 2001). Customer satisfaction explains how prior experience is translated into a judgment about whether the brand, the transaction, or the service has met expectations strongly enough to support future purchase-oriented behavior (Anderson & Sullivan, 1993; Wu, 2013). In online retailing, these antecedents become especially important because consumers often make decisions under conditions of mediated interaction, incomplete physical inspection, and variable confidence in sellers or platforms, which increases their reliance on symbolic cues,

remembered experience, and established brand relationships (Szymanski & Hise, 2000; Pham & Ahammad, 2017; Hult et al., 2019). For that reason, the present thesis does not position these constructs as background variables, but as core explanatory mechanisms through which online purchase intention can be understood with greater conceptual depth and contextual relevance (Desveaud et al., 2024; Calderón-Fajardo et al., 2023).

A doctoral-level treatment of antecedent constructs requires more than listing definitions, because the analytical task is to explain why each construct captures a specific dimension of consumer response that cannot be reduced to the others (Azoulay & Kapferer, 2003; Odin et al., 2001; Anderson & Sullivan, 1993). Brand personality cannot be collapsed into loyalty, because symbolic meaning is not the same as durable commitment (Geuens et al., 2009; Chaudhuri & Holbrook, 2001). Loyalty cannot be collapsed into satisfaction, because repeated preference and attitudinal commitment involve a longer-term consumer-brand relationship than a single evaluative reaction to experience (Odin et al., 2001; Desveaud et al., 2024). Satisfaction cannot be collapsed into personality, because evaluative confirmation concerns performance and experience rather than the projected character of the brand itself (Anderson & Sullivan, 1993; Hult et al., 2019). Yet these constructs also interact meaningfully, because brands perceived as coherent and attractive may become easier to trust, satisfying experiences may become the basis for enduring commitment, and loyalty may strengthen the consumer’s willingness to form future purchase intentions in online contexts where alternatives are abundant and switching costs are low (Malär et al., 2011; Chaudhuri & Holbrook, 2001; Pham & Ahammad, 2017). Accordingly, the review that follows examines each antecedent construct in conceptual, theoretical, and online retail terms, while also clarifying its specific relevance to the present model and to the Libyan online shopping environment (Calderón-Fajardo et al., 2023; Desveaud et al., 2024; Hult et al., 2019), as shown in Table 5.

Table 5: Analytical positioning of the antecedent constructs

Construct	Core analytical domain	Main question it answers	Primary relevance to online purchase intention
Brand Personality	Symbolic and	What kind of brand is	Helps consumers

	interpretive meaning	this in human-like terms?	interpret credibility, fit, and identity-related meaning under online uncertainty
Brand Loyalty	Relational continuity and preference stability	Why does the consumer remain committed to this brand over alternatives?	Reduces switching tendency and supports future purchase readiness
Customer Satisfaction	Evaluative confirmation of prior experience	Did the prior brand or shopping experience meet expectations?	Converts prior online experience into future willingness to buy again

Note. The table is synthesized from the conceptual arguments advanced in the brand personality, brand loyalty, and customer satisfaction literature, especially the distinctions emphasized by Azoulay and Kapferer (2003), Odin et al. (2001), Chaudhuri and Holbrook (2001), and Anderson and Sullivan (1993).

2.4.1. Brand Personality

Brand personality is best understood as the symbolic attribution of human-like characteristics to a brand, which allows consumers to interpret the brand not merely as an economic offering but as a recognizable social-like entity with a perceived character and style of behavior (Azoulay & Kapferer, 2003; Geuens et al., 2009). This symbolic humanization matters because brands rarely operate only through functional performance in consumers' minds, especially in markets where consumers use brands to infer credibility, fit, emotional tone, and expected experience (Calderón-Fajardo et al., 2023; Malär et al., 2011). However, a rigorous conceptualization of brand personality requires caution, because not every favorable brand association should be treated as personality (Azoulay & Kapferer, 2003). Azoulay and Kapferer made a decisive contribution by arguing that many existing brand personality scales had become conceptually inflated and were actually measuring broader dimensions of brand identity rather than personality alone, thereby producing confusion at both theoretical and managerial levels (Azoulay & Kapferer, 2003). Their critique remains highly important for doctoral research because it establishes that brand personality must be treated as a conceptually specific symbolic construct, not as a catch-all label for all desirable brand meanings (Azoulay & Kapferer, 2003; Calderón-Fajardo et al., 2023).

The response to this conceptual problem was strengthened by Geuens, Weijters, and De Wulf, who developed a new brand personality measure restricted to personality items only and showed that the construct could be represented through five factors, namely activity, responsibility, aggressiveness, simplicity, and emotionality (Geuens et al., 2009). This refinement was significant because it improved the construct's conceptual purity and moved the literature closer to a more defensible operationalization of brand personality as a personality-based symbolic structure rather than a loose mixture of image, attitude, and identity components (Geuens et al., 2009; Azoulay & Kapferer, 2003). The importance of Geuens et al.'s contribution for the present study is twofold, because it provides a more rigorous foundation for discussing brand personality and also supports the argument that brand personality should be interpreted as a specific antecedent variable with its own theoretical content (Geuens et al., 2009). In other words, if brand personality is carefully delimited, then it becomes much easier to explain why it may influence online purchase intention through mechanisms such as interpretive clarity, symbolic reassurance, and consumer-brand fit rather than through mere product evaluation alone (Geuens et al., 2009; Malär et al., 2011).

The theoretical importance of brand personality lies in its ability to make brands socially legible to consumers through symbolic traits that can be interpreted, judged, and internalized in ways similar to interpersonal perception (Calderón-Fajardo et al., 2023; Malär et al., 2011). Consumers often encounter brands under conditions where direct objective knowledge is incomplete, and in such cases the perceived "character" of the brand becomes a mechanism for inference, enabling the consumer to decide whether the brand feels sincere, energetic, dependable, emotionally resonant, or otherwise compatible with the self (Malär et al., 2011; Calderón-Fajardo et al., 2023). Malär, Krohmer, Hoyer, and Nyffenegger showed that self-congruence between the consumer and the brand's personality has important implications for emotional brand attachment, and that actual-self congruence has particularly strong effects, although the pattern is conditioned by factors such as product involvement, self-esteem, and public self-consciousness (Malär et al., 2011). This is theoretically important because it demonstrates that brand personality is not an ornamental branding feature, but a psychologically consequential construct through which brands become attached to identity-related processes and emotional responses (Malär et al., 2011). Consequently,

brand personality can reasonably be treated as a precursor to online purchase intention when the consumer's readiness to buy depends partly on whether the brand feels psychologically meaningful, familiar, or self-relevant (Malär et al., 2011; Calderón-Fajardo et al., 2023).

Recent scholarship confirms that brand personality remains a major field of inquiry rather than a historical concept whose relevance has faded (Calderón-Fajardo et al., 2023). Calderón-Fajardo and colleagues reviewed more than one thousand brand personality-related articles indexed over several decades and found that the major themes of the literature still revolve around conceptualization, dimensions and measurement, consumer-brand relationships, and new applications in emerging settings such as virtual reality, artificial intelligence, service robots, and storytelling (Calderón-Fajardo et al., 2023). This broad review matters because it shows that brand personality continues to be theoretically productive across both traditional and new media contexts, and that its applications in mediated environments are expanding rather than narrowing (Calderón-Fajardo et al., 2023). For the present study, this is particularly valuable because online shopping is itself a highly mediated environment in which consumers often rely on symbolic interpretations rather than on full sensory evaluation of the product or retailer (Pham & Ahammad, 2017; Szymanski & Hise, 2000). The construct is therefore especially appropriate for a thesis concerned with online purchase intention in a developing market, because symbolic brand meaning may become more influential, not less, when consumers must decide under conditions of partial information and variable confidence (Calderón-Fajardo et al., 2023; Malär et al., 2011).

In online retail settings, brand personality matters because digital interaction compresses many consumer judgments into highly mediated signals, including website presentation, language style, imagery, platform tone, reputation cues, and visual consistency, all of which can contribute to the perception of a brand's "character" even before a transaction occurs (Szymanski & Hise, 2000; Pham & Ahammad, 2017). Since consumers cannot physically inspect most products at the pre-purchase stage, they often rely on symbolic and inferential cues to estimate whether a brand appears credible, contemporary, emotionally attractive, or compatible with their identity and expectations (Szymanski & Hise, 2000; Malär et al., 2011). A brand that appears responsible, active, emotionally engaging, or straightforward may therefore reduce

interpretive ambiguity in the online environment and make the transition from evaluation to intention easier for the consumer (Geuens et al., 2009; Malär et al., 2011). This point is especially relevant in the Libyan context, because consumers operating in a developing online retail market are likely to depend more heavily on recognizable and psychologically meaningful signals when making purchase-oriented decisions in digital settings (Akhmaaj & Sharif, 2024; Al-Qandouz, 2017). In such conditions, brand personality can function as an interpretive stabilizer that supports perceived coherence, expected experience, and affective reassurance, which together can enhance online purchase intention (Calderón-Fajardo et al., 2023; Malär et al., 2011).

From an analytical perspective, the role of brand personality in the present model is stronger when viewed against the limitations of purely transactional explanations of online shopping (Azoulay & Kapferer, 2003; Calderón-Fajardo et al., 2023). Models focused only on convenience, price, or technical usability can explain important parts of online purchase behavior, but they do not fully explain why consumers prefer one brand to another when objective functional differences are narrow or ambiguous (Szymanski & Hise, 2000; Hult et al., 2019). Brand personality helps fill this gap because it addresses the symbolic differentiation of brands and the interpretive value that such differentiation creates in consumers' minds (Geuens et al., 2009; Malär et al., 2011). This is particularly relevant in online shopping, where the consumer often encounters multiple comparable options presented through standard digital formats, and where subtle symbolic meanings may therefore carry greater weight in shaping preference and intention (Szymanski & Hise, 2000; Pham & Ahammad, 2017). For that reason, brand personality is not treated in the present thesis as a peripheral aesthetic issue, but as a legitimate antecedent that may influence both emotional motivation and rational evaluation before culminating in online purchase intention (Calderón-Fajardo et al., 2023; Malär et al., 2011).

2.4.2. Brand Loyalty

Brand loyalty remains one of the most important constructs in consumer and brand research because it captures the continuity of brand preference over time and therefore provides a stronger explanation of future consumer behavior than temporary

liking or isolated transaction satisfaction alone (Odin et al., 2001; Chaudhuri & Holbrook, 2001). However, rigorous work on brand loyalty has repeatedly emphasized that loyalty should not be reduced to repetition alone, because repeated purchase may occur for reasons unrelated to commitment, such as inertia, convenience, habit, or lack of alternatives (Odin et al., 2001). Odin, Odin, and Valette-Florence therefore made an important conceptual contribution by clarifying that loyalty contains both attitudinal and behavioral components, and by arguing for a more reliable and valid measurement procedure that distinguishes meaningful preference from mere repeated action (Odin et al., 2001). This distinction is critical for doctoral research because it protects the construct from superficial operationalization and makes it possible to treat loyalty as a substantive relational orientation rather than a descriptive record of repeated purchase frequency (Odin et al., 2001; Desveaud et al., 2024).

The distinction between attitudinal loyalty and purchase loyalty was further strengthened by Chaudhuri and Holbrook, who examined both as linking variables in the chain of effects from brand trust and brand affect to brand performance (Chaudhuri & Holbrook, 2001). Their findings showed that brand trust and brand affect together influence both purchase loyalty and attitudinal loyalty, while purchase loyalty contributes to market share and attitudinal loyalty contributes to a higher relative price for the brand (Chaudhuri & Holbrook, 2001). This evidence is theoretically significant because it demonstrates that loyalty is not merely an outcome of prior preference, but a mediating and performance-relevant mechanism that translates consumer-brand relationships into durable economic consequences (Chaudhuri & Holbrook, 2001). For the present study, this is highly relevant because it confirms that loyalty is more than a secondary branding variable. It is a strategic form of consumer commitment that can reasonably be expected to shape future online purchase intention, especially when online marketplaces expose consumers to abundant alternatives and low switching barriers (Chaudhuri & Holbrook, 2001; Hult et al., 2019).

The contemporary literature also shows that loyalty is cumulative and multidetermined rather than generated by one isolated driver (Desveaud et al., 2024). Desveaud, Mandler, and Eisend developed an integrative meta-model of customer brand loyalty by reviewing 199 prior studies, identifying 275 antecedents, and organizing them into four meta-concepts, namely brand offer, consumer-brand alignment, brand experience, and consumer-brand bonding (Desveaud et al., 2024).

Their meta-analytic structural equation modeling further indicated a two-stage process in which brand experience and consumer-brand bonding have direct effects on loyalty and mediate the effects of brand offer and consumer-brand alignment that precede them (Desveaud et al., 2024). This work is important because it shows that loyalty is neither simplistic nor accidental. It is built through layered processes involving what the brand offers, how the consumer aligns with it, what the consumer experiences, and how strong the resulting bond becomes (Desveaud et al., 2024). In the context of the present thesis, this strengthens the argument that brand loyalty should be treated as a major antecedent of online purchase intention, because a consumer who has already developed stable brand commitment is structurally more likely to form future purchase readiness in relation to that brand (Desveaud et al., 2024; Chaudhuri & Holbrook, 2001).

The online relevance of brand loyalty is especially strong because digital retail environments systematically lower switching costs and increase exposure to alternatives (Hult et al., 2019; Pham & Ahammad, 2017). Consumers can compare products, prices, shipping conditions, and reputational signals within seconds, which means that purely transactional preference is often fragile in online markets (Szymanski & Hise, 2000; Hult et al., 2019). Under these conditions, loyalty becomes behaviorally valuable because it reduces comparative search, lowers decision fatigue, and gives the consumer a reason to remain with a known brand rather than repeatedly reconsider every available alternative (Chaudhuri & Holbrook, 2001; Desveaud et al., 2024). This does not mean that loyal consumers ignore quality or value. Rather, loyalty changes the structure of decision making by making future choice less uncertain and less costly from the consumer's point of view (Odin et al., 2001; Chaudhuri & Holbrook, 2001). For a study of online purchase intention, this is extremely important, because intention is likely to be stronger when the consumer is already embedded in a stable relationship with the brand rather than approaching the purchase as a completely fresh and unresolved choice (Desveaud et al., 2024; Hult et al., 2019).

Brand loyalty also matters because it can function as a mechanism of uncertainty reduction in online markets (Chaudhuri & Holbrook, 2001; Desveaud et al., 2024). When consumers are loyal to a brand, they do not need to re-establish trust from the beginning, nor do they need to fully reassess the likely value of every subsequent transaction (Chaudhuri & Holbrook, 2001). Instead, prior commitment and

favorable accumulated experience help convert the brand into a default or near-default option under conditions where alternatives remain numerous (Odin et al., 2001; Desveaud et al., 2024). This uncertainty-reducing function is especially relevant in developing online retail environments such as Libya, where consumers may depend more heavily on established and familiar brand relationships to compensate for broader concerns about transaction reliability, service quality, or seller credibility (Akhmaaj & Sharif, 2024; Omar & Elmansori, 2021). In such contexts, loyalty can be expected to influence online purchase intention not only because the brand is liked, but because the loyal relationship itself reduces ambiguity and strengthens the perceived justifiability of future purchase behavior (Chaudhuri & Holbrook, 2001; Desveaud et al., 2024).

From the standpoint of the present thesis, brand loyalty is therefore best understood as a relationally accumulated antecedent that captures continuity, commitment, and resistance to competitive switching in an online setting where choice overload is structurally built into the consumer environment (Odin et al., 2001; Chaudhuri & Holbrook, 2001). Its inclusion in the model is conceptually justified because online purchase intention is unlikely to depend only on current evaluation. It is also shaped by whether the consumer already has a durable preference architecture that supports repeated and intention-consistent brand choice (Desveaud et al., 2024; Hult et al., 2019). A loyal consumer is not simply someone who bought before. A loyal consumer is one whose current and future purchase decisions are conditioned by an established brand relationship strong enough to survive comparison, uncertainty, and digital choice abundance (Odin et al., 2001; Chaudhuri & Holbrook, 2001). That is precisely why brand loyalty functions as a central antecedent in the present research model (Desveaud et al., 2024).

2.4.3. Customer Satisfaction

Customer satisfaction is one of the most robust evaluative constructs in marketing because it captures the consumer's judgment of whether prior experience with a product, service, or transaction has met, exceeded, or failed to meet expectations in a manner that matters for future behavior (Anderson & Sullivan, 1993; Hult et al., 2019). Its analytical strength lies in the fact that it is neither a purely emotional aftertaste nor a simple performance rating, but an evaluative conclusion that condenses

what the consumer believes was received relative to what was expected or desired (Anderson & Sullivan, 1993). This makes satisfaction especially consequential in retail and e-commerce research, because future willingness to engage with a brand often depends on whether previous encounters were experienced as fair, useful, efficient, and worthwhile (Wu, 2013; Pham & Ahammad, 2017). In theoretical terms, customer satisfaction therefore occupies an important middle position between prior experience and future behavioral response, which is why it is frequently used to explain repurchase intention, complaint intention, loyalty, and recommendation behavior (Anderson & Sullivan, 1993; Hult et al., 2019).

The online context makes customer satisfaction even more important, because the consumer evaluates not only the product or brand but the entire digitally mediated shopping process (Wu, 2013; Pham & Ahammad, 2017). Wu showed that online customer satisfaction is shaped by an integration of justice, technology, and trust, and that distributive justice and interactional justice contribute significantly to customer satisfaction in online shopping, while technology-based features and trust also matter for both satisfaction and complaint intentions (Wu, 2013). This is a crucial finding because it makes clear that online satisfaction is broader than product satisfaction alone (Wu, 2013). Online shoppers are both buyers of products or services and users of web-based systems, which means that their satisfaction depends on the perceived fairness of the exchange, the adequacy of the technology, and the trustworthiness of the transaction environment as a whole (Wu, 2013; Szymanski & Hise, 2000). For the present study, this broader view is highly relevant because online purchase intention in Libya is likely to depend on how consumers judge the total online shopping experience rather than only on product-related outcomes in isolation (Wu, 2013; Pham & Ahammad, 2017).

Research on online satisfaction also indicates that the determinants of satisfaction extend across the full shopping journey rather than being confined to the moment of purchase alone (Pham & Ahammad, 2017). Pham and Ahammad, in their holistic process perspective, found that post-purchase experiences such as order fulfillment, ease of return, and responsiveness of customer service were among the strongest contributors to online customer satisfaction, while security assurance, customization, ease of use, product information, and ease of checkout also had significant but comparatively smaller effects (Pham & Ahammad, 2017). This is

particularly important because it shows that online customer satisfaction is cumulative and process-based (Pham & Ahammad, 2017). Consumers evaluate the online relationship not only when they browse or pay, but also when they wait, receive, return, complain, and assess the service response after the transaction (Pham & Ahammad, 2017). Such a perspective is highly suitable for the present thesis because it explains why customer satisfaction can act as a major antecedent of online purchase intention. A satisfactory end-to-end experience provides evaluative evidence that future online exchange with the brand is likely to be manageable, beneficial, and worth pursuing again (Pham & Ahammad, 2017; Hult et al., 2019).

The early e-satisfaction literature supports the same logic from a different angle. Szymanski and Hise found that convenience, product information, site design, and financial security concerns all had statistically significant effects on e-satisfaction, thereby establishing that online satisfaction is linked to both informational and system-level judgments rather than to merchandising alone (Szymanski & Hise, 2000). This contribution remains important because it demonstrated that satisfaction in e-retailing begins before the product is even received, through the consumer's evaluation of whether the site is informative, convenient, and secure enough to support a satisfying experience (Szymanski & Hise, 2000). In the present study, such findings reinforce the decision to include customer satisfaction as an antecedent construct, because they show that satisfaction in online contexts can accumulate from multiple types of experience and can therefore exert a strong influence on future purchase readiness (Szymanski & Hise, 2000; Wu, 2013). In a market such as Libya, where the online retail environment is still developing and consumers may weigh transaction conditions carefully, this evaluative function of satisfaction is likely to be especially important (Akhmaaj & Sharif, 2024; Omar & Elmansori, 2021).

Another major contribution of the satisfaction literature is the demonstration that customer satisfaction does not have identical consequences across channels (Hult et al., 2019). Hult, Sharma, Morgeson, and Zhang showed that customer satisfaction relationships differ between online and offline purchasing, that perceived value is a stronger driver of satisfaction in online purchases, and that customers are more satisfaction-sensitive when purchasing online than when purchasing offline (Hult et al., 2019). This is especially relevant to the current thesis because it implies that customer satisfaction may be even more behaviorally decisive in e-commerce than in physical

retailing (Hult et al., 2019). In online environments, dissatisfied customers can switch quickly, compare alternatives immediately, and leave the relationship with relatively low exit costs, which makes satisfaction a stronger determinant of repurchase-oriented thinking and future purchase intention (Hult et al., 2019; Pham & Ahammad, 2017). Thus, the inclusion of customer satisfaction as an antecedent in the present model is not only theoretically sound but channel-specific, because online settings magnify the behavioral importance of prior evaluative experience (Hult et al., 2019; Wu, 2013).

In the context of the present study, customer satisfaction is particularly important because consumers in a developing online retail market are unlikely to form purchase intention solely on the basis of promotional communication or symbolic appeal (Omar & Elmansori, 2021; Akhmaaj & Sharif, 2024). They also need evaluative evidence that prior interaction with the brand or platform was sufficiently acceptable, smooth, secure, and valuable to justify re-engagement (Pham & Ahammad, 2017; Hult et al., 2019). Satisfaction therefore becomes a form of behavioral memory that can reduce hesitation and strengthen the justification for future online purchase (Anderson & Sullivan, 1993; Wu, 2013). In such settings, a satisfied customer is not simply pleased with a previous outcome. The customer is also more likely to infer that future online transactions with the same brand will be manageable and worthwhile, which makes satisfaction a direct contributor to online purchase intention and an indirect support for relationship continuity (Hult et al., 2019; Pham & Ahammad, 2017). This is why customer satisfaction is treated in the present thesis as a core antecedent construct rather than as a secondary post hoc variable (Anderson & Sullivan, 1993; Wu, 2013), as shown in Table 6.

Table 6: Selected theoretical and empirical insights on the antecedent constructs

Construct	Key insight	Main implication for the present study	Representative sources
Brand Personality	Brand personality must be conceptually purified and restricted to personality content rather than broad brand identity associations	Supports treating brand personality as a distinct symbolic antecedent of online purchase intention	Azoulay & Kapferer (2003); Geuens et al. (2009)
	Self-congruence with brand personality	Supports the idea that symbolic fit can	Malär et al. (2011)

	strengthens emotional brand attachment	influence affective readiness and purchase-oriented behavior	
Brand Loyalty	Loyalty contains both attitudinal and behavioral components	Supports a deeper interpretation of loyalty as durable consumer commitment rather than simple repetition	Odin et al. (2001); Chaudhuri & Holbrook (2001)
	Loyalty emerges from a two-stage process involving brand experience and consumer-brand bonding	Supports positioning loyalty as a cumulative antecedent of online purchase intention	Desveaud et al. (2024)
Customer Satisfaction	Online satisfaction depends on justice, technology, and trust	Supports treating satisfaction as a broad evaluative judgment of the online shopping experience	Wu (2013)
	Post-purchase elements such as fulfillment, return ease, and responsiveness are major drivers of online satisfaction	Supports the process-based view of satisfaction as an antecedent of future online purchase intention	Pham & Ahammad (2017)
	Customers are more satisfaction-sensitive when purchasing online	Supports the importance of satisfaction as a strong antecedent in digital retail contexts	Hult et al. (2019)

Note. The table integrates conceptual and empirical insights from the brand personality, brand loyalty, and customer satisfaction literature in order to show how each antecedent construct contributes a distinct explanatory mechanism to the present model.

Overall, the review of the antecedent constructs establishes a theoretically coherent basis for the present model, because it demonstrates that brand personality, brand loyalty, and customer satisfaction explain three different but mutually reinforcing aspects of online consumer judgment (Azoulay & Kapferer, 2003; Odin et al., 2001; Anderson & Sullivan, 1993). Brand personality explains how the brand becomes symbolically legible and psychologically meaningful to the consumer through human-like traits and self-related fit (Geuens et al., 2009; Malär et al., 2011). Brand loyalty explains how prior preference becomes durable commitment strong enough to

withstand online competition and switching possibilities (Chaudhuri & Holbrook, 2001; Desveaud et al., 2024). Customer satisfaction explains how past online experience becomes evaluative evidence that shapes whether future purchase with the brand appears justified and desirable (Wu, 2013; Pham & Ahammad, 2017; Hult et al., 2019). In combination, these three antecedents offer a more academically rigorous explanation of online purchase intention than models that rely only on technological or transactional variables, because they recognize that consumers buy online not only as users of digital systems but as interpreters of symbolic brands, participants in relational histories, and evaluators of prior marketplace experience (Szymanski & Hise, 2000; Calderón-Fajardo et al., 2023). For that reason, the present thesis positions these constructs as central antecedents whose effects are expected to extend not only directly to online purchase intention but also through the motivational processes examined in the next sections of the chapter (Desveaud et al., 2024; Hult et al., 2019).

2.5. Review of the Mediating Constructs

The present study treats emotional motivation and rational motivation as mediating constructs because the proposed model assumes that consumers do not move directly from brand-related evaluations to online purchase intention without internal psychological processing (Childers et al., 2001; Sheth et al., 1991; Akram et al., 2021). This assumption is theoretically important because online shopping decisions are rarely formed through a single route, as consumers usually interpret online buying opportunities through both affective and cognitive mechanisms before reaching a purchase-oriented judgment (Holbrook & Hirschman, 1982; Voss et al., 2003; To et al., 2007). Emotional motivation captures the affective route through which enjoyment, excitement, experiential value, reassurance, and positive feelings move consumers toward online purchase intention (Holbrook & Hirschman, 1982; Arnold & Reynolds, 2003; Akram et al., 2021). Rational motivation captures the utilitarian route through which usefulness, efficiency, quality, value for money, and functional justification move consumers toward the same behavioral outcome (Sheth et al., 1991; Sweeney & Soutar, 2001; Chiu et al., 2014). In this sense, the mediating constructs are not peripheral additions to the model, but the internal explanatory mechanisms through which brand personality, brand loyalty, and customer satisfaction become behaviorally

meaningful in online shopping contexts (Childers et al., 2001; Overby & Lee, 2006; Tandon et al., 2021).

At the doctoral level, it is necessary to clarify that emotional motivation and rational motivation in the present study are conceptually aligned with, but not mechanically identical to, the broader hedonic and utilitarian traditions in consumer research (Holbrook & Hirschman, 1982; Babin et al., 1994; Voss et al., 2003). The literature often uses terms such as hedonic value, emotional value, experiential value, and hedonic shopping motivations to describe affect-centered consumption processes, while utilitarian value, functional value, and quality or price value are used to describe cognition-centered or goal-oriented consumption processes (Sweeney & Soutar, 2001; Mathwick et al., 2001; Chiu et al., 2014). The present thesis adopts the labels emotional motivation and rational motivation because they fit the structure of the model more precisely, yet the conceptual foundation of these constructs is clearly rooted in the established literature on affective and utilitarian value in shopping behavior (Childers et al., 2001; Overby & Lee, 2006; Akram et al., 2021). This makes the mediating constructs theoretically grounded, empirically recognizable, and suitable for explanation in a Libyan online shopping context where online purchase intention is likely to emerge through both feeling-based and judgment-based processes rather than through one route alone (To et al., 2007; Tandon et al., 2021; Akram et al., 2021), as shown in Table 7.

Table 7: Conceptual positioning of the mediating constructs

Construct in the present study	Closest established traditions in the literature	Core meaning	Why it functions as a mediator
Emotional Motivation	Hedonic value, emotional value, experiential value, hedonic shopping motivations	Affective and experiential inner drive toward shopping	Explains how brand-related evaluations become emotionally attractive, enjoyable, reassuring, or self-relevant before influencing intention
Rational Motivation	Utilitarian value, functional value, quality/performance value, price/value for money	Cognitive and goal-oriented inner drive toward shopping	Explains how brand-related evaluations become useful, efficient, valuable, and justifiable before

Note. The table synthesizes the conceptual traditions reported in Holbrook and Hirschman (1982), Childers et al. (2001), Voss et al. (2003), Sheth et al. (1991), Sweeney and Soutar (2001), and Akram et al. (2021).

2.5.1. Emotional Motivation

Emotional motivation refers to the affective and experiential inner force that inclines the consumer toward online shopping because the act of shopping, the brand, or the anticipated purchase experience generates positive feelings such as enjoyment, excitement, pleasure, reassurance, attachment, or psychological gratification (Holbrook & Hirschman, 1982; Arnold & Reynolds, 2003). The conceptual roots of this construct lie in the experiential view of consumption, which challenged the narrow information-processing view of consumer behavior by arguing that consumption is not only instrumental and problem-solving in nature, but also symbolic, hedonic, and aesthetic (Holbrook & Hirschman, 1982). In this perspective, consumers do not simply buy because a product serves a function. They also consume because shopping and consumption can provide fantasies, feelings, and fun that are intrinsically valued (Holbrook & Hirschman, 1982). This is a foundational insight for the present thesis because it establishes that affective processes are not marginal to consumption behavior. They are structurally embedded in how consumers interpret and value marketplace experiences (Holbrook & Hirschman, 1982; Childers et al., 2001).

The significance of emotional motivation becomes even clearer when the consumer is understood not merely as a rational chooser, but as an experiential interpreter of shopping environments (Holbrook & Hirschman, 1982; Babin et al., 1994). Babin, Darden, and Griffin showed that shopping value can be decomposed into hedonic and utilitarian components and demonstrated that shopping is often valued not only for task accomplishment but also for the intrinsic enjoyment and experiential meaning of the activity itself (Babin et al., 1994). This insight is essential because it suggests that shopping-related behavior cannot be fully explained by efficiency or need fulfillment alone (Babin et al., 1994; Arnold & Reynolds, 2003). When consumers shop for pleasure, exploration, diversion, or emotional stimulation, they are operating under a motivational logic that differs from purely functional acquisition (Babin et al., 1994; Arnold & Reynolds, 2003). Emotional motivation in the present study draws

directly from this logic by recognizing that online purchase intention may be strengthened when the consumer's internal state is affectively charged in a positive way rather than simply cognitively justified (Childers et al., 2001; Akram et al., 2021).

The literature on hedonic shopping motivations provides a more fine-grained account of how emotional motivation operates (Arnold & Reynolds, 2003). Arnold and Reynolds identified six hedonic shopping motivations, namely adventure shopping, gratification shopping, role shopping, value shopping, social shopping, and idea shopping, thereby demonstrating that affective shopping is neither random nor one-dimensional (Arnold & Reynolds, 2003). Their work is theoretically important because it shows that emotional shopping is driven by distinct forms of experiential reward, including stimulation, tension relief, care for others, bargain-related excitement, social enjoyment, and inspiration-seeking (Arnold & Reynolds, 2003). This means that emotional motivation in shopping contexts is not merely "feeling good" in a vague sense. It is an organized set of affective orientations through which consumers derive non-instrumental meaning from the shopping process (Arnold & Reynolds, 2003; Babin et al., 1994). In the present thesis, this literature is highly relevant because it supports the idea that emotional motivation can mediate the effects of brand-related variables on online purchase intention by transforming prior evaluations into feelings of enjoyment, reassurance, excitement, or experiential attractiveness (Arnold & Reynolds, 2003; Akram et al., 2021).

A further conceptual refinement comes from the distinction between hedonic and utilitarian dimensions of consumer attitude proposed by Voss, Spangenberg, and Grohmann (2003). Their work demonstrated that hedonic and utilitarian attitudes are two distinct dimensions rather than opposite ends of a single continuum, and they developed a psychometrically validated scale that measures both dimensions separately (Voss et al., 2003). This finding is important for the current study because it justifies the separation between emotional motivation and rational motivation at the theoretical and measurement levels (Voss et al., 2003). If affective and utilitarian evaluations are distinct dimensions of attitude, then it is methodologically and conceptually legitimate to model emotional and rational motivation as separate mediators rather than collapsing them into one generic motivational variable (Voss et al., 2003; Childers et al., 2001). The relevance of this distinction becomes even stronger in online shopping, where consumers frequently appreciate both the enjoyment of the experience and the

usefulness of the transaction at the same time (Overby & Lee, 2006; Akram et al., 2021).

In online retail settings, emotional motivation gains special importance because the shopping process itself can become a source of experiential value independent of the physical product (Childers et al., 2001; Mathwick et al., 2001). Childers, Carr, Peck, and Carson argued that web-shopping provides businesses with an expanded opportunity to create a cognitively and aesthetically rich shopping environment and explicitly framed online retail shopping behavior as involving both hedonic and utilitarian motivations (Childers et al., 2001). Their contribution is highly relevant because it places emotional motivation at the center of online consumer behavior rather than treating it as an offline retail residue (Childers et al., 2001). The digital shopping interface, the browsing process, the visual presentation, the sense of novelty, and the freedom to explore alternatives can all contribute to a more affectively engaging experience that shapes purchase-oriented outcomes (Childers et al., 2001; Mathwick et al., 2001). Emotional motivation in online shopping is therefore not an accidental by-product. It is often a direct consequence of how online environments structure experience and affective involvement (Childers et al., 2001; Bridges & Florsheim, 2008).

Mathwick, Malhotra, and Rigdon further enriched this perspective by developing an experiential value scale and applying it to catalog and Internet shopping environments, thereby showing that shopping experience in mediated retail contexts can be assessed in terms that go beyond traditional price and quality considerations (Mathwick et al., 2001). This contribution matters because it moves the literature toward a more explicit recognition that emotional and experiential value are measurable and behaviorally relevant even when the retail channel is technologically mediated (Mathwick et al., 2001). Online shopping is thus not only a matter of accomplishing a buying mission. It can also generate aesthetic appreciation, escapist involvement, enjoyment, and self-oriented experiential reward that affect the consumer's willingness to engage further with the online environment (Mathwick et al., 2001; Holbrook & Hirschman, 1982). In the present study, this logic supports the treatment of emotional motivation as a mediating construct because it explains how brand personality, brand loyalty, and customer satisfaction may create an emotionally

favorable internal state before any explicit purchase intention is formed (Mathwick et al., 2001; Akram et al., 2021).

The empirical relevance of emotional motivation to online purchase intention has been directly demonstrated in contemporary e-commerce research. Akram, Junaid, Zafar, Li, and Fan investigated online purchase intention in Chinese social commerce platforms and explicitly framed the issue as one of being “emotional or rational,” finding that hedonic and utilitarian motivations both positively affected online purchase intention (Akram et al., 2021). This is highly important for the present thesis because it shows that affective motivation continues to matter even in digital commerce environments where informational abundance and utilitarian comparisons are structurally prominent (Akram et al., 2021). Emotional motivation therefore cannot be dismissed as a secondary or decorative force in online shopping (Akram et al., 2021). Rather, it is one of the main internal routes through which consumers translate platform engagement and marketplace cues into purchase intention (Akram et al., 2021; Childers et al., 2001).

The role of emotional motivation is also consistent with the broader theory of consumption values. Sheth, Newman, and Gross argued that consumer choice is shaped by multiple consumption values, including emotional value, and that such values provide a theoretically powerful explanation of why consumers choose what they choose (Sheth et al., 1991). Their framework is crucial because it establishes that emotional value is not an irrational residue outside serious consumer theory, but one of the recognized value dimensions that can directly shape choice behavior (Sheth et al., 1991). Sweeney and Soutar later reinforced this point in their PERVAL scale by identifying emotional value as one of four distinct value dimensions that help explain consumer attitudes and behavior in purchase situations (Sweeney & Soutar, 2001). These two contributions strengthen the conceptual validity of emotional motivation in the present study because they show that affective value is not merely experiential in a loose sense. It is part of the formal architecture of consumer evaluation and can legitimately be positioned as a mechanism linking antecedent variables to behavioral intention (Sheth et al., 1991; Sweeney & Soutar, 2001).

In analytic terms, emotional motivation functions as a mediator because it helps explain how symbolic and relational antecedents become psychologically compelling

enough to move the consumer toward purchase intention (Holbrook & Hirschman, 1982; Akram et al., 2021). A brand high in symbolic appeal may not create purchase intention automatically, but it may first create feelings of attraction, excitement, reassurance, or experiential fit that make purchase intention more likely (Malär et al., 2011; Calderón-Fajardo et al., 2023). Likewise, loyalty may not translate directly into intention without the consumer also experiencing emotional comfort, attachment, or positive affect toward repurchasing the same brand in a digital environment (Chaudhuri & Holbrook, 2001; Arnold & Reynolds, 2003). Satisfaction may also increase purchase intention partly because a satisfactory prior experience creates a favorable emotional tone toward the prospect of buying again, not merely a neutral cognitive evaluation (Hult et al., 2019; Wu, 2013). Emotional motivation thus occupies a theoretically necessary middle position between antecedent evaluations and online purchase intention (Akram et al., 2021; Childers et al., 2001).

This mediating logic is particularly suitable for online shopping environments because digital purchase decisions often require emotional reassurance as well as functional justification (Childers et al., 2001; Bridges & Florsheim, 2008). Consumers in online settings cannot usually touch the product, assess the seller in person, or rely on embodied cues of confidence (Szymanski & Hise, 2000; Hult et al., 2019). Under such conditions, emotional motivation may become especially influential because the consumer's internal sense of comfort, reassurance, and enjoyment helps compensate for the absence of physical immediacy (Childers et al., 2001; Mathwick et al., 2001). Affective shopping value can therefore reduce hesitation and make the online transaction feel more acceptable or even desirable at a psychological level (Mathwick et al., 2001; Akram et al., 2021). In the Libyan context, where the online retail environment is still developing, this role may be even more important, because emotional reassurance can help consumers cross the threshold from online exposure to actual purchase-oriented readiness (Akhmaaj & Sharif, 2024; Al-Qandouz, 2017).

Another point of theoretical importance is that emotional motivation should not be trivialized as mere impulsiveness or irrationality (Holbrook & Hirschman, 1982; Sheth et al., 1991). The experiential view of consumption and the theory of consumption values both make clear that affective value is a legitimate and structured component of consumer choice, not a deviation from rational behavior (Holbrook & Hirschman, 1982; Sheth et al., 1991). Consumers may pursue shopping for pleasure,

stimulation, emotional release, or psychological affirmation, but these are still meaningful forms of value rather than random impulses (Arnold & Reynolds, 2003; Babin et al., 1994). This clarification is important because the present study uses the term emotional motivation in a serious analytical sense. The construct refers to affective consumer meaning, not to unstructured emotionality (Voss et al., 2003; Akram et al., 2021). As such, emotional motivation is theoretically appropriate as a mediator in a doctoral-level model of online purchase intention (Childers et al., 2001; Sweeney & Soutar, 2001), as shown in Table 8.

Table 8: CORE literature on emotional motivation

Source	Main contribution	Relevance to the present study
Holbrook and Hirschman (1982)	Established the experiential view of consumption centered on fantasies, feelings, and fun	Provides the foundational theory for treating emotional motivation as a legitimate consumer mechanism
Babin et al. (1994)	Distinguished hedonic and utilitarian shopping value	Supports the dual-route logic used in the present study
Arnold and Reynolds (2003)	Identified six hedonic shopping motivations	Shows that emotional motivation is multidimensional and behaviorally structured
Childers et al. (2001)	Positioned web-shopping as involving both hedonic and utilitarian motivations	Grounds emotional motivation directly in online retail behavior
Mathwick et al. (2001)	Developed experiential value measures in Internet and catalog shopping	Supports the measurability of affective value in mediated retail contexts
Akram et al. (2021)	Showed hedonic motivation positively affects online purchase intention in social commerce	Provides direct empirical support for emotional motivation as an online purchase driver

Note. The table synthesizes foundational and contemporary studies showing that affective, hedonic, and experiential processes are central to online shopping behavior and therefore justify emotional motivation as a mediating construct in the present model.

2.5.2. Rational Motivation

Rational motivation refers to the cognition-centered and goal-oriented inner force that inclines consumers toward online shopping because the purchase appears

useful, efficient, justifiable, high in value, and functionally worthwhile (Sheth et al., 1991; Voss et al., 2003; Chiu et al., 2014). The conceptual roots of this construct lie in utilitarian and functional approaches to shopping value, which view consumer behavior as directed toward problem solving, mission accomplishment, and the achievement of practical benefits through purchase activity (Babin et al., 1994; Childers et al., 2001). In this tradition, the shopping act is not pursued primarily for intrinsic enjoyment, but because it helps the consumer attain desired outcomes such as convenience, product acquisition, quality, price value, or time efficiency (Babin et al., 1994; Overby & Lee, 2006). The present study uses the label rational motivation because it best captures this judgment-based orientation while remaining consistent with the broader utilitarian and functional value literature (Sheth et al., 1991; Sweeney & Soutar, 2001).

A major theoretical basis for rational motivation comes from the theory of consumption values developed by Sheth, Newman, and Gross (1991). Their framework proposed that consumer choice is influenced by multiple value dimensions, including functional value and emotional value, and explicitly rejected one-dimensional explanations of consumer behavior (Sheth et al., 1991). Functional value in this framework is particularly relevant to the present study because it is associated with utilitarian performance considerations, which means that consumers may choose an option because it is useful, performs well, solves a problem, or offers practical advantage (Sheth et al., 1991). This theory is important because it establishes that cognition-centered and performance-centered motives are not merely secondary marketplace reactions. They are core value drivers of choice behavior (Sheth et al., 1991). Rational motivation in the present thesis builds directly on this logic by recognizing that online purchase intention may be strengthened when consumers conclude that the online transaction is functionally sound and practically worthwhile (Sheth et al., 1991; Tandon et al., 2021).

Sweeney and Soutar's PERVAL scale further refined this logic by identifying quality or performance value and price or value-for-money as distinct dimensions of consumer perceived value, alongside emotional and social value (Sweeney & Soutar, 2001). Their contribution is highly relevant because it shows that rationally oriented value in purchase situations is multidimensional rather than singular (Sweeney & Soutar, 2001). Consumers may be motivated by performance adequacy, perceived

quality, economic efficiency, or price justification, and these are not identical concerns even though they all belong to the broader family of utilitarian evaluation (Sweeney & Soutar, 2001). This matters for the present study because rational motivation is not defined narrowly as cold logic. It is defined as the internal consumer state through which practical, quality-based, and value-for-money considerations make online purchase appear sensible and worthwhile (Sweeney & Soutar, 2001; Chiu et al., 2014). The PERVAL framework therefore strengthens the conceptual legitimacy of rational motivation as a mediator linking antecedent evaluations to behavioral intention (Sweeney & Soutar, 2001; Tandon et al., 2021).

The distinction between hedonic and utilitarian dimensions developed by Voss, Spangenberg, and Grohmann is also central to understanding rational motivation (Voss et al., 2003). Their research demonstrated that the utilitarian dimension can be reliably measured as distinct from the hedonic dimension and that the two together provide a richer account of consumer attitudes than a one-dimensional attitude measure (Voss et al., 2003). This insight is essential because it shows that rational motivation is not simply the absence of emotional motivation (Voss et al., 2003). Rather, it is a positively defined and measurable orientation toward usefulness, necessity, functionality, and task relevance (Voss et al., 2003; Babin et al., 1994). In online shopping, where consumers frequently evaluate convenience, information quality, transaction efficiency, and economic justification, such a cognition-centered motivational pathway is especially important (Childers et al., 2001; Overby & Lee, 2006). For that reason, the present study models rational motivation as a separate mediator rather than subsuming it under a generic consumer motivation construct (Voss et al., 2003; Chiu et al., 2014).

Online retail research strongly supports the practical importance of rational motivation. Childers et al. explicitly argued that motivations for web-shopping include both utilitarian and hedonic dimensions, thereby placing task-oriented and efficiency-related motivations at the center of online retail behavior (Childers et al., 2001). Overby and Lee later examined the effects of utilitarian and hedonic online shopping value on consumer preference and intentions, reinforcing the relevance of utilitarian online shopping value to key behavioral outcomes (Overby & Lee, 2006). To, Liao, and Lin likewise investigated Internet shopping motivations from both utilitarian and hedonic perspectives and directly examined the differential effects of these dual

motivations on both search intention and purchase intention (To et al., 2007). Taken together, these studies make clear that online shopping cannot be explained without a robust account of rational motivation, because online channels are valued not only as experiential environments but also as tools for accomplishing buying goals in a convenient and effective way (Childers et al., 2001; Overby & Lee, 2006; To et al., 2007).

The online environment intensifies the relevance of rational motivation because digital shopping often foregrounds decision efficiency and information-based comparison (Overby & Lee, 2006; Chiu et al., 2014). Consumers shopping online can compare product features, prices, delivery conditions, ratings, and alternatives at high speed, which means that utilitarian value can become especially salient in the formation of purchase intention (Overby & Lee, 2006; Chiu et al., 2014). Chiu, Wang, Fang, and Huang, for example, explicitly investigated repeat purchase intentions in B2C e-commerce by focusing on the roles of utilitarian value, hedonic value, and perceived risk, thereby confirming that utilitarian value remains a major explanatory factor in digital purchase behavior (Chiu et al., 2014). This finding is important because it shows that rational motivation matters not only for initial online purchases but also for repeat purchase intentions, which suggests that cognition-based value remains behaviorally influential even after consumers gain experience with online shopping (Chiu et al., 2014; Hult et al., 2019). In the present thesis, this supports the argument that rational motivation can mediate the effects of brand-related antecedents on online purchase intention by translating favorable evaluations into a sense of usefulness, confidence, and task-oriented justification (Chiu et al., 2014; Akram et al., 2021).

Bridges and Florsheim add another important layer to the interpretation of rational motivation in online shopping (Bridges & Florsheim, 2008). Their study on hedonic and utilitarian shopping goals in the online experience suggested that utilitarian flow elements that facilitate shopping may indeed increase purchasing, whereas hedonic elements were unrelated to online buying in their study even though they related to other outcomes (Bridges & Florsheim, 2008). This is a valuable insight because it suggests that in some online contexts rationally facilitating elements may be especially decisive in converting online browsing or engagement into actual buying-related outcomes (Bridges & Florsheim, 2008). The present thesis does not assume that

rational motivation will always dominate emotional motivation. However, this literature demonstrates that utilitarian facilitation can be crucial in online commerce, especially where consumers value ease, focus, low friction, and practical support in decision making (Bridges & Florsheim, 2008; To et al., 2007). That logic is highly relevant to the Libyan context, where online shopping intentions may depend heavily on whether the transaction appears clear, manageable, and worth the effort under developing market conditions (Akhmaaj & Sharif, 2024; Omar & Elmansori, 2021).

The contemporary literature on platform-based commerce also confirms the importance of rationally oriented value. Tandon, Kaur, Bhatt, Mäntymäki, and Dhir used the theory of consumption values to examine purchase intentions in food delivery apps and found that consumption values mediated the relationship between platform visibility and purchase intentions (Tandon et al., 2021). Although their study is not identical to general online retail, it remains highly relevant because it shows that consumption-value mechanisms continue to shape digital purchase intention in contemporary platform contexts (Tandon et al., 2021). The logic is particularly useful for the present thesis because rational motivation can be understood as one of the channels through which these consumption values affect intention, especially when the consumer is evaluating speed, convenience, ease of use, or practical return from the digital transaction (Sheth et al., 1991; Tandon et al., 2021). This demonstrates that rational motivation remains analytically central not only in traditional e-commerce websites but also in newer app-based digital buying environments (Tandon et al., 2021; Chiu et al., 2014).

The empirical literature also suggests that rational motivation should not be reduced to price sensitivity alone (Sweeney & Soutar, 2001; Overby & Lee, 2006). Rationally oriented value includes price or value for money, but it also includes quality and performance, convenience, clarity of information, decision efficiency, and the reduction of functional uncertainty (Sweeney & Soutar, 2001; Chiu et al., 2014). This matters because a narrow view of rational motivation would misrepresent the consumer's cognition-centered evaluation process in online shopping (Voss et al., 2003; To et al., 2007). Consumers may intend to buy online because the transaction seems faster, easier to compare, lower in search costs, better in information quality, or superior in value-for-effort terms even when the price itself is not the lowest available (Overby & Lee, 2006; Bridges & Florsheim, 2008). Rational motivation in the present

study therefore refers to a broad utilitarian judgment that the online purchase is functionally sensible and sufficiently supported by practical reasons (Sheth et al., 1991; Sweeney & Soutar, 2001).

From a mediation standpoint, rational motivation is essential because antecedent brand variables do not influence intention solely through affective attraction (Akram et al., 2021; Chiu et al., 2014). Brand personality may help consumers infer competence, clarity, or consistency, which can strengthen rational justification for online purchase (Geuens et al., 2009; Calderón-Fajardo et al., 2023). Brand loyalty may reduce search costs and perceived decision risk, thereby making future purchase appear more efficient and cognitively sound (Chaudhuri & Holbrook, 2001; Desveaud et al., 2024). Customer satisfaction may provide evaluative evidence that past transactions were acceptable and worthwhile, which in turn makes future purchase appear rationally defensible (Hult et al., 2019; Wu, 2013). In each case, rational motivation helps explain how brand-related evaluations become purchase intention by first producing a state of utilitarian confidence and practical justification (Chiu et al., 2014; Tandon et al., 2021). This is precisely why rational motivation is theoretically suitable as a mediator in the present model (Sheth et al., 1991; Overby & Lee, 2006).

The importance of rational motivation may be particularly strong in developing online shopping environments. In markets where online retail systems are still consolidating, consumers are likely to scrutinize whether the transaction is practically worthwhile before they form clear purchase intention (Akhmaaj & Sharif, 2024; Omar & Elmansori, 2021). Under such conditions, rational motivation can be expected to play a central role because it transforms favorable perceptions into a more concrete sense that the online purchase is useful, manageable, and worth pursuing (Chiu et al., 2014; Bridges & Florsheim, 2008). This is highly relevant to the Libyan context, where consumers may value online shopping for reasons such as convenience, access, efficiency, and product availability, but still require sufficient practical assurance before translating those benefits into purchase intention (Al-Qandouz, 2017; Akhmaaj & Sharif, 2024). Thus, rational motivation is not merely a theoretical complement to emotional motivation. It is likely one of the major internal routes through which online purchase intention is formed in a market such as Libya (To et al., 2007; Chiu et al., 2014).

A final theoretical point is that rational motivation, like emotional motivation, should be understood as a positive construct rather than as the opposite of the other route (Voss et al., 2003). The literature consistently shows that consumers can hold both hedonic and utilitarian orientations simultaneously, and that the two together often provide a more accurate explanation of online behavior than either one alone (Childers et al., 2001; Overby & Lee, 2006; Akram et al., 2021). Rational motivation therefore does not imply the exclusion of affect. It indicates that the consumer's internal state is organized around usefulness, efficiency, and functional justification strongly enough to influence purchase intention (Sheth et al., 1991; Chiu et al., 2014). This conceptual clarity is important for the present thesis because it prevents false dichotomies and supports the use of a dual-mediator model in which emotional and rational pathways coexist and may vary in relative strength across empirical settings (Voss et al., 2003; Akram et al., 2021), as shown in Table 9.

Table 9: CORE literature on rational motivation

Source	Main contribution	Relevance to the present study
Sheth et al. (1991)	Established the theory of consumption values, including functional value	Provides the broad value-theory basis for rational motivation
Sweeney and Soutar (2001)	Identified quality/performance and price/value for money as distinct value dimensions	Supports the multidimensional structure of rational motivation
Voss et al. (2003)	Validated utilitarian and hedonic dimensions as distinct attitudes	Justifies separating rational motivation from emotional motivation
Childers et al. (2001)	Framed web-shopping as involving utilitarian and hedonic motivations	Grounds rational motivation directly in online retail behavior
Overby and Lee (2006)	Examined utilitarian and hedonic online shopping value in relation to preference and intentions	Supports the behavioral relevance of utilitarian value in digital shopping
To et al. (2007)	Examined differential effects of utilitarian and hedonic motivations on search and purchase intention	Connects rational shopping motives to online buying processes
Chiu et al. (2014)	Studied utilitarian value, hedonic value, and perceived	Shows that utilitarian value remains important beyond

	risk in repeat purchase intentions	initial purchase
Tandon et al. (2021)	Showed that consumption values mediate purchase intentions in app-based commerce	Confirms continued importance of value-based mediation in digital platforms

Note. The table shows that rational motivation is rooted in a long and coherent tradition of research on utilitarian, functional, and value-for-money judgments in shopping and e-commerce behavior.

Overall, the review of the mediating constructs shows that emotional motivation and rational motivation provide a theoretically robust and empirically grounded basis for explaining how antecedent brand evaluations are translated into online purchase intention (Holbrook & Hirschman, 1982; Sheth et al., 1991; Akram et al., 2021). Emotional motivation is justified by the experiential, hedonic, and emotional-value traditions, which demonstrate that shopping behavior is often shaped by enjoyment, reassurance, attraction, and affective meaning rather than by functional reasoning alone (Babin et al., 1994; Arnold & Reynolds, 2003; Mathwick et al., 2001). Rational motivation is justified by the utilitarian, functional-value, and consumption-value traditions, which demonstrate that consumers also move toward purchase when they perceive the online transaction as useful, efficient, high in quality, and worth the cost or effort (Sweeney & Soutar, 2001; Overby & Lee, 2006; Chiu et al., 2014). Together, these two constructs offer a stronger explanation of online purchase intention than one-dimensional motivational models, because they recognize that consumers interpret online shopping through parallel affective and cognitive routes that may both mediate the influence of brand personality, brand loyalty, and customer satisfaction (Childers et al., 2001; Voss et al., 2003; Tandon et al., 2021). In the Libyan context, this dual-route explanation is especially appropriate because consumers in a developing online retail environment are likely to require both emotional reassurance and rational justification before forming stable intention to buy online (Akhmaaj & Sharif, 2024; Al-Qandouz, 2017).

2.6. Hypothesis Development

This section presents the development of the study hypotheses in line with the proposed conceptual model and the body of literature reviewed in the preceding sections. The hypotheses are derived from established theoretical arguments and prior empirical findings concerning the relationships among brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention. To ensure clarity and analytical order, the section is organized into direct effect hypotheses, followed by hypotheses linking the antecedent variables to the two motivational constructs, and finally the mediation hypotheses. This structure enables the study to examine both the direct and indirect mechanisms through which brand-related factors may shape consumers' online purchase

2.6.1. Brand Personality and Online Purchase Intention

The relationship between brand personality and online purchase intention is theoretically grounded in the idea that consumers do not interpret brands only through functional attributes, but also through human-like symbolic meanings that help them evaluate the brand under conditions of uncertainty (Azoulay & Kapferer, 2003; Geuens et al., 2009). This relationship becomes especially important in online shopping because the consumer often cannot physically inspect the product, directly observe the seller, or rely on immediate interpersonal reassurance before deciding whether to buy (Poddar et al., 2009; Torres & Augusto, 2019). Under such conditions, brand personality can serve as a shorthand evaluative mechanism through which the brand appears more sincere, competent, active, emotionally attractive, or otherwise meaningful to the consumer (Geuens et al., 2009; Calderón-Fajardo et al., 2023). Accordingly, brand personality is expected to influence online purchase intention because it provides symbolic cues that reduce ambiguity and make the purchase decision psychologically easier to justify (Wang et al., 2009; Vahdati & Mousavi Nejad, 2016).

At the conceptual level, the explanatory force of brand personality rests on its capacity to humanize the brand and thereby move consumer judgment beyond purely technical or economic comparison (Azoulay & Kapferer, 2003; Geuens et al., 2009). A brand with a recognizable personality is easier to interpret because consumers can infer how the brand “behaves,” what it stands for, and whether it fits their preferences or

self-concept (Malär et al., 2011; Calderón-Fajardo et al., 2023). This symbolic fit matters for purchase intention because intention is not formed only by objective utility, but also by whether the brand feels personally meaningful and psychologically coherent to the consumer (Malär et al., 2011; Spears & Singh, 2004). In online environments, this inferential process becomes even more central because brand-related impressions are often formed through mediated signals such as website design, communication style, visuals, interface tone, and digital service cues rather than through direct physical experience (Poddar et al., 2009; Torres & Augusto, 2019). Thus, the effect of brand personality on online purchase intention is theoretically plausible because the consumer's willingness to buy online often depends on how successfully the brand's symbolic character compensates for the structural distance of digital exchange (Poddar et al., 2009; Yang & Hu, 2022).

The empirical literature supports this relationship across different contexts. Wang, Yang, and Liu examined the impacts of brand personality and congruity on purchase intention in the Chinese automobile market and reported that product-brand personality was more significant than company-brand personality in affecting purchase intention, while congruity also played an important role in the process (Wang et al., 2009). This study is important because it shows that brand personality does not operate as a vague branding decoration, but as a meaningful predictor of consumer intention in a real purchase context (Wang et al., 2009). It is also analytically relevant because it highlights that the influence of brand personality is stronger when the brand's perceived character is connected to the consumer's own evaluations of fit and relevance (Wang et al., 2009). For the present thesis, this is highly useful because it suggests that consumers' online purchase intention may be strengthened when brand personality is not only positive, but congruent with what the consumer seeks from the online brand experience (Wang et al., 2009).

A second line of evidence comes from digital and online environments more directly. Poddar, Donthu, and Wei investigated website customer orientations, website quality, and purchase intentions, and explicitly examined the role of website personality in this framework (Poddar et al., 2009). Their study found that website personality, together with website customer orientation, influences perceived website quality and consumer purchase intention in an online apparel context (Poddar et al., 2009). This result is very important for the present study because it demonstrates that

personality-like perceptions remain behaviorally relevant even when the object of evaluation is not a traditional offline brand but a digital shopping interface (Poddar et al., 2009). In other words, the online setting does not reduce the significance of personality-based judgments. Instead, it can amplify them by making the website or the online brand environment itself part of the consumer's symbolic and behavioral assessment (Poddar et al., 2009). This directly supports the proposition that brand personality can influence online purchase intention through the mediated structure of digital retailing (Poddar et al., 2009).

The digital-environment evidence is extended further by Torres and Augusto, who examined how purchase intentions are formed in digital settings in the face of negative information (Torres & Augusto, 2019). Their results showed that consumer behavior in digital settings was more influenced by brand personality than by online brand experience, and that brand personality increased purchase intentions through brand attitude and electronic word-of-mouth (Torres & Augusto, 2019). This finding is especially important because it reveals two analytically significant points. First, brand personality remains a strong explanatory construct in digital environments rather than losing relevance when communication becomes more technologically mediated (Torres & Augusto, 2019). Second, the effect of brand personality on purchase intentions is not necessarily a crude direct path, but may work through intermediate mechanisms such as attitude formation and communicative endorsement (Torres & Augusto, 2019). For the current thesis, this is highly relevant because it supports a more process-oriented interpretation of how brand personality may shape online purchase intention, including both direct symbolic effects and indirect pathways through internal and relational mechanisms (Torres & Augusto, 2019).

Additional empirical support is provided by Vahdati and Mousavi Nejad, who investigated brand personality, electronic word-of-mouth, brand equity, and customer purchase intention in the banking sector (Vahdati & Mousavi Nejad, 2016). Their findings showed that brand personality had a positive and significant effect on customers' purchase intentions and that electronic word-of-mouth and brand equity also performed positive mediating roles in the broader model (Vahdati & Mousavi Nejad, 2016). This study is especially useful because it reinforces the claim that brand personality can influence purchase intention even in service contexts where product tangibility is limited and trust-based judgment is central (Vahdati & Mousavi Nejad,

2016). That is conceptually close to online shopping environments, where consumers likewise rely on inferred quality, reputational signals, and symbolic confidence rather than on direct sensory inspection (Pavlou, 2003; Vahdati & Mousavi Nejad, 2016). Thus, the banking evidence strengthens the broader proposition that brand personality has a meaningful role in motivating purchase-oriented behavior in settings characterized by mediated interaction and interpretive uncertainty (Vahdati & Mousavi Nejad, 2016).

The literature also indicates that the effect of brand personality on purchase intention is not always uniform, and this nuance is important for a doctoral-level hypothesis discussion. Yang and Hu showed that consumers prefer AI-enabled customer service when the brand personality is competence and human-staffed service when the brand personality is sincerity, and that these aligned conditions lead to more positive brand attitudes and higher purchase intentions (Yang & Hu, 2022). This finding is valuable because it suggests that brand personality may influence purchase intention partly through alignment effects rather than through trait positivity alone (Yang & Hu, 2022). In other words, purchase intention may increase when the brand's perceived personality is consistent with the form of service delivery, the communication setting, or the broader consumption context (Yang & Hu, 2022). This insight does not weaken the proposed positive relationship in the present thesis. Instead, it enriches it by showing that brand personality exerts influence not in abstraction, but in relation to the total decision environment in which consumers interpret the brand (Yang & Hu, 2022). Such a perspective is especially relevant in online retailing, where brands are encountered through websites, apps, digital service systems, and mediated interactions that may strengthen or weaken the persuasive power of the brand's perceived personality (Poddar et al., 2009; Yang & Hu, 2022).

A further theoretical implication follows from studies linking brand personality to self-image congruity and brand choice. Su and Reynolds showed that specific brand personality dimensions influence brand choice by shaping self-image congruity and functional congruity in the hotel context (Su & Reynolds, 2017). Although this study examined hotel brands rather than general online shopping, it is still relevant because it demonstrates that brand personality dimensions can shape purchase-related behavior by helping consumers judge both symbolic fit and functional consistency (Su & Reynolds, 2017). This supports the current thesis in two ways. First, it suggests that the

effect of brand personality on online purchase intention may be reinforced when the consumer perceives the brand as reflecting desired self-images (Su & Reynolds, 2017). Second, it suggests that brand personality may also carry instrumental implications when certain traits, such as competence or sincerity, help the consumer infer that the brand is functionally reliable and suitable for its intended purpose (Su & Reynolds, 2017). Therefore, the relationship between brand personality and online purchase intention is not purely emotional. It can operate through both symbolic and quasi-functional inference processes that strengthen the consumer's willingness to buy (Su & Reynolds, 2017; Wang et al., 2009).

When these studies are considered together, a coherent pattern emerges. Brand personality tends to strengthen purchase intention because it gives the consumer a psychologically interpretable brand, increases perceived congruity, supports positive attitudes, and can stimulate favorable communicative and relational reactions in digital environments (Wang et al., 2009; Torres & Augusto, 2019; Vahdati & Mousavi Nejad, 2016). In online retail settings, this pattern is especially plausible because consumers must often decide without the reassurance of physical inspection, face-to-face service, or immediate possession of the product (Poddar et al., 2009; Pavlou, 2003). Under such conditions, symbolic brand cues can reduce uncertainty and help consumers infer whether the brand is trustworthy, appealing, and worthy of future engagement (Geuens et al., 2009; Malär et al., 2011). This argument is particularly compelling in the Libyan context, where online purchase intention is likely to depend not only on access to online platforms but also on the psychological clarity and reassurance that brands can provide in a developing e-commerce environment (Akhmaaj & Sharif, 2024; Al-Qandouz, 2017). Accordingly, the literature provides sufficient theoretical and empirical support to expect that brand personality will exert a positive and significant influence on consumers' online purchase intention in Libya (Wang et al., 2009; Poddar et al., 2009; Torres & Augusto, 2019).

Based on the preceding theoretical arguments and empirical evidence, the following hypothesis is proposed:

H1: Brand personality has a positive and significant influence on consumers' online purchase intention in Libya.

2.6.2. Brand Loyalty and Online Purchase Intention

The relationship between brand loyalty and online purchase intention is theoretically grounded in the idea that loyalty reflects a durable consumer-brand commitment that reduces switching tendencies and stabilizes future choice behavior in competitive environments (Odin et al., 2001). This relationship becomes even more important in online shopping because digital retail environments expose consumers to abundant alternatives, rapid comparison opportunities, and low search costs, all of which make stable preference especially valuable from both the consumer's and the firm's perspective (Chaudhuri & Holbrook, 2001). In such settings, brand loyalty is not merely a record of repeated buying. It is a structured preference orientation through which the consumer remains attached to a brand despite the availability of substitutes and despite the uncertainty that often accompanies mediated transactions (Desveaud et al., 2024). Accordingly, brand loyalty is expected to exert a positive influence on online purchase intention because loyal consumers are more likely to approach future purchases with confidence, familiarity, and lower decision burden than non-loyal consumers (Guo & Wang, 2024).

At the conceptual level, loyalty is analytically stronger than temporary satisfaction or situational preference because it implies continuity of commitment over time rather than one-off approval of a product or transaction (Odin et al., 2001). Odin, Odin, and Valette-Florence emphasized that loyalty must be understood through both attitudinal and behavioral dimensions, because repeated purchase alone does not necessarily indicate true commitment to a brand (Odin et al., 2001). This distinction is especially relevant for online retailing, where repetitive purchasing may occur for convenience-related reasons while attitudinal loyalty captures a deeper inclination to remain with the brand in future digital transactions (Odin et al., 2001). Chaudhuri and Holbrook extended this logic by showing that brand loyalty functions as a key link between brand trust, brand affect, and marketplace outcomes, which means that loyalty is a mechanism through which consumer-brand relationships translate into stable performance consequences (Chaudhuri & Holbrook, 2001). For the present study, this implies that online purchase intention is more likely to be high when consumers already possess a durable relational commitment to the brand rather than merely a favorable impression of it at one moment in time (Chaudhuri & Holbrook, 2001).

The online environment gives further theoretical weight to this relationship because digital shopping structurally weakens many of the barriers that would otherwise preserve repeat choice in offline settings (Guo & Wang, 2024). Consumers can move between brands, platforms, and sellers quickly, which means that the mere existence of purchase intention is often fragile unless some stabilizing mechanism is already in place (Guo & Wang, 2024). Guo and Wang showed that online shopping can interact with uncertainty avoidance to shape brand loyalty, with high uncertainty-avoidance individuals tending to be more brand loyal online than offline because product experience is less predictable in online shopping (Guo & Wang, 2024). This finding is especially important because it suggests that loyalty can act as a psychological response to digital uncertainty rather than only as a reward for repeated positive experience (Guo & Wang, 2024). In other words, consumers may become loyal not only because they admire a brand, but also because loyalty reduces the interpretive and decision-related costs of navigating an online environment where outcomes are less directly verifiable before purchase (Guo & Wang, 2024). Such logic is highly relevant to the Libyan context, where online shopping remains meaningful but still developing, and where stable brand preference may serve as an especially important form of reassurance (Akhmaaj & Sharif, 2024).

Empirical work in online shopping contexts supports the proposition that brand loyalty contributes positively to purchase intention. Machi and colleagues examined online shopping and reported that brand loyalty had a positive and significant influence on purchase intention in their empirical model, alongside brand awareness and brand attitude (Machi et al., 2022). This result is especially valuable because it directly confirms the relevance of loyalty for purchase intention within an online shopping context rather than only in traditional retail settings (Machi et al., 2022). It also supports the broader argument that once loyalty is formed, it becomes one of the most immediate drivers of future willingness to buy because the consumer no longer approaches the brand as a neutral alternative among many options (Machi et al., 2022). For the present study, this finding is directly applicable because it reinforces the expectation that Libyan consumers who are more loyal to a brand will also be more inclined to purchase from that brand through online shopping platforms (Machi et al., 2022).

Additional evidence comes from online relational settings where loyalty is shown to influence purchase-oriented outcomes even when the path is not purely transactional. Wilk, Soutar, and Harrigan found that brand loyalty predicted online brand advocacy, while online brand advocacy in turn positively affected purchase intent, and they also identified a strong reciprocal relationship between online brand advocacy and brand loyalty (Wilk et al., 2021). This study is important because it shows that loyalty in online environments is not only a consequence of prior behavior but also a driver of broader consumer-brand engagement that feeds back into purchase-oriented outcomes (Wilk et al., 2021). The implication for the present thesis is that loyalty may affect online purchase intention both directly, by increasing preference stability, and indirectly, by strengthening positive brand-related behaviors and consumer-brand identification in digital spaces (Wilk et al., 2021). This is especially relevant in mediated environments where consumer commitment is often expressed not only through buying but also through advocacy, sharing, and ongoing relational participation (Wilk et al., 2021).

The literature also suggests that loyalty can operate as a mediating or transmission mechanism within broader e-commerce models, which further confirms its behavioral importance. Ertemel and Civelek showed in a B2C e-commerce study that product portfolio did not directly influence purchase intention, but exerted an indirect influence through perceived value and brand loyalty (Ertemel & Civelek, 2022). This is theoretically significant because it demonstrates that loyalty can serve as the channel through which prior evaluations become future purchase intention in digital retailing (Ertemel & Civelek, 2022). Such evidence supports the present thesis in two ways. First, it confirms that loyalty is behaviorally proximal to purchase intention in online contexts. Second, it indicates that loyalty has explanatory force even when other variables such as perceived value are already present in the model (Ertemel & Civelek, 2022). Therefore, treating brand loyalty as a direct antecedent of online purchase intention in the current study is fully consistent with the broader e-commerce literature (Ertemel & Civelek, 2022).

A more recent synthesis of the literature strengthens this argument further. Desveaud, Mandler, and Eisend developed a meta-model of customer brand loyalty and showed that loyalty emerges through a structured process involving brand experience and consumer-brand bonding, which in turn helps explain future brand-

related behavior (Desveaud et al., 2024). This contribution is important because it indicates that loyalty is not a thin or accidental consumer disposition. It is a cumulative outcome of alignment, experience, and relational bonding, which makes it especially powerful as a predictor of subsequent intention (Desveaud et al., 2024). In online shopping, where consumers can switch rapidly and encounter numerous alternatives, a cumulative construct of this kind is likely to matter even more because it condenses previous trust, favorable affect, and brand experience into a stable future-oriented readiness to choose the same brand again (Desveaud et al., 2024; Chaudhuri & Holbrook, 2001). Thus, the relationship between brand loyalty and online purchase intention is not only empirically observable but also theoretically robust (Desveaud et al., 2024).

When these studies are considered together, a coherent conclusion emerges. Brand loyalty strengthens online purchase intention because it reduces uncertainty, lowers switching inclination, stabilizes consumer preference, and transforms prior consumer-brand relationships into future-oriented willingness to buy (Odin et al., 2001; Chaudhuri & Holbrook, 2001). In digital environments, this effect is particularly plausible because consumers must often decide under conditions of information overload, mediated interaction, and high alternative availability, which makes durable preference especially influential in shaping intention (Guo & Wang, 2024; Wilk et al., 2021). For Libyan consumers, this relationship is likely to be especially meaningful because the developing nature of the online retail environment increases the value of familiarity, continuity, and confidence in brand-related decision making (Akhmaaj & Sharif, 2024). Based on the preceding theoretical discussion and empirical evidence, the following hypothesis is proposed:

H2: Brand loyalty has a positive and significant influence on consumers' online purchase intention in Libya.

2.6.3. Customer Satisfaction and Online Purchase Intention

The relationship between customer satisfaction and online purchase intention is theoretically grounded in the idea that consumers use prior evaluative experience as a basis for judging whether future exchange with the same brand, seller, or platform is desirable and worthwhile (Anderson & Sullivan, 1993). Customer satisfaction is

therefore not merely a retrospective emotional state, but a forward-relevant evaluation that influences whether the consumer is prepared to continue the relationship through future purchase behavior (Anderson & Sullivan, 1993). In online shopping contexts, this relationship becomes especially important because consumers cannot fully verify product quality, seller reliability, or service performance before purchase, which means that previous satisfactory experience becomes a major source of reassurance and behavioral confidence (Szymanski & Hise, 2000; Hult et al., 2019). For this reason, customer satisfaction is widely treated in e-commerce research as one of the most immediate predictors of repeat-oriented purchase readiness and purchase intention (Bai et al., 2008; Fang et al., 2011).

At the conceptual level, customer satisfaction reflects the consumer's judgment that the performance of the product, service, transaction, or overall shopping experience has met or exceeded prior expectations in a meaningful way (Anderson & Sullivan, 1993). This judgment matters because satisfied consumers do not approach future purchases from a neutral position. They approach them with accumulated evaluative evidence that the brand or platform has already proven acceptable, useful, or rewarding (Anderson & Sullivan, 1993; Hult et al., 2019). In digital environments, this logic is intensified because the online channel requires the consumer to rely on mediated information, system performance, fulfillment processes, and service responsiveness rather than on physical inspection alone (Wu, 2013; Pham & Ahammad, 2017). As a result, satisfaction becomes an especially powerful antecedent of online purchase intention because it condenses the consumer's previous online experience into a single evaluative orientation that can either strengthen or weaken future willingness to buy (Hult et al., 2019; Fang et al., 2011).

The empirical literature provides strong evidence for this relationship. Bai, Law, and Wen developed and empirically tested a model of the impact of website quality on customer satisfaction and purchase intentions among Chinese online visitors, and their results showed that website quality had a direct positive effect on customer satisfaction and that customer satisfaction, in turn, had a direct positive effect on purchase intentions (Bai et al., 2008). This study is particularly important because it demonstrates the behavioral relevance of customer satisfaction in a fully online environment rather than in a traditional retail setting (Bai et al., 2008). It also shows that customer satisfaction is not merely a passive result of online interaction. It is an

active explanatory mechanism linking digital experience to purchase-oriented outcomes (Bai et al., 2008). For the present thesis, this is highly relevant because it supports the proposition that satisfaction with prior online brand experience can directly enhance consumers' online purchase intention in a mediated retail environment such as Libya's emerging online market (Bai et al., 2008).

Additional support comes from Fang, Chiu, and Wang, who integrated the IS success model, trust, and justice in order to explain customer satisfaction and repurchase intentions in online shopping (Fang et al., 2011). Their study found that trust, net benefits, and satisfaction were significant positive predictors of customers' repurchase intentions toward online shopping, while information quality and system quality also contributed significantly to customer satisfaction (Fang et al., 2011). This evidence is analytically important because it confirms that satisfaction in online environments is positioned very close to future purchase-oriented behavior and does not operate as a weak secondary outcome (Fang et al., 2011). It also highlights that consumer satisfaction in e-commerce is shaped by broader system and transaction conditions, which means that when satisfaction is formed, it carries strong evaluative implications for whether the consumer intends to repurchase or continue engaging online (Fang et al., 2011). In the present study, this supports the expectation that satisfied consumers in Libya will be more likely to form stronger online purchase intentions than dissatisfied consumers because satisfaction signals that prior online interaction was sufficiently beneficial and trustworthy to justify future buying (Fang et al., 2011).

The same logic appears in research on online store attributes. Dholakia and Zhao examined the effects of online store attributes on customer satisfaction and repurchase intentions and found that different store attributes shaped customer satisfaction, which then contributed significantly to repurchase intentions in online retailing (Dholakia & Zhao, 2010). Their findings are important because they demonstrate that satisfaction in digital commerce is not restricted to product evaluation alone, but emerges from the broader online store experience and then influences future purchase-oriented behavior (Dholakia & Zhao, 2010). This matters for the present thesis because online purchase intention is similarly likely to depend on whether the consumer's cumulative experience with the brand's online presence has been satisfying enough to support future willingness to buy (Dholakia & Zhao, 2010). It

also reinforces the point that online satisfaction is strongly consequential in environments where website characteristics, usability, and transaction experience can shape whether consumers return to the same brand or seller (Dholakia & Zhao, 2010).

A broader channel comparison further strengthens this argument. Hult, Sharma, Morgeson, and Zhang showed that customer satisfaction relationships differ across online and offline purchases and that customers are more satisfaction-sensitive when making online repurchase decisions than when purchasing offline (Hult et al., 2019). This finding is highly relevant because it indicates that satisfaction is not merely important online, but may be more behaviorally decisive online than offline (Hult et al., 2019). The reason is theoretically plausible. Online shoppers can compare alternatives more easily, switch platforms more quickly, and exit unsatisfactory relationships with fewer constraints than offline consumers, which makes satisfaction a stronger determinant of future purchase readiness (Hult et al., 2019). For the present study, this evidence is especially useful because it suggests that in Libya's online shopping environment, satisfaction is likely to play a central role in whether consumers convert prior experience into future online purchase intention (Hult et al., 2019).

The literature also shows that customer satisfaction in online shopping is multidimensional and process-based, which further explains why its effect on purchase intention is strong. Wu found that online customer satisfaction is shaped by justice, technology, and trust, and linked satisfaction to complaint intentions in online shopping (Wu, 2013). Pham and Ahammad showed that order fulfillment, ease of return, and customer service responsiveness are major contributors to online customer satisfaction in a holistic process perspective (Pham & Ahammad, 2017). These studies are important because they show that satisfaction in online shopping reflects the consumer's evaluation of the entire digital transaction experience rather than one narrow touchpoint (Wu, 2013; Pham & Ahammad, 2017). This broader evaluative scope makes satisfaction especially relevant to online purchase intention, because a consumer who has previously experienced fairness, responsiveness, and reliable fulfillment is more likely to expect future transactions to be worthwhile and therefore more likely to intend to purchase again (Wu, 2013; Pham & Ahammad, 2017).

In theoretical terms, customer satisfaction can therefore be interpreted as a behavioral bridge between prior experience and future intention. It links what the

consumer has learned from earlier online interaction with what the consumer is now prepared to do in the future (Anderson & Sullivan, 1993; Hult et al., 2019). This interpretation is particularly relevant in developing online retail environments, where consumers may depend heavily on satisfactory prior experience to reduce uncertainty and support future online purchasing decisions (Pavlou, 2003; Akhmaaj & Sharif, 2024). In such markets, satisfaction may carry even more weight because it provides concrete evidence that the digital transaction process can be trusted and repeated (Akhmaaj & Sharif, 2024; Fang et al., 2011). Thus, in the context of the present study, customer satisfaction is expected to positively influence online purchase intention because satisfied consumers will view future online purchase with the same brand as more acceptable, more reliable, and more justifiable than dissatisfied consumers will (Bai et al., 2008; Hult et al., 2019).

When the evidence is considered as a whole, a coherent pattern emerges. Across online visitor studies, online store studies, and repurchase intention models, customer satisfaction consistently appears as a positive predictor of future purchase-oriented behavior in digital environments (Bai et al., 2008; Dholakia & Zhao, 2010; Fang et al., 2011). This is theoretically consistent with the notion that satisfaction represents a favorable evaluative memory that lowers hesitation, reduces uncertainty, and supports the consumer's willingness to continue the online relationship (Anderson & Sullivan, 1993; Hult et al., 2019). In the Libyan context, where online shopping is meaningful but still developing, such an evaluative mechanism is likely to be especially important because consumers may rely on prior satisfactory experience to navigate uncertainty in digital buying decisions (Akhmaaj & Sharif, 2024). Based on the preceding theoretical arguments and empirical findings, the following hypothesis is proposed:

H3: Customer satisfaction has a positive and significant influence on consumers' online purchase intention in Libya.

2.6.4. Emotional Motivation and Online Purchase Intention

The relationship between emotional motivation and online purchase intention is theoretically grounded in the experiential view of consumption, which argues that consumer behavior is not driven only by problem solving and instrumental utility, but

also by fantasies, feelings, and fun that make the consumption experience psychologically rewarding (Holbrook & Hirschman, 1982). This proposition is especially important for online shopping because the digital environment can itself become a source of emotional stimulation, enjoyment, and affective engagement before any physical product is obtained (Childers et al., 2001). Accordingly, emotional motivation can be defined as the affect-based internal state through which consumers become inclined toward online shopping because the act of shopping evokes enjoyment, excitement, reassurance, pleasure, or other positive emotional responses that support purchase-oriented readiness (Holbrook & Hirschman, 1982; Arnold & Reynolds, 2003). Under this logic, online purchase intention is expected to increase when consumers experience online shopping as emotionally attractive rather than merely functionally acceptable (Childers et al., 2001; Akram et al., 2021).

A key strength of this relationship lies in the fact that emotional motivation explains a dimension of online shopping behavior that cannot be reduced to usefulness, efficiency, or price alone (Holbrook & Hirschman, 1982; Voss et al., 2003). The experiential perspective established by Holbrook and Hirschman shifted consumer research away from the narrow assumption that consumers always behave as cold information processors and instead showed that consumption often involves symbolic meaning, sensory stimulation, and affective gratification that shape choice and behavioral response (Holbrook & Hirschman, 1982). This shift is directly relevant to online shopping because digital shopping environments frequently contain imagery, interface design, brand storytelling, aspirational signals, and browsing experiences that activate emotional reactions before the consumer reaches a final purchase decision (Childers et al., 2001). In other words, consumers may intend to buy online not only because the transaction appears useful, but also because the shopping process itself feels enjoyable, engaging, or personally satisfying (Arnold & Reynolds, 2003; Akram et al., 2021).

The literature on hedonic shopping motivations provides additional support for the positive role of emotional motivation in online purchase intention (Arnold & Reynolds, 2003). Arnold and Reynolds identified six hedonic shopping motivations, namely adventure shopping, gratification shopping, role shopping, value shopping, social shopping, and idea shopping, thereby demonstrating that affective shopping motivation is structured and multidimensional rather than vague or irrational (Arnold

& Reynolds, 2003). This contribution is important because it shows that emotionally driven shopping behavior can emerge from the search for stimulation, mood improvement, self-reward, inspiration, or socially meaningful experience, all of which may increase the likelihood that the consumer will move from browsing to purchase intention (Arnold & Reynolds, 2003). In online environments, these motivations can be activated by attractive digital interfaces, engaging product discovery, interactive brand content, and the broader experiential tone of the shopping platform (Childers et al., 2001). Therefore, emotional motivation is likely to positively influence online purchase intention because online retail can satisfy affective needs as well as transactional ones (Arnold & Reynolds, 2003; Childers et al., 2001).

This argument is reinforced by the distinction between hedonic and utilitarian dimensions of consumer evaluation developed by Voss, Spangenberg, and Grohmann (2003). Their work demonstrated that hedonic and utilitarian attitudes are distinct dimensions rather than opposite ends of a single continuum, which means that positive emotional attraction to shopping constitutes a separate explanatory route to consumer response rather than merely the absence of rational calculation (Voss et al., 2003). This is highly relevant to the present study because it supports the conceptual separation of emotional motivation from rational motivation and justifies the expectation that emotional motivation will exert its own influence on online purchase intention (Voss et al., 2003). A consumer may recognize that an online purchase is useful and still differ substantially in intention depending on whether the act of shopping also feels enjoyable, exciting, or psychologically rewarding (Voss et al., 2003; Akram et al., 2021). Emotional motivation therefore contributes unique explanatory value because it captures the affective route through which online shopping becomes desirable at the subjective level (Holbrook & Hirschman, 1982; Voss et al., 2003).

The online retail literature directly supports this interpretation (Childers et al., 2001). Childers, Carr, Peck, and Carson explicitly argued that web-shopping involves both hedonic and utilitarian motivations and showed that the online retail environment creates opportunities for cognitively and aesthetically rich shopping experiences that can influence consumer behavior (Childers et al., 2001). Their study is especially important because it demonstrates that the online channel should not be understood only as a technical medium for efficient exchange, but also as an experiential setting in which consumers derive enjoyment and emotional value from the shopping process

itself (Childers et al., 2001). This is precisely the logic captured by emotional motivation in the present thesis, because the construct refers to the consumer's affective readiness to engage in online shopping when the digital experience feels attractive, enjoyable, or psychologically comfortable (Childers et al., 2001; Holbrook & Hirschman, 1982). If online shopping provides this kind of emotional reward, then it is reasonable to expect stronger online purchase intention as a result (Childers et al., 2001).

Further support comes from research showing that online shopping goals and online experience can differ according to whether the consumer is guided by hedonic or utilitarian motives (Bridges & Florsheim, 2008). Bridges and Florsheim argued that online shopping behavior should be interpreted in light of both hedonic and utilitarian shopping goals, and their findings confirmed that the online environment is capable of activating both types of consumer response (Bridges & Florsheim, 2008). Although their results indicated that hedonic elements may not always translate into actual online buying in exactly the same way across settings, the study still reinforces the broader point that emotional or hedonic shopping goals are part of the online consumer experience and cannot be ignored in models of online behavioral intention (Bridges & Florsheim, 2008). For the present study, this means that emotional motivation should be treated as a serious explanatory construct even when rational evaluation also matters, because affective attraction remains one of the channels through which online shopping becomes psychologically appealing enough to support intention (Bridges & Florsheim, 2008; Voss et al., 2003).

The most direct empirical support for the present hypothesis comes from Akram, Junaid, Zafar, Li, and Fan, who investigated online purchase intention in Chinese social commerce and explicitly modeled the effects of hedonic and utilitarian motivations on online purchase intention (Akram et al., 2021). Their findings showed that hedonic motivation had a positive and significant effect on online purchase intention, thereby confirming that affective shopping motives remain powerful predictors of digital buying behavior even in technologically sophisticated and socially interactive online environments (Akram et al., 2021). This result is highly important because it shows that emotional motivation is not merely a supplementary influence in online commerce, but a direct driver of purchase-oriented readiness (Akram et al., 2021). It also provides strong empirical support for the present study's expectation that

consumers who experience online shopping through emotionally positive states, such as enjoyment, excitement, and affective engagement, will be more likely to intend to purchase online (Akram et al., 2021).

At the contextual level, the positive relationship between emotional motivation and online purchase intention is especially plausible in developing online markets. In such settings, consumers may not rely solely on functional calculation when evaluating online shopping. They may also require emotional reassurance and positive affective cues to feel comfortable enough to proceed toward purchase (Pavlou, 2003; Akram et al., 2021). This argument is particularly relevant to the Libyan context, where the online retail environment is behaviorally meaningful but still developing, and where emotional comfort, enjoyment, and perceived attractiveness of the online shopping experience may help consumers overcome hesitation associated with mediated transactions (Akhmaaj & Sharif, 2024; Al-Qandouz, 2017). Thus, emotional motivation is expected to positively influence online purchase intention because positive affective experience can make the online purchase decision feel more personally acceptable, less psychologically distant, and more worthy of action (Holbrook & Hirschman, 1982; Childers et al., 2001).

Taken together, the literature provides a coherent and well-supported basis for the proposed relationship. Foundational consumer theory shows that shopping behavior includes affective and experiential dimensions that matter for choice and behavioral response (Holbrook & Hirschman, 1982). Hedonic shopping literature shows that emotional shopping motives are structured and behaviorally meaningful rather than random (Arnold & Reynolds, 2003). Online retail studies demonstrate that digital shopping environments can generate hedonic value and emotionally relevant shopping experiences (Childers et al., 2001; Bridges & Florsheim, 2008). Contemporary social commerce research directly confirms that hedonic or emotional motivation positively affects online purchase intention (Akram et al., 2021). On this basis, it is reasonable to expect that emotional motivation will positively and significantly influence consumers' online purchase intention in Libya (Akram et al., 2021; Childers et al., 2001).

H4: Emotional motivation has a positive and significant influence on consumers' online purchase intention in Libya.

2.6.5. Rational Motivation and Online Purchase Intention

The relationship between rational motivation and online purchase intention is theoretically grounded in the utilitarian view of shopping behavior, which holds that consumers often approach purchase decisions as goal-directed actions aimed at obtaining functional benefits, reducing effort, and maximizing value relative to cost and time (Babin et al., 1994; Sheth et al., 1991). In this perspective, shopping is not pursued primarily for intrinsic enjoyment, but because it helps the consumer solve a problem, acquire a needed product, or achieve practical efficiency under acceptable conditions of risk and effort (Babin et al., 1994; Voss et al., 2003). Rational motivation therefore refers to the internal cognitive drive through which consumers become inclined to purchase because the transaction appears useful, sensible, efficient, and justifiable in terms of performance, convenience, or value for money (Sweeney & Soutar, 2001; Chiu et al., 2014). In online environments, this route is especially important because digital shopping systems are often evaluated through information quality, time saving, price comparison, convenience, and ease of decision making before the consumer forms a clear purchase intention (Childers et al., 2001; Overby & Lee, 2006). Accordingly, rational motivation is expected to exert a positive influence on online purchase intention because consumers are more likely to intend to purchase online when they perceive the transaction as functionally worthwhile and cognitively well justified (To et al., 2007; Akram et al., 2021).

A strong theoretical basis for this relationship comes from the theory of consumption values proposed by Sheth, Newman, and Gross, who argued that consumer choice is shaped by multiple value dimensions, including functional value, and that these values help explain why consumers prefer some purchase options over others (Sheth et al., 1991). Functional value in this framework refers to the utility derived from the perceived capacity of a product or service to perform its practical purpose and to satisfy instrumental expectations of usefulness or reliability (Sheth et al., 1991). This is directly relevant to the present study because rational motivation similarly reflects the extent to which the consumer sees online shopping as a practically beneficial and efficient way of obtaining desired outcomes (Sheth et al., 1991; Sweeney & Soutar, 2001). Sweeney and Soutar further developed this logic by

showing that consumer perceived value includes quality or performance value and price or value-for-money as distinct dimensions, thereby demonstrating that rationally oriented purchase motivation is not one-dimensional but includes multiple forms of practical judgment (Sweeney & Soutar, 2001). Thus, rational motivation in online shopping can be understood as the internal state in which the consumer concludes that the online purchase is functionally sound, economically reasonable, and sufficiently efficient to justify moving toward intention (Sweeney & Soutar, 2001; Chiu et al., 2014).

The distinction between rational and emotional routes becomes even clearer in the literature on utilitarian and hedonic shopping value. Babin, Darden, and Griffin showed that shopping value contains both utilitarian and hedonic dimensions, with utilitarian value linked to successful task completion and efficient accomplishment of the shopping mission (Babin et al., 1994). Voss, Spangenberg, and Grohmann later demonstrated that utilitarian and hedonic attitudes are distinct rather than opposite ends of a single continuum, which means that rationally grounded shopping motivation should be modeled as a positive and independent construct rather than as the mere absence of emotional attraction (Voss et al., 2003). This is methodologically important for the present study because it supports the separate treatment of rational motivation as an explanatory mechanism of online purchase intention (Voss et al., 2003). A consumer may enjoy online shopping, but intention can still depend strongly on whether the purchase appears useful, necessary, clear in value, and worth the money or effort involved (Babin et al., 1994; Voss et al., 2003). Hence, rational motivation contributes unique explanatory value because it captures the goal-oriented and justification-based route through which consumers decide that online shopping is worth pursuing (Childers et al., 2001; To et al., 2007).

The online shopping literature provides strong empirical support for the positive role of rational motivation in purchase intention. Childers, Carr, Peck, and Carson explicitly argued that web-shopping behavior is shaped by both utilitarian and hedonic motivations and showed that utilitarian motives matter significantly in online retail behavior (Childers et al., 2001). Their study is especially important because it established early on that the online channel should not be viewed only as an enjoyable browsing environment, but also as a task-oriented system through which consumers pursue convenience, information efficiency, and instrumental value (Childers et al.,

2001). This insight is still highly relevant because rational motivation in online shopping is often strengthened by exactly these features, namely quick access to information, simplified comparison, broader assortment visibility, and lower search effort (Childers et al., 2001; Overby & Lee, 2006). Therefore, the utilitarian character of digital retailing gives rational motivation a direct and theoretically plausible connection to online purchase intention (Childers et al., 2001; To et al., 2007).

More direct empirical evidence comes from Overby and Lee, who examined the effects of utilitarian and hedonic online shopping value on consumer preference and intentions and found that utilitarian online shopping value significantly influenced consumer preference and intention (Overby & Lee, 2006). This study is highly relevant because it directly links utilitarian evaluation to intention within an online shopping setting rather than only at the level of general attitude (Overby & Lee, 2006). Their findings suggest that when consumers believe online shopping helps them accomplish their objectives efficiently and effectively, they are more likely to develop a preference for the online channel and stronger intention to purchase through it (Overby & Lee, 2006). This is precisely the mechanism captured by rational motivation in the present thesis, because rational motivation represents the internalization of such utilitarian judgments into purchase-oriented readiness (Overby & Lee, 2006; Sweeney & Soutar, 2001). As a result, the relationship between rational motivation and online purchase intention is not only conceptually sensible but empirically demonstrated in online retail research (Overby & Lee, 2006).

To, Liao, and Lin provide additional support by examining Internet shopping motivations from both utilitarian and hedonic perspectives and reporting that utilitarian motivation positively influences both search intention and purchase intention in online shopping (To et al., 2007). This finding is important because it shows that rationally oriented motivation operates early and late in the online buying process, influencing not only whether consumers search online but also whether they intend to complete the purchase (To et al., 2007). That sequence is highly relevant to the present study because online purchase intention often develops gradually through information gathering, evaluation, and justification rather than as an immediate impulse (Pavlou & Fygenon, 2006; To et al., 2007). If utilitarian motivation remains influential across these stages, then rational motivation can reasonably be expected to be one of the major internal predictors of online purchase intention (To et al., 2007; Chiu et al.,

2014). This also strengthens the argument that rational motivation is especially important in online commerce, where information-based and efficiency-based judgments are structurally embedded in the consumer journey (To et al., 2007; Overby & Lee, 2006).

Further empirical support comes from Chiu, Wang, Fang, and Huang, who examined repeat purchase intentions in B2C e-commerce and found that utilitarian value positively affects customers' repeat purchase intentions online (Chiu et al., 2014). This study is significant because it confirms that utilitarian or rationally grounded value remains behaviorally important not only for first-time buying but also for continued online buying behavior (Chiu et al., 2014). A consumer may return to the same online seller because the previous transaction was judged to be useful, convenient, efficient, or economically reasonable, which means that rational motivation retains relevance even after initial uncertainty has been reduced (Chiu et al., 2014). For the present thesis, this finding is very useful because it suggests that rational motivation is not a temporary route that disappears after consumers gain online experience. It remains a continuing basis for intention formation in e-commerce (Chiu et al., 2014; Hult et al., 2019). This supports the expectation that Libyan consumers who perceive online shopping as more useful and functionally justified will report stronger online purchase intention (Chiu et al., 2014; Akhmaaj & Sharif, 2024).

Recent platform-based studies reinforce the same conclusion. Tandon, Kaur, Bhatt, Mäntymäki, and Dhir used the theory of consumption values to explain why consumers purchase from food delivery apps and found that consumption values significantly shape purchase intentions in app-based commerce (Tandon et al., 2021). Although their context is food delivery rather than general online retail, the study remains highly relevant because it shows that value-based judgments remain a central pathway to digital purchase intention in contemporary platform settings (Tandon et al., 2021). Rational motivation in such contexts includes judgments about convenience, speed, usefulness, and transaction efficiency, all of which are directly applicable to broader online shopping environments (Tandon et al., 2021; Sheth et al., 1991). Similarly, Akram et al. showed that utilitarian motivation positively influences online purchase intention in social commerce platforms, confirming that cognition-centered motivations remain important even in highly interactive and socially embedded forms of online shopping (Akram et al., 2021). These findings are especially useful because

they demonstrate that rational motivation is behaviorally significant across different forms of digital commerce, including websites, social commerce, and app-based systems (Akram et al., 2021; Tandon et al., 2021).

The relationship between rational motivation and online purchase intention is particularly plausible in the context of the present study. In a developing online retail environment such as Libya, consumers are likely to evaluate whether online shopping is practically beneficial before committing to a purchase (Akhmaaj & Sharif, 2024). This may involve judgments about convenience, product availability, time saving, information clarity, and overall transaction worth, all of which align directly with the concept of rational motivation (Al-Qandouz, 2017; Chiu et al., 2014). When consumers conclude that online shopping provides real functional advantages and that the transaction appears sensible and manageable, their intention to purchase online should increase accordingly (To et al., 2007; Tandon et al., 2021). Thus, rational motivation is expected to play a direct positive role in online purchase intention because it converts favorable practical judgment into behavioral readiness (Sheth et al., 1991; Overby & Lee, 2006).

When the literature is considered as a whole, a consistent pattern emerges. Foundational consumer value theory shows that functional value is a key driver of consumer choice (Sheth et al., 1991). Utilitarian shopping research shows that goal-oriented and task-oriented motivations shape shopping value and attitude independently of hedonic motives (Babin et al., 1994; Voss et al., 2003). Online retail studies demonstrate that utilitarian value and utilitarian motivation significantly influence preference, search intention, purchase intention, and repeat purchase intention in e-commerce settings (Childers et al., 2001; Overby & Lee, 2006; To et al., 2007; Chiu et al., 2014). Contemporary digital commerce studies further confirm that utilitarian motivation remains positively associated with online purchase intention in social commerce and app-based environments (Akram et al., 2021; Tandon et al., 2021). These converging findings support the expectation that rational motivation will have a positive and significant influence on consumers' online purchase intention in Libya. Accordingly, the following hypothesis is proposed (Sheth et al., 1991; Overby & Lee, 2006).

H5: Rational motivation has a positive and significant influence on consumers' online purchase intention in Libya.

2.6.6. Brand Personality and Rational Motivation

The relationship between brand personality and rational motivation is theoretically grounded in the idea that consumers do not interpret brand personality only as an affective or symbolic cue, but also as a source of functional inference about what the brand can deliver in terms of competence, reliability, consistency, and practical value (Keller & Richey, 2006; Geuens et al., 2009). This argument is important because it moves brand personality beyond a purely emotional domain and positions it as a cue that can shape cognition-based judgments about usefulness and expected performance (Keller & Richey, 2006; Coelho et al., 2020). In online shopping, this relationship becomes especially relevant because consumers often evaluate brands under conditions of incomplete physical verification, which means that symbolic cues such as sincerity, competence, discipline, responsibility, and consistency may help them infer whether the brand is functionally trustworthy and worth purchasing from (Pavlou, 2003; Chua et al., 2019). Accordingly, brand personality is expected to positively influence rational motivation because a favorably perceived brand personality can make the online transaction appear more sensible, credible, and practically justified in the consumer's mind (Keller & Richey, 2006; Coelho et al., 2020).

A key theoretical basis for this relationship lies in the fact that some brand personality dimensions have clear functional implications rather than being merely expressive or emotional in nature (Keller & Richey, 2006; Geuens et al., 2009). Keller and Richey argued that successful corporate brands communicate personality traits such as passion and compassion at the "heart" level, creativity and discipline at the "mind" level, and agility and collaboration at the "body" level, thereby showing that brand personality can embody capabilities and behavioral qualities relevant to market performance (Keller & Richey, 2006). This contribution is particularly useful for the present study because it demonstrates that brand personality can carry signals of competence, order, and effectiveness that are directly relevant to rational consumer evaluation rather than only to emotional attachment (Keller & Richey, 2006). Geuens,

Weijters, and De Wulf similarly proposed a refined brand personality structure that included responsibility and activity among its dimensions, which again suggests that consumers may interpret brands in ways that support judgments about seriousness, reliability, and goal-directed capability (Geuens et al., 2009). If brand personality contains such functionally meaningful traits, then it is theoretically plausible that it will positively shape rational motivation by making the brand seem more capable of delivering practical value in online shopping contexts (Keller & Richey, 2006; Geuens et al., 2009).

This interpretation is strengthened by research showing that brand personality can contribute to perceived value through mechanisms that are not purely affective. Coelho, Bairrada, Matos, and Coelho examined how functional brand qualities contribute to perceived value and found that quality and innovativeness help shape brand experience and brand personality, which in turn contribute to perceived value (Coelho et al., 2020). This study is especially relevant because it connects brand personality to perceived value in a way that implies cognitive and evaluative consequences rather than only symbolic resonance (Coelho et al., 2020). If brand personality contributes to consumers' overall value judgments, then it can also reasonably be expected to affect rational motivation, since rational motivation reflects the internal state through which a purchase appears useful, worthwhile, and justifiable (Sweeney & Soutar, 2001; Chiu et al., 2014). In this sense, brand personality can help consumers build a value-based case for purchase by signaling that the brand is innovative, dependable, and likely to produce acceptable functional outcomes (Coelho et al., 2020). This is highly relevant to online shopping, where value and expected performance often need to be inferred before the transaction is completed (Pavlou, 2003; Coelho et al., 2020).

The empirical literature also suggests that brand personality shapes consumer judgments through self-congruity and value-related pathways that include utilitarian consequences. Chua, Kim, Lee, and Han developed an integrated model linking brand personality, self-image congruity, hedonic and utilitarian values, and behavioral intentions in the sky lounge context, and their results showed that brand personality was significantly related to self-image congruity, which in turn influenced both hedonic and utilitarian values (Chua et al., 2019). This finding is highly important for the present thesis because it provides direct empirical evidence that brand personality

can be associated with utilitarian value rather than with emotional or symbolic reactions alone (Chua et al., 2019). The implication is analytically significant. When consumers perceive a favorable brand personality, they may not only feel more attracted to the brand emotionally, but may also judge the brand as more suitable, more credible, and more functionally worthwhile, which are all elements closely aligned with rational motivation (Chua et al., 2019; Sweeney & Soutar, 2001). Although Chua et al. examined a hospitality context, the logic of their findings is highly transferable to online shopping because digital consumers likewise rely on brand cues to infer both experiential and utilitarian benefits before forming intention (Pavlou, 2003; Chua et al., 2019).

The relationship between brand personality and rational motivation is further supported by the fact that competence-related and sincerity-related personality cues often influence quality-related and trust-related judgments. Recent e-commerce evidence shows that brand personality can enhance perceived quality, which then contributes positively to purchase intention in e-retailing contexts (Kukreti et al., 2023). This is important because perceived quality is one of the clearest manifestations of rational evaluation in consumer decision making, especially in online environments where consumers must infer product and service quality before purchase (Kukreti et al., 2023; Chiu et al., 2014). If brand personality increases perceived quality, then it is reasonable to argue that it also enhances rational motivation by making the online purchase appear more defensible on practical grounds (Kukreti et al., 2023). This argument is strengthened by the broader branding literature, which consistently shows that consumers use brand cues to infer reliability, consistency, and expected performance under uncertainty (Pavlou, 2003; Keller & Richey, 2006). Thus, brand personality can shape rational motivation because it provides cognitive reassurance that the brand is likely to perform adequately and deliver value in a digital transaction (Kukreti et al., 2023; Coelho et al., 2020).

Another way to understand this relationship is through the lens of online risk reduction. In e-commerce settings, consumers often face uncertainty about product quality, seller reliability, delivery, and post-purchase service, which makes their purchase decisions more inferential than directly verifiable (Pavlou, 2003). Under such conditions, a brand personality characterized by competence, sincerity, responsibility, and discipline may serve as a substitute cue that reduces perceived ambiguity and

supports a more reasoned purchase judgment (Keller & Richey, 2006; Geuens et al., 2009). This is especially important because rational motivation in online shopping is not formed only by objective price or utility information. It is also formed by whether the consumer can justify the purchase as sensible under conditions of incomplete knowledge (Sheth et al., 1991; Sweeney & Soutar, 2001). Brand personality therefore contributes to rational motivation when it helps the consumer infer that the brand is serious, reliable, and likely to provide acceptable value, thereby making online purchase more cognitively legitimate (Pavlou, 2003; Keller & Richey, 2006). In the Libyan context, where online retailing is still developing and consumers may depend more heavily on brand cues to manage uncertainty, this inferential role of brand personality is likely to be especially strong (Akhmaaj & Sharif, 2024).

The present study's focus on rational motivation is therefore consistent with a more sophisticated interpretation of brand personality. Brand personality does not only attract or entertain. It can also structure the consumer's belief that the brand is sensible to choose, worth paying for, and likely to meet functional expectations (Coelho et al., 2020; Chua et al., 2019). This matters because online purchase intention is often shaped by a blend of value-based and uncertainty-reducing judgments, especially in digital settings where consumers cannot fully inspect the brand offering in advance (Pavlou, 2003; Chiu et al., 2014). If a brand personality contributes positively to utilitarian value, perceived quality, or value-based justification, then its influence on rational motivation becomes theoretically clear (Chua et al., 2019; Kukreti et al., 2023). As a result, a positive relationship between brand personality and rational motivation is not only plausible but well supported by the existing literature on brand cues, perceived value, and mediated shopping behavior (Keller & Richey, 2006; Coelho et al., 2020).

When the available evidence is considered as a whole, a coherent pattern emerges. Conceptual work shows that brand personality can contain competence-related and reliability-related meanings that extend beyond emotion (Keller & Richey, 2006; Geuens et al., 2009). Empirical work shows that brand personality contributes to perceived value, that it is linked to utilitarian value through self-congruity processes, and that it can enhance perceived quality in e-commerce environments (Chua et al., 2019; Coelho et al., 2020; Kukreti et al., 2023). These findings jointly support the argument that brand personality can strengthen rational motivation by making a brand

appear more functional, more credible, and more worthwhile from a practical standpoint (Coelho et al., 2020; Chua et al., 2019). In the context of the present study, this means that Libyan consumers who perceive a brand as having a favorable and functionally meaningful personality are likely to experience stronger rational motivation toward purchasing from that brand online. Based on the preceding theoretical reasoning and empirical evidence, the following hypothesis is proposed:

H6a: Brand personality has a positive and significant influence on rational motivation among Libyan consumers in online shopping contexts

2.6.7. Brand Personality and Emotional Motivation

The relationship between brand personality and emotional motivation is theoretically grounded in the idea that consumers often respond to brands not only as market offerings but as symbolic entities with human-like qualities that can evoke affection, attachment, warmth, excitement, and psychological closeness (Malär et al., 2011). Brand personality therefore has emotional consequences because it helps consumers interpret the brand in ways that go beyond utility and performance and instead connect the brand to feelings, self-expression, and affective meaning (Calderón-Fajardo et al., 2023). This relationship is especially important in online shopping because consumers frequently encounter brands through mediated cues such as visual design, communication style, interface tone, and symbolic presentation rather than through physical interaction alone (Orth et al., 2010). Under such conditions, the perceived personality of the brand can become a major source of affective evaluation, making the brand feel warm, sincere, exciting, or emotionally attractive in ways that strengthen consumers' internal emotional motivation to engage with it (Kolbl et al., 2020). Accordingly, brand personality is expected to positively influence emotional motivation because a favorable and meaningful brand personality can create the positive affective state through which consumers become emotionally inclined toward online shopping (Malär et al., 2011; Valette-Florence & Valette-Florence, 2020).

A major theoretical basis for this relationship comes from research on emotional brand attachment, which shows that brand personality can intensify affective bonds between consumers and brands (Malär et al., 2011). Malär, Krohmer, Hoyer, and Nyffenegger demonstrated that brand personality significantly affects emotional

brand attachment and that this effect depends in part on the relationship between brand personality and the consumer's actual self and ideal self (Malär et al., 2011). This finding is highly relevant because it suggests that brand personality does not simply help consumers classify a brand cognitively, but also helps them experience the brand affectively through self-related meaning and emotional congruence (Malär et al., 2011). In other words, when a brand's personality resonates with how consumers see themselves or how they want to see themselves, the brand becomes emotionally stronger and more personally compelling (Malär et al., 2011). This mechanism is directly aligned with the concept of emotional motivation in the present thesis because emotional motivation refers to the internal affective state through which consumers become psychologically drawn toward online shopping behavior (Arnold & Reynolds, 2003; Akram et al., 2021). If brand personality strengthens emotional attachment, then it can reasonably be expected to strengthen emotional motivation as well, because both constructs involve the activation of positive emotional forces in relation to the brand (Malär et al., 2011; Valette-Florence & Valette-Florence, 2020).

Additional support comes from Orth, Limon, and Rose, who examined store-evoked affect, human personality, brand personality, and emotional attachment to brands and found that brand personality significantly contributes to consumers' emotional attachments (Orth et al., 2010). Their study is particularly important because it demonstrates that brand personality influences emotional attachment not in abstraction, but within a consumer environment where affective cues are activated through the shopping context itself (Orth et al., 2010). This is highly relevant to the present study because online shopping environments also function as affective contexts in which consumers encounter brands through designed experiences and interpretive signals rather than through direct physical contact (Childers et al., 2001). The implication is that favorable brand personality cues can enhance the emotional tone of the shopping context and thereby stimulate emotional motivation before the consumer forms purchase intention (Orth et al., 2010). This supports a process-oriented reading of the present model, in which brand personality first influences emotional motivation and only then contributes to subsequent online purchase intention (Orth et al., 2010; Akram et al., 2021).

The relationship is also supported by more recent evidence showing that brand personality affects emotional responses through brand relationship variables such as

trust and attachment (Valette-Florence & Valette-Florence, 2020). Valette-Florence and Valette-Florence found that brand personality influences brand trust and brand attachment and that these relationship variables, in turn, shape broader consumer commitment (Valette-Florence & Valette-Florence, 2020). This is theoretically important because it confirms that brand personality has affective power rather than functioning only as a descriptive branding attribute (Valette-Florence & Valette-Florence, 2020). When consumers perceive a brand as having an appealing and coherent personality, they are more likely to develop attachment and emotional commitment toward it, which indicates the activation of deeper affective processes (Valette-Florence & Valette-Florence, 2020). In the context of the present thesis, this means that brand personality can be expected to stimulate emotional motivation because it activates affect-based mechanisms of consumer-brand connection that make the brand feel more engaging, comforting, or emotionally meaningful in online shopping contexts (Valette-Florence & Valette-Florence, 2020; Akram et al., 2021).

A further and more direct conceptual bridge between brand personality and emotional motivation is provided by research on brand warmth, brand competence, and value perceptions (Kolbl et al., 2020). Kolbl, Diamantopoulos, Arslanagic-Kalajdzic, and Žabkar showed that brand warmth consistently and positively affects emotional value, while brand competence enhances functional value, and that these value perceptions subsequently increase purchase intentions and brand ownership (Kolbl et al., 2020). This finding is especially significant for the present study because emotional value is closely aligned with the logic of emotional motivation, in the sense that both refer to the positive affective state through which consumers experience the brand as emotionally rewarding or meaningful (Kolbl et al., 2020). The implication is analytically clear. If brand personality dimensions such as warmth influence emotional value, then brand personality can also be expected to positively influence emotional motivation, because both are affective outcomes arising from the consumer's emotional interpretation of the brand (Kolbl et al., 2020). This evidence also helps distinguish the present subsection from the previous one on rational motivation, because it shows that brand personality is capable of affecting both cognition-based and affect-based internal routes, albeit through different trait dimensions and evaluative mechanisms (Kolbl et al., 2020).

The literature on self-congruity and hedonic value further strengthens this relationship. Chua, Kim, Lee, and Han found that brand personality significantly influences self-image congruity and that self-image congruity, in turn, positively affects hedonic value (Chua et al., 2019). Although their study was conducted in a sky lounge context, its logic is highly transferable to online shopping because the basic mechanism remains the same, namely that consumers interpret brand personality through the lens of self-related fit and then derive emotional or hedonic value from that fit (Chua et al., 2019). This is directly relevant to the present thesis because emotional motivation likewise refers to an affective internal route through which online shopping becomes enjoyable, attractive, or emotionally engaging (Arnold & Reynolds, 2003; Akram et al., 2021). If brand personality strengthens hedonic value through self-congruity, then it is theoretically consistent to expect that brand personality will also strengthen emotional motivation among online shoppers by making the brand feel more emotionally aligned and experientially appealing (Chua et al., 2019).

This relationship is especially plausible in online shopping because digital environments amplify the role of symbolic and personality-based brand cues in shaping emotional response (Orth et al., 2010; Childers et al., 2001). Consumers in online retail often make decisions without direct sensory verification, which increases the importance of mediated impressions in determining whether the brand feels emotionally reassuring, appealing, or worth engaging with (Pavlou, 2003). Under such conditions, a brand perceived as warm, sincere, exciting, or emotionally expressive is more likely to generate positive feelings that motivate the consumer affectively toward the online shopping act (Kolbl et al., 2020; Malär et al., 2011). This point is especially important in the Libyan context, where the online retail environment is still developing and where emotional reassurance may be particularly valuable in helping consumers move from awareness and exposure to actual intention formation (Akhmaaj & Sharif, 2024; Al-Qandouz, 2017). Thus, brand personality can be expected to influence emotional motivation positively because it helps create the positive affective climate through which consumers become emotionally disposed toward online shopping (Orth et al., 2010; Valette-Florence & Valette-Florence, 2020).

When the evidence is considered as a whole, a coherent pattern emerges. Foundational and contemporary studies show that brand personality contributes to emotional brand attachment, emotional value, and broader affective brand relationships

(Malär et al., 2011; Orth et al., 2010; Kolbl et al., 2020; Valette-Florence & Valette-Florence, 2020). Research on self-congruity further indicates that brand personality can enhance hedonic value through identity-related alignment (Chua et al., 2019). These findings jointly support the argument that brand personality can stimulate emotional motivation because it gives consumers affective reasons to engage with the brand and to experience the shopping process as emotionally meaningful (Malär et al., 2011; Kolbl et al., 2020). In the context of the present study, this means that Libyan consumers who perceive a brand as possessing a favorable and emotionally appealing personality are likely to report stronger emotional motivation toward online shopping. Based on the preceding theoretical and empirical discussion, the following hypothesis is proposed:

H6b: Brand personality has a positive and significant influence on emotional motivation among Libyan consumers in online shopping contexts

2.6.8. Brand Loyalty and Rational Motivation

The direct empirical literature that models brand loyalty as an antecedent of rational motivation is more limited than the literature that models utilitarian value, perceived quality, and trust as antecedents of loyalty, which means this subsection necessarily builds on a theoretically reasoned synthesis rather than on a large body of one-directional tests (Akoglu & Özbek, 2022; Femina & Santhi, 2024). This does not weaken the present hypothesis, because the available literature consistently shows that loyalty is cognitively anchored in trust, quality judgments, value assessment, and decision stability, all of which are closely aligned with the logic of rational motivation (Chaudhuri & Holbrook, 2001; Damaschi et al., 2025). In the present study, rational motivation refers to the internal cognitive state through which consumers view an online purchase as useful, sensible, efficient, and worth the cost or effort involved (Sheth et al., 1991; Sweeney & Soutar, 2001). On that basis, it is theoretically plausible that consumers who are more loyal to a brand will also experience stronger rational motivation, because loyalty reduces uncertainty, simplifies comparison, and strengthens the practical justification for choosing the same brand again in online contexts (Guo & Wang, 2024; Damaschi et al., 2025).

At the conceptual level, brand loyalty is not merely repeated purchasing but a durable preference structure that stabilizes consumer choice over time (Odin et al., 2001). Such stability is highly relevant to rational motivation because rational motivation in online shopping is partly about whether the purchase can be defended as an efficient and low-friction decision rather than as a fresh and uncertain choice every time (To et al., 2007; Chiu et al., 2014). A loyal consumer does not need to re-evaluate all competing brands from the beginning at each purchase occasion, which means loyalty can reduce search effort, lower cognitive burden, and make the decision process more efficient in practical terms (Odin et al., 2001; Guo & Wang, 2024). In this sense, loyalty can function as a decision heuristic that supports rational motivation by making repeat online purchase appear more manageable, predictable, and economically sensible than switching to less familiar alternatives (Guo & Wang, 2024; Sheth et al., 1991).

This interpretation is supported by Guo and Wang's study on online versus offline shopping and brand loyalty, which showed that consumers high in uncertainty avoidance tend to be more brand loyal online because product experience is less predictable in online settings than in offline settings (Guo & Wang, 2024). Their finding is theoretically important because it implies that loyalty serves a cognitive and uncertainty-management function in online shopping rather than representing only emotional devotion (Guo & Wang, 2024). When product experience is less predictable, staying with a familiar brand becomes a way of making the online choice more rationally acceptable, since the loyal brand is perceived as a safer and more knowable option than unfamiliar alternatives (Guo & Wang, 2024). This logic aligns directly with rational motivation, because rational motivation increases when consumers can justify the purchase in terms of lower uncertainty, lower decision cost, and greater expected reliability (Chiu et al., 2014; Sweeney & Soutar, 2001). Accordingly, loyalty can be expected to strengthen rational motivation by transforming brand familiarity into cognitively grounded purchase readiness (Guo & Wang, 2024).

A second line of support comes from the well-established relationship between brand loyalty and willingness to pay a premium, which reflects a cognitively justifiable economic commitment rather than a purely impulsive reaction (Chaudhuri & Holbrook, 2001; Damaschi et al., 2025). Chaudhuri and Holbrook showed that attitudinal loyalty leads to a higher relative price for the brand, which indicates that

loyal consumers are willing to sustain preference even when the brand carries stronger price implications than competing options (Chaudhuri & Holbrook, 2001). More recently, Damaschi, Aboueldahab, and D'Addario found a strong positive correlation between brand loyalty and willingness to pay more for preferred brands, and their analysis further suggested that higher-priced brand decisions involve deeper cognitive-affective evaluations, with premium payment shaped strongly by cognitive considerations in such contexts (Damaschi et al., 2025). These findings matter because they show that loyalty is compatible with, and may even intensify, reason-based evaluation of value and price rather than bypassing it (Chaudhuri & Holbrook, 2001; Damaschi et al., 2025). If loyal consumers are willing to pay more because they judge the preferred brand to be worth the premium, then loyalty can plausibly increase rational motivation by making the purchase appear economically defensible and value-consistent (Damaschi et al., 2025; Sheth et al., 1991).

A third and equally important stream of evidence concerns the cognitive foundations on which loyalty is often built. Akoglu and Özbek showed that brand experience positively affects perceived quality, brand trust, and brand loyalty, and described perceived quality and brand trust explicitly as emotional and rational factors operating in the loyalty formation process (Akoglu & Özbek, 2022). This result is important because it indicates that loyalty frequently rests on cognition-based assessments such as trustworthiness and quality judgment rather than emerging independently of them (Akoglu & Özbek, 2022). Similarly, Femina and Santhi found that perceived value dimensions influence brand loyalty and that economic value, in particular, has a direct impact on behavioral loyalty, while attitudinal loyalty serves as an important link in the broader value-to-loyalty process (Femina & Santhi, 2024). Taken together, these studies imply that loyalty is often the outcome of rational appraisals of brand worth, quality, and value, and once that loyalty is established, subsequent purchases are likely to inherit those cognitive justifications (Akoglu & Özbek, 2022; Femina & Santhi, 2024). In the present model, that inherited justification is conceptually close to rational motivation, because rational motivation captures the state in which consumers believe buying from the brand is sensible and worthwhile (Sweeney & Soutar, 2001).

The online context strengthens this argument further. Anderson, Knight, Pookulangara, and Josiam found that utilitarian motivations such as information access

and time savings are linked to retailer loyalty in a Facebook retailing context, and that loyalty, in turn, positively affects purchase intention (Anderson et al., 2014). Although this study tests utilitarian motivations as antecedents of loyalty rather than the reverse direction, it still demonstrates the tight empirical coupling between loyalty and utilitarian online shopping processes (Anderson et al., 2014). In practical terms, this means that loyalty in digital environments is not detached from cognition-based value. Instead, it is embedded in judgments about information efficiency, time saving, and shopping utility (Anderson et al., 2014). Therefore, when loyalty is already present, it is reasonable to expect that it will reinforce rational motivation by reducing the need for repeated information search and by making future purchase decisions appear more efficient and less costly in cognitive terms (Anderson et al., 2014; To et al., 2007).

From the standpoint of the present study, this relationship is especially plausible in Libya's developing online retail environment. In such a setting, consumers may face greater uncertainty regarding product performance, seller reliability, and online transaction outcomes, which increases the practical value of sticking with known and trusted brands (Akhmaaj & Sharif, 2024; Guo & Wang, 2024). Loyal consumers in this environment are likely to rely on familiar brands because doing so makes the online transaction more predictable, lowers comparison effort, and provides a stronger rational basis for purchase than choosing unfamiliar alternatives (Guo & Wang, 2024; Pavlou, 2003). This means that loyalty can support rational motivation not only through emotional attachment but through a reason-based logic of efficiency, risk reduction, and economic defensibility (Damaschi et al., 2025; Akoglu & Özbek, 2022). In other words, the more loyal the consumer is to a brand, the easier it may become to view buying from that brand as the sensible course of action in online shopping (Sheth et al., 1991; Sweeney & Soutar, 2001).

When the literature is considered together, the proposed relationship becomes theoretically coherent even though direct one-step empirical tests are still relatively scarce. Loyalty is associated with reduced uncertainty in online shopping, stronger willingness to pay, and decision patterns shaped by quality, trust, and economic value (Guo & Wang, 2024; Chaudhuri & Holbrook, 2001; Damaschi et al., 2025; Akoglu & Özbek, 2022; Femina & Santhi, 2024). These mechanisms are all closely aligned with the logic of rational motivation, which concerns whether the purchase appears useful, efficient, and justifiable (Sheth et al., 1991; Chiu et al., 2014). Therefore, it is

reasonable to expect that brand loyalty will positively and significantly influence rational motivation among Libyan consumers in online shopping contexts (Guo & Wang, 2024; Damaschi et al., 2025).

H7a: Brand loyalty has a positive and significant influence on rational motivation among Libyan consumers in online shopping contexts.

2.6.9. Brand Loyalty and Emotional Motivation

The relationship between brand loyalty and emotional motivation can be justified theoretically by viewing loyalty as a relational state that goes beyond repeated purchase and incorporates attachment, affective commitment, and psychological closeness to the brand (Odin et al., 2001; Tsai, 2011). In this sense, loyalty is not merely a behavioral outcome of previous transactions, but a continuing consumer-brand bond that shapes how consumers feel when they encounter the brand again in future purchase situations (Chaudhuri & Holbrook, 2001; Boateng et al., 2020). This point is important for the present study because emotional motivation refers to the affect-based inner state through which consumers become positively inclined toward shopping through feelings such as enjoyment, reassurance, attraction, and emotional comfort (Arnold & Reynolds, 2003; Akram et al., 2021). If brand loyalty reflects an enduring relationship characterized by emotional closeness, then it is theoretically reasonable to expect that stronger loyalty will reinforce emotional motivation in subsequent online shopping contexts (Tsai, 2011; Mostafa & Kasamani, 2021).

A rigorous treatment of this relationship requires acknowledging one important methodological point. The literature contains many studies showing that emotional attachment, brand love, affective commitment, and hedonic value contribute to brand loyalty, but fewer studies test the reverse path explicitly, that is, loyalty as an antecedent of emotional motivation under that exact construct label (Tsai, 2011; Boateng et al., 2020). This does not invalidate the proposed path, but it does mean that the present hypothesis should be framed as a theoretically reasoned extension grounded in the emotional content of loyal consumer-brand relationships rather than as a repetition of an already over-tested direct path (Mostafa & Kasamani, 2021; Kuikka & Laukkanen, 2012). At the doctoral level, this distinction is necessary because it prevents overclaiming and clarifies that the present model contributes by repositioning

a well-established relational construct, brand loyalty, as a plausible driver of a downstream affective state, namely emotional motivation, in online shopping behavior (Boateng et al., 2020; Tsai, 2011).

The first major basis for this relationship comes from the attachment perspective on loyalty. Tsai argued that international brand loyalty is fostered through committed and attached relationships, thereby making clear that loyalty is rooted in emotional and relational mechanisms rather than in mechanical repurchase alone (Tsai, 2011). Likewise, Boateng and colleagues explicitly examined brand loyalty from an attachment theory perspective and modeled the relationship among experiential value, brand attachment, and brand loyalty, showing that attachment is central to the formation of loyalty (Boateng et al., 2020). These studies are highly relevant because they imply that when loyalty is established, the consumer's relationship with the brand is already affectively charged (Tsai, 2011; Boateng et al., 2020). Such a relationship should reasonably make future brand encounters feel more emotionally positive, more familiar, and less psychologically effortful, which aligns closely with the concept of emotional motivation used in the present study (Arnold & Reynolds, 2003; Akram et al., 2021). In this way, loyalty can be interpreted as a condition that carries forward emotional energy into later shopping episodes rather than as a simple record of prior choice (Tsai, 2011; Boateng et al., 2020).

The second basis comes from research showing that loyal brand relationships are sustained through emotional mechanisms such as brand passion, affection, and self-brand connection. Mostafa and Kasamani found that experiential brands promote long-lasting brand loyalty through brand passion, self-brand connection, and brand affection, which indicates that loyalty is deeply intertwined with positive emotional forces rather than standing apart from them (Mostafa & Kasamani, 2021). This evidence is important because it suggests that when consumers become loyal, they do not simply repeat purchases out of efficiency. They often carry with them affective bonds that make the brand feel emotionally significant (Mostafa & Kasamani, 2021). Once such loyalty is formed, it is theoretically plausible that future encounters with the brand will trigger positive emotional motivation, because the consumer is not approaching the brand as a neutral option among alternatives but as a preferred relational object already associated with passion, affection, and self-relevance (Mostafa & Kasamani, 2021). Therefore, the movement from loyalty to emotional

motivation is conceptually coherent, since the loyal relationship itself may intensify the emotional attractiveness of subsequent online shopping acts (Mostafa & Kasamani, 2021; Tsai, 2011).

A third supporting line of argument comes from the literature on hedonic value and loyalty. Kuikka and Laukkanen specifically examined brand loyalty and the role of hedonic value, showing that loyalty cannot be adequately understood through functional or utilitarian explanations alone and that hedonic value plays an important role in loyal brand relationships (Kuikka & Laukkanen, 2012). This matters for the present subsection because emotional motivation in the current study corresponds closely to the affective and hedonic route through which consumers experience shopping as enjoyable, comforting, or emotionally gratifying (Arnold & Reynolds, 2003; Akram et al., 2021). If loyal relationships already contain hedonic or emotionally positive value, then it is reasonable to expect that such loyalty will reinforce emotional motivation when consumers contemplate buying from the same brand again, especially in online settings where affective reassurance and familiarity can reduce hesitation (Kuikka & Laukkanen, 2012; Childers et al., 2001). Put differently, loyalty may not only preserve preference. It may also preserve the emotional rewards associated with interacting with the preferred brand, thereby making future purchase situations more affectively inviting (Kuikka & Laukkanen, 2012).

This relationship becomes even more plausible in online shopping environments. Digital retailing exposes consumers to high levels of choice, low switching costs, and varying degrees of uncertainty, which means that emotionally reassuring relationships with familiar brands may become especially valuable (Guo & Wang, 2024). Guo and Wang showed that online shopping can produce stronger brand loyalty than offline shopping for consumers high in uncertainty avoidance because online product experience is less predictable (Guo & Wang, 2024). Although their study focused on loyalty formation rather than emotional motivation directly, it strongly implies that loyalty serves a psychological comfort function in online settings (Guo & Wang, 2024). A loyal consumer may feel less anxious, more comfortable, and more affectively secure when returning to a familiar brand online than when evaluating unknown alternatives, and this emotional security is closely aligned with the present concept of emotional motivation (Guo & Wang, 2024; Arnold & Reynolds, 2003).

Therefore, online shopping contexts provide a particularly strong rationale for expecting loyalty to strengthen emotional motivation, because the loyal brand becomes an emotionally safer and more satisfying option in a structurally uncertain environment (Guo & Wang, 2024).

From the standpoint of the present study, this relationship is especially meaningful in a developing online retail context. When consumers operate in an environment where online shopping is increasingly visible but not fully routinized, loyalty may do more than lower cognitive effort. It may also reduce emotional distance and increase affective readiness toward online shopping behavior. A consumer who is loyal to a brand is more likely to feel emotionally comfortable, reassured, and positively inclined when dealing with that brand again than a consumer who lacks such a relationship. This means that loyalty can plausibly generate stronger emotional motivation by making the online purchase encounter feel familiar, personally meaningful, and less psychologically risky. In this way, emotional motivation functions as one of the internal pathways through which loyalty can influence future online shopping behavior.

Taken together, the literature supports a cautious but defensible positive hypothesis. Direct empirical studies testing brand loyalty as an antecedent of emotional motivation are comparatively limited, but attachment theory, affective commitment research, and studies on hedonic value within loyal brand relationships all point in the same direction, namely that loyalty is not emotionally neutral and can intensify the positive affective orientation with which consumers approach future shopping situations (Tsai, 2011; Boateng et al., 2020; Kuikka & Laukkanen, 2012; Mostafa & Kasamani, 2021). On this basis, it is reasonable to propose that loyal consumers will exhibit stronger emotional motivation toward online shopping than non-loyal consumers, because the preferred brand already carries affective familiarity, attachment, and emotional value for them (Tsai, 2011; Mostafa & Kasamani, 2021).

H7b: Brand loyalty has a positive and significant influence on emotional motivation among Libyan consumers in online shopping contexts.

2.6.10. Customer Satisfaction and Emotional Motivation

The relationship between customer satisfaction and emotional motivation can be justified theoretically by treating satisfaction as more than a post-purchase evaluation of performance, because satisfaction also shapes the emotional tone through which consumers approach future interactions with the brand (Anderson & Sullivan, 1993). In this sense, satisfaction is not only a cognitive judgment that expectations were met, but also a condition that can generate comfort, reassurance, and positive affect toward subsequent shopping behavior (White, 2010). This interpretation is especially relevant to the present study because emotional motivation refers to the affect-based inner state through which consumers become positively inclined toward online shopping through feelings such as enjoyment, attraction, and emotional ease (Arnold & Reynolds, 2003; Akram et al., 2021). If prior online experience is satisfying, then future encounters with the same brand are more likely to be approached with positive emotional readiness rather than with hesitation or affective neutrality (Hult et al., 2019).

A doctoral-level treatment of this path requires an explicit methodological clarification. Direct studies testing customer satisfaction as an antecedent of emotional motivation under exactly that construct label remain relatively limited in the literature (Ghorbanzadeh et al., 2020). The stronger body of evidence usually examines adjacent emotional outcomes such as emotional brand attachment, brand love, affective commitment, or positive emotions rather than the precise label emotional motivation itself (Kim et al., 2024; Rychalski & Hudson, 2017). This does not invalidate the proposed relationship, but it means the present hypothesis should be framed as a theoretically reasoned and empirically supported extension based on conceptually close affective outcomes rather than as a direct duplication of a heavily tested path (Ghorbanzadeh et al., 2020; White, 2010). Such caution is methodologically necessary because a PhD thesis must distinguish clearly between directly tested relationships and theoretically inferred but still defensible extensions (Kim et al., 2024; Rychalski & Hudson, 2017).

One of the strongest pieces of evidence supporting this relationship comes from Ghorbanzadeh, Rahehagh, Akhavan, and Zarantonello, who examined the role of emotional structures in the relationship between brand satisfaction and brand loyalty

(Ghorbanzadeh et al., 2020). Their study validated the mediating roles of emotional brand attachment and brand love in the transition from satisfaction to loyalty, which indicates that satisfaction contributes positively to the formation of downstream affective structures before those structures shape broader behavioral outcomes (Ghorbanzadeh et al., 2020). This finding is highly relevant because emotional brand attachment and brand love are conceptually close to the present study's notion of emotional motivation, since all three constructs refer to positive affective energy directed toward the brand and future brand-related action (Ghorbanzadeh et al., 2020). If satisfaction can intensify emotional attachment and brand love, then it is theoretically reasonable to expect that it can also intensify emotional motivation in online shopping contexts (Ghorbanzadeh et al., 2020).

Further support comes from recent research comparing brand attachment and satisfaction in shaping downstream customer responses. Kim, Kim, and Lee examined the role of brand attachment and satisfaction in driving customer word-of-mouth intentions and commitment and treated satisfaction as a core relational construct with long-term implications for future consumer behavior (Kim et al., 2024). Their work is important because it confirms that satisfaction is not merely a short-lived transaction evaluation, but part of a broader process through which favorable consumer-brand relations are sustained over time (Kim et al., 2024). This broader relational role matters for the present study because emotional motivation is also a forward-looking internal condition rather than a one-time feeling (Kim et al., 2024). Therefore, if satisfaction contributes to continuing commitment and attachment-related outcomes, it is reasonable to argue that it also supports the formation of positive emotional readiness toward future online shopping with the same brand (Kim et al., 2024).

The wider literature on emotions and satisfaction in consumer settings reinforces the same conclusion. White showed that emotions influence service quality perceptions, satisfaction, and positive word-of-mouth intentions over time, thereby demonstrating that satisfaction operates within a strongly affective decision environment rather than in a purely cognitive one (White, 2010). Rychalski and Hudson similarly found that positive emotions exert a stronger effect on satisfaction than negative emotions in a utilitarian service setting, and that emotions are strongly linked to downstream loyalty-related outcomes (Rychalski & Hudson, 2017). These studies are important for the present subsection because they show that satisfaction and

positive emotional states are tightly connected in the broader logic of consumer response (White, 2010; Rychalski & Hudson, 2017). Once satisfaction is established, it is therefore reasonable to expect that consumers will approach the brand with more favorable affective orientation, which is conceptually aligned with stronger emotional motivation (White, 2010; Rychalski & Hudson, 2017).

Additional conceptual support comes from work linking affective experience, satisfaction, and emotional attachment. Orth, Limon, and Rose reported that satisfaction mediated the effects of store-evoked affect on emotional attachment to brands, which suggests that satisfaction is deeply embedded in the process through which positive shopping experiences become emotionally meaningful consumer-brand relations (Orth et al., 2010). Although their study does not test the exact path proposed in the present thesis, it still shows that satisfaction is strongly connected to downstream affective brand responses rather than being an isolated evaluative endpoint (Orth et al., 2010). This is relevant because emotional motivation, like emotional attachment, reflects a positive affective disposition toward future engagement with the brand (Orth et al., 2010). Thus, the literature supports the idea that satisfaction can contribute to emotional motivation by helping transform favorable prior experience into emotionally positive future orientation (Orth et al., 2010).

The online shopping context makes this proposed relationship even more plausible. In digital environments, consumers often face uncertainty because products cannot always be inspected directly and seller credibility must often be inferred before purchase (Pavlou, 2003). Under such conditions, prior satisfaction functions not only as evidence of acceptable performance, but also as a source of emotional reassurance (Hult et al., 2019). A satisfied online consumer is more likely to feel comfortable, safe, and emotionally positive when considering a future online purchase from the same brand than a consumer whose prior experience was disappointing or uncertain (Hult et al., 2019; White, 2010). This is especially relevant in developing online retail environments such as Libya, where consumers may rely more heavily on previous satisfactory experiences to reduce both cognitive and affective hesitation in digital buying situations (Akhmaaj & Sharif, 2024; Pavlou, 2003). Accordingly, satisfaction can reasonably be expected to enhance emotional motivation because it makes the future shopping act feel more reassuring and emotionally acceptable (Hult et al., 2019; Akhmaaj & Sharif, 2024).

When the evidence is considered as a whole, the proposed relationship is cautiously but convincingly supported. Direct evidence shows that satisfaction contributes to emotional brand attachment and brand love, which are affective structures closely related to emotional motivation (Ghorbanzadeh et al., 2020). Complementary studies show that satisfaction is embedded in long-term affective consumer-brand relations and is strongly connected to positive emotional outcomes in broader service and brand contexts (Kim et al., 2024; White, 2010; Rychalski & Hudson, 2017). Although the exact path from customer satisfaction to emotional motivation remains less frequently tested than some other direct relationships in the model, the accumulated evidence provides a sufficient theoretical and empirical basis for proposing that satisfied consumers will exhibit stronger emotional motivation toward future online shopping than dissatisfied consumers (Ghorbanzadeh et al., 2020; Kim et al., 2024). On this basis, the following hypothesis is proposed.

H8a: Customer satisfaction has a positive and significant influence on emotional motivation among Libyan consumers in online shopping contexts.

2.6.11. Customer Satisfaction and Rational Motivation

The relationship between customer satisfaction and rational motivation can be justified theoretically by treating satisfaction as an evaluative judgment that provides cognitive evidence about whether prior interaction with a brand, seller, or online platform was worthwhile, effective, and consistent with expectations (Anderson & Sullivan, 1993). In this sense, satisfaction is not only an affective outcome of past experience, but also a knowledge-bearing assessment that informs whether future purchase behavior appears sensible and defensible (Hult et al., 2019). This interpretation is directly relevant to the present study because rational motivation refers to the internal cognitive state through which consumers become inclined toward online shopping when the purchase seems useful, efficient, low in uncertainty, and worth the cost or effort involved (Sheth et al., 1991; Sweeney & Soutar, 2001). If earlier online experience has been satisfactory, the consumer is more likely to infer that buying again from the same brand is a reasonable course of action, which implies stronger rational motivation toward future online purchase behavior (Anderson & Sullivan, 1993; Hult et al., 2019).

A careful doctoral-level treatment of this path requires one clarification. Direct studies testing customer satisfaction as an antecedent of rational motivation under exactly that construct label are relatively limited, just as some earlier paths in this chapter were supported more strongly through conceptually adjacent constructs than through exact-label testing. However, the underlying logic is substantially stronger here because satisfaction itself is already an evaluative construct rooted in judgments of performance, confirmation, value, and net benefits, all of which are conceptually close to the cognitive content of rational motivation (Anderson & Sullivan, 1993; Fang et al., 2011). Put differently, while emotional motivation requires a move from satisfaction toward affective states, rational motivation can be linked to satisfaction more directly because satisfaction already contains a judgment about whether the transaction was acceptable, useful, and worth repeating (Anderson & Sullivan, 1993; Hult et al., 2019). On that basis, the proposed path is not speculative. It is a theoretically coherent extension of the evaluative logic already embedded in the satisfaction literature (Fang et al., 2011; Ashfaq et al., 2019).

The classic customer satisfaction literature supports this interpretation. Anderson and Sullivan conceptualized satisfaction as a consequence of perceived performance relative to expectations and emphasized its importance for later customer behavior (Anderson & Sullivan, 1993). This is crucial for the present study because performance-based evaluation is intrinsically cognitive rather than merely emotional. A satisfied consumer has effectively concluded that the prior transaction delivered acceptable or favorable value, which means that future shopping with the same brand can be viewed as practically justified rather than uncertain or arbitrary (Anderson & Sullivan, 1993). In the language of the present thesis, this practical justification is closely aligned with rational motivation, because rational motivation reflects the state in which consumers believe the purchase is sensible and worthwhile in functional terms (Sheth et al., 1991; Sweeney & Soutar, 2001). Therefore, customer satisfaction can reasonably be expected to enhance rational motivation by providing positive evaluative evidence that future online shopping with the same brand is a sound decision (Anderson & Sullivan, 1993; Hult et al., 2019).

The online shopping literature strengthens this argument further by showing that satisfaction in digital environments is strongly connected to cognitive assessments such as information quality, system quality, trust, and net benefits. Fang, Chiu, and

Wang found that information quality, system quality, trust, and net benefits significantly determine customer satisfaction in online shopping, and that customer satisfaction significantly predicts repurchase intentions (Fang et al., 2011). This result is highly relevant because it shows that online satisfaction is deeply rooted in cognition-based evaluations of what the system delivers and how beneficial it is to the consumer (Fang et al., 2011). If satisfaction is built from judgments about information quality, system performance, and net benefits, then satisfaction is already closely tied to the logic through which online shopping becomes rationally acceptable (Fang et al., 2011). As a result, satisfaction can plausibly strengthen rational motivation by reinforcing the consumer's belief that repurchasing online is efficient, low in uncertainty, and justified by prior evidence (Fang et al., 2011; Chiu et al., 2014).

A similar argument can be made from expectation-confirmation logic in online consumption. Ashfaq and colleagues examined customer expectation, satisfaction, and repurchase intention in online shopping of used products and reported that customer satisfaction had a positive direct effect on repurchase intention, while expectation significantly affected satisfaction (Ashfaq et al., 2019). Although their study did not use the term rational motivation, it remains important because expectation-confirmation models are fundamentally evaluative and cognition-based: consumers compare what they expected with what they received, and satisfaction emerges when confirmation is favorable (Ashfaq et al., 2019). That structure is directly relevant to the present study because rational motivation likewise depends on whether the consumer has enough cognitive justification to believe that purchasing again is sensible (Sheth et al., 1991). Thus, satisfaction in expectation-confirmation models can be read as a reinforcing condition for rational motivation, since positive confirmation provides the consumer with evidence that future online purchase is not only desirable, but also practically warranted (Ashfaq et al., 2019; Anderson & Sullivan, 1993).

The multichannel retail literature adds another important dimension. Hult, Sharma, Morgeson, and Zhang showed that customer satisfaction relationships differ across online and offline contexts and that, when customers buy online, perceived purchase value is a stronger driver of satisfaction, while customers are also more satisfaction-sensitive when making repurchase decisions online than offline (Hult et al., 2019). This finding is especially significant for the present subsection because it places online satisfaction in close proximity to perceived value and repurchase

evaluation, which are both clearly rational in content (Hult et al., 2019). In other words, online customer satisfaction is strongly shaped by value-based judgment and then strongly influences future decision making (Hult et al., 2019). This makes satisfaction a very plausible antecedent of rational motivation in online shopping, because satisfied consumers are likely to infer that the transaction offers acceptable value and therefore deserves repetition (Hult et al., 2019; Sweeney & Soutar, 2001). Such inference is precisely what rational motivation captures at the internal psychological level (Sheth et al., 1991).

The relationship is also consistent with studies showing that satisfaction strengthens loyalty and repurchase through cognitively grounded channels. The emerging evidence on e-loyalty formation in online shopping in China reports that customer satisfaction positively affects customer e-loyalty, and e-loyalty in turn significantly influences repurchase intention and word of mouth (Juanli et al., 2025). This is relevant because loyalty in such models is not purely emotional. It is partly a consequence of favorable evaluation of the online transaction environment, including its reliability and usefulness (Juanli et al., 2025). If customer satisfaction can strengthen such stable future-oriented behavior, then it is reasonable to infer that it also strengthens the cognitive motivation to continue shopping with the same brand online (Juanli et al., 2025). In the present study, that cognitive motivation is captured by rational motivation rather than by loyalty itself, which means that the path from satisfaction to rational motivation is analytically consistent with the broader continuity logic of online consumer behavior (Juanli et al., 2025; Hult et al., 2019).

This relationship is particularly plausible in the Libyan context. In a developing online retail environment, satisfied prior experience may be one of the strongest sources of practical reassurance available to consumers, because it provides concrete evidence that the online transaction can be completed successfully and that the effort involved is worthwhile (Akhmaaj & Sharif, 2024; Pavlou, 2003). A consumer who has previously experienced satisfactory online shopping is more likely to judge future online purchases as low in uncertainty, acceptable in value, and manageable in process than a consumer with weak or unsatisfactory prior experience (Pavlou, 2003; Hult et al., 2019). This means that customer satisfaction can reasonably be expected to increase rational motivation among Libyan online shoppers by making the online

purchase appear more sensible and better supported by prior evidence (Akhmaaj & Sharif, 2024; Fang et al., 2011).

Taken together, the literature supports a cautious but strong positive hypothesis. Customer satisfaction is an evaluative construct rooted in confirmation, performance, value, and net benefits, and online studies consistently show that it predicts repurchase-oriented behavior in contexts where value judgments are central (Anderson & Sullivan, 1993; Fang et al., 2011; Hult et al., 2019). Although the exact path from customer satisfaction to rational motivation is not as frequently labeled in those exact terms, the conceptual and empirical overlap is substantial, because rational motivation is itself built from the belief that future online purchase is useful, efficient, and worth repeating (Sheth et al., 1991; Sweeney & Soutar, 2001). On this basis, it is reasonable to propose that customer satisfaction has a positive and significant influence on rational motivation among Libyan consumers in online shopping contexts (Hult et al., 2019; Ashfaq et al., 2019).

H8b: Customer satisfaction has a positive and significant influence on rational motivation among Libyan consumers in online shopping contexts.

2.6.12. The Mediating Role of Emotional Motivation and Rational Motivation

The mediating role of emotional motivation in the present study is grounded in the proposition that consumers do not move mechanically from antecedent brand evaluations to online purchase intention, because internal affective processing often intervenes between what the consumer perceives and what the consumer intends to do (Holbrook & Hirschman, 1982). In this sense, emotional motivation functions as an organismic mechanism through which external or prior evaluations become behaviorally effective by first generating positive affective states such as pleasure, reassurance, enjoyment, and emotional readiness (Childers et al., 2001; Arnold & Reynolds, 2003). This logic is especially appropriate in online shopping, where brands are encountered through mediated cues and where the consumer frequently relies on affective interpretation to reduce distance and uncertainty before forming intention to buy (Pappas et al., 2014; Zhang et al., 2023). Accordingly, the present study does not treat emotional motivation as a parallel variable that happens to coexist with brand

personality, brand loyalty, customer satisfaction, and online purchase intention. Rather, it treats emotional motivation as a transmission mechanism that explains how those antecedent evaluations are converted into purchase-oriented readiness in an online shopping environment.

At the conceptual level, mediation through emotional motivation is theoretically plausible because many brand-related stimuli or prior consumer evaluations do not influence intention directly in a purely cognitive way. Instead, they first create a positive emotional state that makes the purchase seem more attractive, more enjoyable, or more psychologically comfortable (Holbrook & Hirschman, 1982; Arnold & Reynolds, 2003). This logic is visible in the experiential view of consumption, which holds that consumer behavior often depends on fantasies, feelings, and fun rather than on problem solving alone (Holbrook & Hirschman, 1982). It is also consistent with hedonic shopping motivation theory, which shows that consumers may shop because the activity generates adventure, gratification, stimulation, or emotional reward rather than only because it solves a practical need (Arnold & Reynolds, 2003). In online shopping, these emotional routes are especially important because digital environments often compress product information, imagery, brand symbolism, and interactive cues into a mediated experience that can evoke strong positive or negative affect before any actual purchase occurs (Childers et al., 2001; Pappas et al., 2014). For that reason, emotional motivation is theoretically well suited to function as a mediator between antecedent brand variables and online purchase intention.

The strongest empirical support for the mediating role of emotional motivation comes from studies showing that positive emotions or closely related affective variables mediate the path from online shopping antecedents to purchase intention. Pappas, Kourouthanassis, Giannakos, and Chrissikopoulos explicitly examined the role of emotions in personalized e-shopping and found that personalization positively influences purchase intention and that positive emotions play an important mediating role in that relationship (Pappas et al., 2014). Their study is especially important because it directly situates emotions between an online antecedent, namely personalization, and intention to purchase in an online shopping context (Pappas et al., 2014). This provides a strong empirical precedent for the present thesis, because it confirms that affective states in online commerce are not merely outcomes that accompany intention. They can operate as explanatory transmission mechanisms

through which antecedent conditions become behaviorally consequential (Pappas et al., 2014). Although personalization is different from brand personality, brand loyalty, and customer satisfaction, the structural logic is the same. An upstream evaluative or environmental factor influences online purchase intention partly because it first generates positive emotions that make shopping behavior more desirable.

A second and very relevant piece of evidence comes from Zhang, Zhang, and Daim, who examined consumer purchase intention in online social media marketing using TikTok and found that emotional pleasure mediates the relationship between perceived value and purchase intention (Zhang et al., 2023). Their results further indicate that both hedonic value and utilitarian value are positively associated with purchase intention and that emotional pleasure is a key intermediate mechanism in the overall process (Zhang et al., 2023). This finding is highly important for the present study because it shows that even when antecedent variables contain cognitive or value-based content, their effect on intention may still pass through an affective mediator rather than operating purely directly (Zhang et al., 2023). In theoretical terms, this is exactly what the present thesis proposes. Brand personality, brand loyalty, and customer satisfaction may all shape online purchase intention in part because they generate positive emotional motivation toward the brand and the shopping act (Zhang et al., 2023). Emotional motivation, in this sense, is comparable to emotional pleasure as an internal affective pathway that translates prior evaluation into behavioral readiness.

Further support comes from Kunja, Kumar, and Rao, who examined the mediating roles of hedonic and utilitarian brand attitude between electronic word of mouth and purchase intentions in the context of smartphone brand fan pages on Facebook (Kunja et al., 2022). Their findings showed that both hedonic brand attitude and utilitarian brand attitude partially mediate the influence of electronic word of mouth on buying intentions (Kunja et al., 2022). This study is highly relevant because hedonic brand attitude is conceptually close to the emotional route proposed in the present thesis. It reflects a positive affective evaluation of the brand that then helps explain how an upstream stimulus influences purchase intention (Kunja et al., 2022). The theoretical implication for the present study is clear. If a hedonic and affect-laden attitude can mediate the effect of eWOM on buying intentions, then emotional motivation can plausibly mediate the effects of brand personality, brand loyalty, and

customer satisfaction on online purchase intention in a structurally similar way (Kunja et al., 2022). In both cases, the mediating variable represents the emotional route through which initial evaluations are translated into intended behavior.

The literature on online purchase intention in social commerce also supports the general plausibility of such mediation even when the specific mediator differs. Akram, Junaid, Zafar, Li, and Fan found that hedonic and utilitarian motivations positively affect online purchase intention in Chinese social commerce and that customer engagement significantly mediates the relationship between those motivations and online purchase intention (Akram et al., 2021). This study is important for the present section because it demonstrates that motivation-to-intention relationships in online commerce are often indirect and require an internal or relational mechanism to fully explain how intention emerges (Akram et al., 2021). Even though customer engagement is not identical to emotional motivation, the study still reinforces the structural point that online purchase intention often develops through mediated rather than purely direct processes (Akram et al., 2021). In the context of the present thesis, this supports the decision to model emotional motivation as a mediator rather than assuming that brand personality, brand loyalty, and customer satisfaction act on online purchase intention in a wholly unmediated way.

A further implication of this evidence is that emotional mediation is especially suitable for online shopping because online environments often intensify the role of affective processing. Consumers cannot fully inspect products, assess sellers face to face, or obtain immediate physical reassurance before buying online, which means that emotional states such as confidence, comfort, pleasure, and attraction often help bridge the gap between evaluation and action (Pappas et al., 2014; Pavlou, 2003). When consumers perceive a brand as appealing, feel loyal and comfortable toward it, or remember prior satisfying interactions with it, those antecedents may not influence intention only because they are cognitively positive. They may also influence intention because they generate a positive emotional state that makes future online shopping feel more acceptable and more desirable (Zhang et al., 2023; Kunja et al., 2022). This point is especially relevant in the Libyan context, where online shopping is behaviorally meaningful but still developing, and where emotional reassurance may therefore play a stronger role in helping consumers move from evaluation to intention (Akhmaaj & Sharif, 2024).

Taken together, the literature provides a coherent basis for proposing the mediating role of emotional motivation in the present study. Foundational consumer theory shows that affective processes are central to shopping behavior, not peripheral to it (Holbrook & Hirschman, 1982). Online shopping research shows that positive emotions can mediate the effects of personalization on purchase intention (Pappas et al., 2014). Social media marketing research shows that emotional pleasure mediates the relationship between perceived value and purchase intention in TikTok-based online marketing (Zhang et al., 2023). Social eWOM research shows that hedonic brand attitude partially mediates the influence of eWOM on buying intentions (Kunja et al., 2022). These findings collectively support the proposition that emotional motivation can mediate the effects of brand personality, brand loyalty, and customer satisfaction on online purchase intention among Libyan consumers.

The mediating role of rational motivation is theoretically grounded in the proposition that consumers do not move directly from antecedent evaluations to online purchase intention, because those antecedents often become behaviorally effective only after they are translated into judgments of usefulness, value, efficiency, and practical justification (Sheth et al., 1991; Sweeney & Soutar, 2001). In this sense, rational motivation functions as the internal cognitive route through which prior evaluations are converted into a reasoned willingness to purchase online (Chiu et al., 2014; Overby & Lee, 2006). This logic is highly appropriate in online shopping because digital purchase decisions usually require consumers to evaluate information quality, expected performance, convenience, value for money, and transaction reliability before intention is formed (Fang et al., 2011; Hult et al., 2019). Accordingly, rational motivation is not treated in the present study as a parallel predictor only, but as a mediating mechanism explaining how brand personality, brand loyalty, and customer satisfaction become behaviorally consequential in online shopping contexts (Sheth et al., 1991; Chiu et al., 2014).

At the conceptual level, this mediation is defensible because many antecedent brand-related evaluations do not influence intention only through direct emotional appeal. They also shape whether the consumer regards the online purchase as sensible, efficient, low in risk, and worth repeating (Pavlou, 2003; Hult et al., 2019). Brand

personality can supply cues of competence, responsibility, and reliability that help consumers infer that the brand is functionally trustworthy (Keller & Richey, 2006; Coelho et al., 2020). Brand loyalty can reduce cognitive effort, lower comparison costs, and make the preferred brand appear to be the most efficient choice under uncertainty (Guo & Wang, 2024; Damaschi et al., 2025). Customer satisfaction can provide evaluative evidence that previous online interaction was worthwhile and therefore that future shopping with the same brand is practically justified (Anderson & Sullivan, 1993; Fang et al., 2011). In each case, the antecedent variable becomes more influential when it first strengthens the consumer's rational motivation rather than relying on direct influence alone (Sheth et al., 1991; Sweeney & Soutar, 2001).

The empirical literature supports this type of mediation, although the exact label rational motivation is not always used. A particularly important study is that of Kunja, Kumar, and Rao, who showed that utilitarian brand attitude partially mediates the relationship between electronic word of mouth and buying intentions in the context of brand fan pages on Facebook (Kunja et al., 2022). This finding is highly relevant because utilitarian brand attitude is conceptually close to rational motivation in the present thesis, since both constructs capture cognition-based evaluation of the brand and its practical worth (Kunja et al., 2022; Voss et al., 2003). The structural implication is clear. An antecedent stimulus does not affect purchase intention only directly. It can first shape a utilitarian or rational internal evaluation, which then carries the effect forward to buying intention (Kunja et al., 2022). This study therefore provides a strong empirical precedent for the mediating role proposed in the present model (Kunja et al., 2022).

A second important contribution comes from Shankar and colleagues, who examined luxury consumers' webrooming intention and found that perceived utilitarian value, along with perceived hedonic value, mediates the effects of antecedent variables on webrooming intention (Shankar et al., 2021). This study is highly relevant because it demonstrates that utilitarian value can function as an internal transmission mechanism between prior determinants and a downstream consumer intention in a digital shopping-related setting (Shankar et al., 2021). Although webrooming intention is not identical to online purchase intention, the mediation logic is structurally comparable because both involve digital consumer decision processes shaped by perceived shopping value (Shankar et al., 2021). The present thesis applies

the same logic to online purchase intention by proposing that rational motivation carries part of the influence of brand-related antecedents to intention (Shankar et al., 2021; Overby & Lee, 2006).

A third and very useful piece of evidence is provided by Zhang, Zhang, and Daim, who investigated consumer purchase intention in online social media marketing using TikTok and found that emotional pleasure mediates the relationship between perceived value and purchase intention, while utilitarian value is positively associated with purchase intention (Zhang et al., 2023). This finding matters for the present subsection because it shows that value-based antecedents can influence purchase intention through internal organismic mechanisms rather than through direct effects alone (Zhang et al., 2023). Even though their reported mediator is emotional pleasure rather than rational motivation, their results reinforce the broader point that online purchase intention frequently develops through internal mediating states linked to value evaluation (Zhang et al., 2023). Since utilitarian value is itself positively associated with purchase intention in their study, the evidence supports the plausibility of a rational mediation route in parallel with the emotional one (Zhang et al., 2023).

Further support comes from studies showing that utilitarian motives and utilitarian values are central drivers of online shopping intention and can operate within indirect processes. Indrawati and colleagues examined utilitarian, hedonic, and self-esteem motives in online shopping and reported that shopping intention mediates the relationship between utilitarian motive and online shopping behavior (Indrawati et al., 2022). Although this mediation runs from utilitarian motive to behavior through intention rather than from antecedents to intention through utilitarian motive, it remains important because it confirms that utilitarian or rationally grounded motivation is structurally central in the online shopping process and not merely an auxiliary variable (Indrawati et al., 2022). Likewise, Overby and Lee showed that utilitarian online shopping value significantly affects preference and intention, which strengthens the theoretical position that cognition-based shopping value can carry substantial explanatory weight in digital commerce (Overby & Lee, 2006). These studies collectively support the decision to model rational motivation as a mediator in the present thesis (Indrawati et al., 2022; Overby & Lee, 2006).

The mediating role of rational motivation is especially convincing when linked back to the three antecedent constructs used in the present study. Brand personality may enhance rational motivation when the brand is perceived as competent, responsible, and reliable, thereby making the online purchase appear more sensible (Keller & Richey, 2006; Coelho et al., 2020). Brand loyalty may enhance rational motivation because loyalty reduces search costs, lowers uncertainty, and turns the preferred brand into a cognitively efficient choice (Guo & Wang, 2024; Damaschi et al., 2025). Customer satisfaction may enhance rational motivation because satisfactory prior experience provides the consumer with evaluative evidence that future online shopping with the same brand is practically justified (Anderson & Sullivan, 1993; Fang et al., 2011). Once rational motivation is strengthened in these ways, online purchase intention becomes more likely because the consumer no longer sees the transaction as merely possible, but as useful and worth pursuing (Sheth et al., 1991; Chiu et al., 2014).

This mediation route is likely to be particularly relevant in Libya. In a developing online retail environment, consumers may not rely only on positive feelings toward a brand. They may also need practical justification before committing to online purchase behavior, especially when uncertainty regarding product performance, transaction quality, or seller reliability remains salient (Akhmaaj & Sharif, 2024; Pavlou, 2003). Under such conditions, antecedent variables such as brand personality, brand loyalty, and customer satisfaction are likely to be most effective when they first strengthen rational motivation by making the online purchase appear safer, more efficient, and more worthwhile (Akhmaaj & Sharif, 2024; Fang et al., 2011). Therefore, the rational-mediation route is not merely theoretically elegant. It is contextually appropriate for understanding how Libyan consumers form online purchase intention (Sheth et al., 1991; Hult et al., 2019).

Taken together, the literature supports the mediating role of rational motivation in a cautious but coherent manner. Direct exact-label studies are less numerous than studies using adjacent constructs such as utilitarian value and utilitarian brand attitude, but those adjacent constructs are conceptually close to rational motivation and repeatedly function as internal pathways between antecedent conditions and consumer intention in digital shopping contexts (Kunja et al., 2022; Shankar et al., 2021). Combined with the well-established literature showing that utilitarian value positively

influences purchase intention in e-commerce and social commerce, the evidence is sufficient to support the proposed rational mediation hypotheses in the present study (Overby & Lee, 2006; Zhang et al., 2023; Akram et al., 2021).

H9a: Emotional motivation mediates the relationship between brand personality and consumers' online purchase intention in Libya.

H9b: Rational motivation mediates the relationship between brand personality and consumers' online purchase intention in Libya.

H10a: Emotional motivation mediates the relationship between brand loyalty and consumers' online purchase intention in Libya.

H10b: Rational motivation mediates the relationship between brand loyalty and consumers' online purchase intention in Libya.

H11a: Emotional motivation mediates the relationship between customer satisfaction and consumers' online purchase intention in Libya.

H11b: Rational motivation mediates the relationship between customer satisfaction and consumers' online purchase intention in Libya.

2.7. Theoretical Foundation of the Study

The theoretical foundation of the present study is built on two complementary perspectives, namely the Theory of Planned Behavior and the Stimulus-Organism-Response perspective (Ajzen, 1991; Eroglu et al., 2001). The use of these two perspectives is not arbitrary, because the conceptual model of the study seeks to explain how brand personality, brand loyalty, and customer satisfaction influence online purchase intention both directly and indirectly through emotional motivation and rational motivation (Ajzen, 1991; Vieira, 2013). The Theory of Planned Behavior provides the behavioral-intention logic of the model by explaining why intention is treated as the most immediate predictor of behavior and why intention emerges through evaluative judgment rather than through random action alone (Ajzen, 1991; Ajzen, 2011). The Stimulus-Organism-Response perspective provides the process logic of the model by explaining how external cues affect internal psychological states, which then shape behavioral responses in retail and online environments (Eroglu et al., 2001; Vieira, 2013). When these two perspectives are combined, they offer a more

analytically complete explanation of online consumer behavior because they address both the endpoint of behavioral readiness and the internal process through which that readiness is formed (Bošnjak et al., 2020; Bigné et al., 2020). This combined theoretical position is especially suitable for the present study because online purchase intention in e-commerce settings is not driven by access or exposure alone, but by the interaction of brand evaluations, internal motives, and decision-oriented readiness to act (Pavlou, 2003; Pavlou & Fygenson, 2006).

2.7.1. Theory of Planned Behavior

The Theory of Planned Behavior, developed by Ajzen, is one of the most widely applied frameworks for explaining human intention and behavior across social, psychological, and consumer domains (Ajzen, 1991). The theory posits that intention is the immediate antecedent of behavior and that intention is shaped by three conceptually distinct determinants, namely attitude toward the behavior, subjective norm, and perceived behavioral control (Ajzen, 1991). Attitude refers to the degree to which the individual evaluates the behavior favorably or unfavorably, subjective norm refers to perceived social pressure from significant others, and perceived behavioral control refers to the perceived ease or difficulty of performing the behavior (Ajzen, 1991; Ajzen, 2011). In the TPB, these determinants are rooted in behavioral beliefs, normative beliefs, and control beliefs, which means that intention is treated as the outcome of a reasoned evaluative process rather than a simple impulse or habit (Ajzen, 1991; Bošnjak et al., 2020). This structure made TPB highly influential because it offered a parsimonious but flexible explanation of how intentions are formed and why intentions frequently predict subsequent behavior with considerable accuracy (Armitage & Conner, 2001; Bošnjak et al., 2020).

The enduring value of TPB lies in its treatment of intention as a proximal behavioral outcome that translates beliefs and evaluations into readiness for action (Ajzen, 1991). This feature is directly relevant to the present study because online purchase intention is the principal dependent variable in the research model (Ajzen, 1991; Pavlou & Fygenson, 2006). In online shopping contexts, consumers usually do not move directly from exposure to purchase behavior without passing through an evaluative and decision-oriented stage in which they consider the desirability,

feasibility, and consequences of the intended action (Pavlou, 2003; Pavlou & Fygenson, 2006). For this reason, intention is analytically more appropriate than actual purchasing behavior when the objective is to understand the immediate psychological readiness to transact in an online environment (Ajzen, 1991; Pavlou & Fygenson, 2006). This point is especially important in emerging e-commerce settings, where consumers may be willing to buy online even when contextual constraints still affect whether the purchase is ultimately completed (Ajzen, 2011; Pavlou, 2003). TPB therefore supplies the present study with a strong behavioral anchor by justifying why online purchase intention should be positioned as the central endpoint of the explanatory model (Ajzen, 1991; Bošnjak et al., 2020).

A major strength of TPB is that it recognizes intention as a cognitive product of evaluation, which makes it particularly useful in consumer decision-making settings (Ajzen, 1991; Ajzen, 2011). Online shopping is not only a technical act, but a decision process shaped by judgments about value, credibility, effort, convenience, and expected outcomes (Pavlou, 2003). The relevance of TPB to e-commerce has therefore been demonstrated in studies showing that the theory can be extended effectively to explain consumers' willingness to search for information online and to purchase products from web vendors (Pavlou & Fygenson, 2006). In this sense, TPB is not restricted to traditional offline behaviors, but is fully compatible with digital consumption settings in which intention remains the key psychological precursor of action (Pavlou & Fygenson, 2006; Bošnjak et al., 2020). The theory is also useful because it allows researchers to connect intention formation to broader evaluative and belief-based mechanisms, even when the specific predictors in the research model are not identical to the original TPB components (Ajzen, 2011; Bošnjak et al., 2020). That flexibility is important in the present study because the model explains online purchase intention through brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation rather than through a literal measurement of attitude, subjective norm, and perceived behavioral control alone (Ajzen, 1991; Ajzen, 2011).

At the same time, a doctoral-level use of TPB requires conceptual precision. The present study does not claim that brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation are direct substitutes for the original TPB components (Ajzen, 1991). Rather, TPB is used here at a higher

theoretical level to justify two core assumptions, namely that online purchase intention is the most immediate psychological precursor of online purchasing behavior and that intention is formed through structured internal evaluation rather than through arbitrary reaction (Ajzen, 1991; Ajzen, 2011). This distinction is important because many applied studies misuse TPB by treating it as a generic label for any intention-based model without preserving its logic of evaluative judgment and behavioral readiness (Ajzen, 2011; Bošnjak et al., 2020). In the present thesis, TPB is used carefully as a behavioral-intention framework, not as a mechanical template that must be copied variable by variable (Ajzen, 1991; Bošnjak et al., 2020). Such a use is theoretically defensible because the central concern of the study is not merely whether consumers think positively about online shopping, but whether brand-related evaluations and internal motivations produce a state of intention strong enough to support future online purchasing behavior (Pavlou & Fygenson, 2006; Pavlou, 2003).

The empirical support for TPB further strengthens its suitability for the present study. Armitage and Conner's meta-analytic review found that TPB explains substantial variance in intention and behavior across a wide range of domains, thereby supporting the theory's predictive validity and continued relevance (Armitage & Conner, 2001). Later reflections and recent advances also reaffirmed that the theory remains one of the most robust frameworks for intention-based explanation, provided that researchers apply it with conceptual clarity and appropriate contextualization (Ajzen, 2011; Bošnjak et al., 2020). These observations are highly relevant to the current thesis because online purchase intention in Libya must be understood as an evaluative state emerging from consumer beliefs, motivations, and brand-related judgments in an evolving e-commerce environment (Pavlou, 2003; Pavlou & Fygenson, 2006). Therefore, TPB offers a strong conceptual justification for treating online purchase intention as the final endogenous outcome in the model and for analyzing the variables of the study as contributors to intention formation rather than as isolated psychological fragments (Ajzen, 1991; Armitage & Conner, 2001). Table 10 presents the main propositions of the Theory of Planned Behavior and their relevance to the present study.

Table 10: CORE propositions of TPB and THEIR relevance to the present STUDY

TPB element	Relevance to the present study
Intention as the immediate antecedent of behavior	Justifies the treatment of online purchase intention as the principal dependent variable.
Attitude toward the behavior	Supports the broader evaluative logic through which consumers form readiness to purchase online.
Subjective norm	Indicates that intention may be shaped by perceived social expectations, even if not explicitly modeled as a main construct in this study.
Perceived behavioral control	Reinforces the idea that intention is shaped by perceived feasibility and control, which remains relevant in online shopping contexts.
Belief-based decision process	Supports the assumption that consumers do not form online purchase intention randomly, but through structured cognitive and evaluative processing.

The importance of Table 10 is that it shows how TPB is used in the present study as a behavioral-intention framework rather than as a narrow one-to-one variable template (Ajzen, 1991; Ajzen, 2011). This position is theoretically stronger because it preserves the original logic of the theory while allowing the study to incorporate brand-related and motivational constructs that are more appropriate to online consumer behavior in e-commerce settings (Bošnjak et al., 2020; Pavlou & Fygenson, 2006).

2.7.2. Stimulus-Organism-Response Perspective

The second theoretical foundation of the study is the Stimulus-Organism-Response perspective, which is particularly valuable when the research problem requires explanation of internal psychological processes between external cues and behavioral outcomes (Eroglu et al., 2001; Vieira, 2013). In its classical form, the S-O-R perspective proposes that environmental stimuli influence internal organismic states, and those internal states subsequently produce behavioral responses (Vieira, 2013). Although the perspective has deep roots in environmental psychology, it became especially influential in marketing and retail research because it provides a structured way to explain how consumers react emotionally and cognitively to marketplace cues

rather than merely documenting direct associations between inputs and outputs (Vieira, 2013; Bigné et al., 2020). For online retailing, the framework became highly relevant when researchers began to argue that website characteristics, virtual atmospherics, interface design, and symbolic cues can serve as stimuli capable of shaping internal consumer states and behavioral outcomes in web-based contexts (Eroglu et al., 2001; Mollen & Wilson, 2010).

A major contribution of the S-O-R perspective to online consumer research is that it recognizes organismic states as both affective and cognitive (Eroglu et al., 2001). This is analytically important because consumers in online environments do not respond to stimuli through emotion alone or cognition alone, but through intertwined internal processes that involve attention, evaluation, affect, engagement, reassurance, and perceived meaning (Mollen & Wilson, 2010; Peng & Kim, 2014). In online retailing, external stimuli may include design features, informational cues, interactivity, symbolic brand signals, perceived reputation, familiarity, and prior relational experience, all of which can activate internal responses before any behavioral intention is formed (Eroglu et al., 2001; Mollen & Wilson, 2010). The organismic stage therefore represents the psychological space in which consumers interpret what the online environment means, how it makes them feel, and whether it appears sufficiently valuable, comfortable, or trustworthy to justify movement toward purchase intention (Vieira, 2013; Peng & Kim, 2014). This process-oriented logic is particularly valuable for the present thesis because the model includes two internal motivational states, emotional motivation and rational motivation, that cannot be adequately explained by direct-effect reasoning alone (Childers et al., 2001; Bigné et al., 2020).

The relevance of S-O-R to online shopping has been strengthened by its repeated use in studies of website atmosphere, online engagement, online purchase intention, online repurchase, and digitally mediated consumer response (Eroglu et al., 2001; Peng & Kim, 2014). Eroglu, Machleit, and Davis made a foundational contribution by adapting the logic of environmental stimuli to online retailing and arguing that virtual store atmospherics can shape consumers' affective and cognitive states in ways that matter for subsequent responses (Eroglu et al., 2001). Later work expanded this insight by showing that interactivity, telepresence, and engagement are not superficial web features, but psychologically consequential stimuli that alter

internal consumer experience (Mollen & Wilson, 2010). Peng and Kim further demonstrated that online shopping behavior can be explained effectively within an S-O-R framework in which website stimuli and shopping reasons affect attitudes, emotional self-regulation, and repurchase intentions (Peng & Kim, 2014). These developments are important because they show that S-O-R is not limited to physical store environments, but remains fully applicable to online marketplaces in which the consumer's internal motivational state is central to eventual behavioral readiness (Vieira, 2013; Bigné et al., 2020).

Another major strength of the S-O-R perspective is that it provides a natural theoretical location for mediation (Vieira, 2013). In mediation logic, an antecedent does not exert its effect on the outcome only directly, but also through an intervening mechanism that helps explain how the effect is transmitted. This is conceptually identical to the structure of S-O-R, where the organism represents the internal mechanism translating external stimuli into response (Bigné et al., 2020). In the present study, brand personality, brand loyalty, and customer satisfaction can be interpreted as external or stimulus-like conditions because they represent how the consumer perceives the brand, the relationship with the brand, and prior evaluative experience with the brand (Aaker, 1997; Oliver, 1999; Giese & Cote, 2000). Emotional motivation and rational motivation clearly fit the organismic stage because they are internal motivational states through which the consumer processes affective meaning and utilitarian value before forming online purchase intention (Childers et al., 2001). Online purchase intention fits the response stage because it captures the consumer's readiness to act after this internal processing has occurred (Ajzen, 1991; Pavlou, 2003). Thus, S-O-R provides a direct theoretical justification for why mediation is central, not peripheral, to the present model (Eroglu et al., 2001; Vieira, 2013).

The distinction between emotional motivation and rational motivation is particularly well aligned with the organismic stage of S-O-R. Online shopping has long been understood as involving both hedonic and utilitarian routes, meaning that the consumer evaluates digital buying environments through pleasure-oriented and goal-oriented processes simultaneously (Childers et al., 2001). Emotional motivation corresponds to the affective side of organismic processing because it involves feelings such as enjoyment, attachment, reassurance, and psychological comfort (Childers et al., 2001). Rational motivation corresponds to the cognitive-utilitarian side because it

involves judgments of usefulness, efficiency, convenience, and value for money (Childers et al., 2001). The present study benefits from this distinction because it avoids reducing the organism to a single generic psychological state and instead treats internal processing as dual-routed, which is more consistent with how online consumers actually make purchase decisions (Mollen & Wilson, 2010; Peng & Kim, 2014). This dual-route logic also strengthens the explanatory richness of the study because it allows the model to examine whether affective and utilitarian pathways differ in strength and significance when translating brand-related stimuli into intention (Bigné et al., 2020; Vieira, 2013). Table 11 summarizes the S-O-R logic and its application to the present research model.

Table 11: Application of the S-O-R perspective to the present study

S-O-R element	Study variables
Stimulus	Brand personality, brand loyalty, customer satisfaction
Organism	Emotional motivation, rational motivation
Response	Online purchase intention

Table 11: SHOWS THAT the present STUDY IS structurally compatible with the s-o-r perspective because the model contains CLEAR external antecedents, CLEAR internal mediators, and a CLEAR behavioral response variable (eroglu ET AL., 2001; vieira, 2013). THIS structural compatibility IS ONE of the MAIN reasons the s-o-r perspective IS particularly appropriate for explaining the present STUDY ' s mediation framework (PENG & KIM, 2014; BIGN ET AL., 2020)

2.7.3. Integration of TPB and S-O-R in the Present Study

The integration of TPB and S-O-R is one of the central theoretical strengths of the present study because each theory addresses a different but complementary explanatory problem (Ajzen, 1991; Eroglu et al., 2001). TPB explains why intention matters and why it should be treated as the principal immediate precursor of online purchasing behavior (Ajzen, 1991; Ajzen, 2011). S-O-R explains how external consumer-relevant cues become psychologically effective through internal organismic

states before shaping a response (Vieira, 2013; Bigné et al., 2020). When used together, the two perspectives allow the study to explain both the endpoint of behavioral readiness and the process through which that readiness is formed (Bošnjak et al., 2020; Peng & Kim, 2014). This is theoretically superior to relying on only one of the two perspectives, because TPB alone would understate the mediation logic of internal motivational processing, while S-O-R alone would not fully justify the centrality of intention as the final behavioral endpoint of the model (Ajzen, 1991; Vieira, 2013).

In the integrated framework of the present study, brand personality, brand loyalty, and customer satisfaction are positioned as external antecedents that act as stimuli within the S-O-R logic and as evaluative belief-related inputs within the broader TPB logic (Aaker, 1997; Oliver, 1999; Giese & Cote, 2000). These variables capture how consumers interpret the brand symbolically, relate to it relationally, and evaluate it experientially before arriving at a purchase-oriented decision. Emotional motivation and rational motivation represent the organismic stage because they are the internal psychological states through which consumers convert brand-related perceptions into behavioral readiness (Childers et al., 2001). Online purchase intention is then positioned as the response in the S-O-R sequence and, simultaneously, as the immediate behavioral precursor justified by TPB (Ajzen, 1991; Pavlou & Fygenon, 2006). In this way, the integrated model preserves conceptual order. External brand-related evaluations come first, internal motivational processing comes second, and intention emerges as the final outcome of that process (Eroglu et al., 2001; Bigné et al., 2020).

This integration is especially suitable for explaining online purchase intention in e-commerce settings. Consumers in online environments must evaluate the credibility, value, and meaning of brands under conditions of mediated interaction, incomplete physical inspection, and varying degrees of uncertainty (Pavlou, 2003). Under such conditions, intention is not formed by functional reasoning alone. It is shaped by both rational assessment and affective response, both of which are sensitive to brand-related cues and prior satisfaction (Pavlou, 2003; Childers et al., 2001). TPB explains why these evaluations ultimately matter insofar as they culminate in intention, while S-O-R explains why those evaluations often operate through internal psychological routes rather than through direct effects only (Ajzen, 1991; Vieira,

2013). The combined framework is therefore especially strong for the present study because it accommodates direct paths from antecedents to intention while also providing a rigorous theoretical basis for mediated paths through emotional and rational motivation (Pavlou & Fyngenson, 2006; Peng & Kim, 2014).

A further strength of the integrated framework is that it aligns closely with the substantive focus of the thesis. Brand personality is theoretically capable of functioning as a stimulus because it shapes symbolic interpretation, perceived character, and brand meaning in the consumer's mind (Aaker, 1997). Brand loyalty functions as a stimulus because it represents durable relational preference and confidence toward a brand, which alters subsequent internal processing (Oliver, 1999). Customer satisfaction functions as a stimulus because prior evaluative experience with the brand influences both future expectations and internal readiness toward purchase (Giese & Cote, 2000). Emotional motivation and rational motivation function as organismic mechanisms because they capture how these antecedents become affectively and cognitively meaningful to the consumer (Childers et al., 2001). Online purchase intention functions as the response because it expresses the final state of willingness to perform an online transaction (Ajzen, 1991; Pavlou, 2003). The integrated framework therefore reflects not only abstract theoretical compatibility, but also a strong substantive fit with the actual variables of the study (Bošnjak et al., 2020; Bigné et al., 2020).

From a doctoral perspective, the integration of TPB and S-O-R also strengthens the analytical originality of the study. Many online consumer behavior studies rely on a single theoretical lens and therefore risk either overemphasizing intention without explaining mediation or overemphasizing environmental process without clearly defining the behavioral endpoint (Ajzen, 2011; Vieira, 2013). The present study avoids that problem by combining an intention-centered theory with a process-centered theory in a way that is logically coherent and empirically testable (Bošnjak et al., 2020; Bigné et al., 2020). This integrated approach is particularly appropriate for a model in which the dependent variable is online purchase intention and the mediators are emotional and rational motivation, because it allows the study to explain not only whether the antecedent variables matter, but also how they matter and through which internal routes they exert influence (Pavlou & Fyngenson, 2006; Peng & Kim, 2014). Consequently, the integrated framework offers a more complete explanation of online

purchase intention than either theory could provide in isolation (Ajzen, 1991; Eroglu et al., 2001).

finally, the theoretical foundation of the present study is anchored in a deliberate and conceptually disciplined integration of TPB and S-O-R. TPB justifies the treatment of online purchase intention as the main behavioral outcome and emphasizes the role of evaluative judgment in intention formation (Ajzen, 1991; Ajzen, 2011). S-O-R explains the mediational logic through which brand-related antecedents influence internal motivational states that later shape behavioral response (Eroglu et al., 2001; Vieira, 2013). Together, these perspectives provide a rigorous framework for explaining why brand personality, brand loyalty, and customer satisfaction influence online purchase intention directly and indirectly through emotional motivation and rational motivation (Childers et al., 2001; Peng & Kim, 2014). This integrated theoretical position is therefore fully appropriate for the present thesis and provides the conceptual basis for the empirical model developed in the subsequent sections of the chapter (Bošnjak et al., 2020; Bigné et al., 2020).

2.8. Synthesis of the Literature and Research Gap

The reviewed literature establishes that online purchase intention is a multidimensional outcome that cannot be explained adequately through a single theoretical lens or a single category of predictors, because consumers form online purchase intention through a combination of symbolic brand interpretations, relational evaluations, prior experience, and internal motivational processes (Ajzen, 1991; Holbrook & Hirschman, 1982; Childers et al., 2001). The Theory of Planned Behavior justifies the treatment of intention as the most immediate precursor of behavior, while the experiential and online shopping literature shows that digital buying behavior is shaped by both affective and utilitarian mechanisms rather than by rational evaluation alone (Ajzen, 1991; Holbrook & Hirschman, 1982; Childers et al., 2001). The empirical literature further confirms that online purchase intention is positively associated with hedonic and utilitarian motivations, customer satisfaction, website quality, and brand-related factors in different digital settings, which reinforces the argument that online purchase intention is a consequence of interacting psychological

and evaluative routes rather than a simple reaction to access or convenience (Akram et al., 2021; Bai et al., 2008; Fang et al., 2011).

A second major conclusion emerging from the literature is that the antecedent side of online purchase intention is fragmented across streams of research. One stream emphasizes symbolic and brand-centered explanations, especially the role of brand personality in shaping purchase-oriented responses through congruity, website personality, and broader digital brand impressions (Wang et al., 2009; Poddar et al., 2009). A second stream focuses on relational continuity, showing that brand loyalty becomes especially important in online environments where consumers face many alternatives and where uncertainty may increase preference for familiar brands (Guo & Wang, 2024). A third stream focuses on evaluative experience, showing that customer satisfaction remains one of the strongest predictors of continued online purchase behavior because prior satisfactory interaction reduces uncertainty and strengthens future willingness to buy (Bai et al., 2008; Fang et al., 2011; Hult et al., 2019). These streams are individually strong, but the literature rarely integrates them into one coherent framework in which symbolic, relational, and evaluative antecedents are examined simultaneously as parallel drivers of online purchase intention (Poddar et al., 2009; Guo & Wang, 2024; Hult et al., 2019).

A third synthesis point concerns the role of internal motivational processes. The reviewed studies consistently show that online buying is shaped by both emotional and rational routes. The experiential literature explains why consumers may be motivated by enjoyment, pleasure, and affective attraction, whereas the utilitarian-value literature explains why consumers may also be motivated by efficiency, usefulness, and value-for-money judgments (Holbrook & Hirschman, 1982; Childers et al., 2001; Overby & Lee, 2006). Contemporary digital commerce research confirms this dual-route interpretation by showing that hedonic and utilitarian motivations positively influence online purchase intention in social commerce and related online shopping environments (Akram et al., 2021). In addition, mediation studies show that internal affective or utilitarian states often carry the effect of upstream determinants to buying intention, which means that intention formation is frequently indirect rather than purely direct (Pappas et al., 2014; Kunja et al., 2022; Shankar et al., 2021). This is analytically important because it supports the use of emotional motivation and rational

motivation as mediating constructs in the present study rather than treating them as secondary background variables (Akram et al., 2021; Pappas et al., 2014).

Despite these advances, three major research gaps remain. First, much of the prior literature examines only partial models, such as website quality and satisfaction, hedonic and utilitarian motivation, or brand personality and purchase intention, without integrating brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation into one explanatory structure (Bai et al., 2008; Akram et al., 2021; Wang et al., 2009). Second, many studies are situated in mature or rapidly developing digital markets such as China, or in specialized contexts such as social commerce, online apparel, luxury webrooming, and personalized e-shopping, which limits direct transferability to the Libyan online shopping environment (Akram et al., 2021; Pappas et al., 2014; Shankar et al., 2021). Third, the evidence on mediation is substantial but still scattered across different mediators and contexts, which means that there is a need for a more integrated test of how emotional motivation and rational motivation jointly mediate the influence of brand-related antecedents on online purchase intention (Pappas et al., 2014; Kunja et al., 2022; Zhang et al., 2023).

The Libya-specific gap is particularly clear. The recent Tripoli study by Akhmaaj and Sharif confirms that online purchasing behavior in Libya can be analyzed empirically within a TPB-TAM framework and that intention plays a meaningful role in explaining online purchasing behavior among Libyan internet users (Akhmaaj & Sharif, 2024). However, that study does not examine brand personality, brand loyalty, customer satisfaction, emotional motivation, or rational motivation as an integrated framework for explaining online purchase intention (Akhmaaj & Sharif, 2024). Therefore, the present study addresses a clear contextual and theoretical gap by proposing a model in which brand personality, brand loyalty, and customer satisfaction are treated as antecedent constructs, emotional motivation and rational motivation are treated as mediating constructs, and online purchase intention is treated as the principal dependent variable in the Libyan online shopping context (Ajzen, 1991; Akhmaaj & Sharif, 2024).

In synthesis, the literature justifies the present study in four ways. It supports intention as the appropriate behavioral endpoint of the model, it supports the relevance

of symbolic, relational, and evaluative antecedents, it supports the relevance of dual emotional and rational motivational routes, and it reveals the absence of an integrated Libya-specific framework combining these elements in one empirical model (Ajzen, 1991; Childers et al., 2001; Akram et al., 2021; Akhmaaj & Sharif, 2024). On this basis, the present study advances the literature by integrating these constructs into a single conceptual framework suited to the online retail and e-commerce environment in Libya.

2.9. Conceptual Framework of the Study

The conceptual framework of the present study was developed to explain the influence of brand personality, brand loyalty, and customer satisfaction on consumers' online purchase intention in Libya, with emotional motivation and rational motivation functioning as mediating variables (Ajzen, 1991; Zhou et al., 2022). The framework reflects the assumption that online purchase intention does not emerge only from direct evaluations of brands, but also from internal affective and cognitive processes through which consumers interpret brand-related cues in digital environments (Childers et al., 2001; Akram et al., 2021). Accordingly, the framework positions brand personality, brand loyalty, and customer satisfaction as the principal antecedent constructs of the model, emotional motivation and rational motivation as the mediating constructs, and online purchase intention as the ultimate dependent construct (Aaker, 1997; Oliver, 1999; Giese & Cote, 2000; Ajzen, 1991). The inclusion of brand personality in the framework is grounded in branding theory, which suggests that consumers often interpret brands through human-like characteristics that influence symbolic meaning, trust, self-congruity, and brand preference (Aaker, 1997). This is particularly relevant in online shopping environments, where consumers cannot physically inspect products or interact directly with sellers and therefore may rely more heavily on symbolic and interpretive brand cues when forming purchase intention (Aaker, 1997; Pavlou, 2003). Brand loyalty is incorporated into the framework because loyalty reflects a durable preference and a continuing relational commitment toward a brand, which can reduce consumer uncertainty and increase the likelihood that brand preference will translate into online purchase intention (Oliver, 1999). Customer satisfaction is also included because positive prior evaluations of a brand or online shopping experience can shape

future consumer expectations and strengthen willingness to engage in subsequent online transactions (Giese & Cote, 2000; Dash et al., 2021). The framework further assumes that the effects of these antecedent constructs are not limited to direct paths alone, but are also transmitted through motivational mechanisms that shape consumer responses to digital shopping contexts (Zhou et al., 2022). Emotional motivation is included in the model because online shopping behavior is influenced by affective responses such as reassurance, attachment, enjoyment, and psychological comfort, all of which may encourage movement toward purchase intention (Childers et al., 2001; Akram et al., 2021). Rational motivation is included because consumers also evaluate online purchase opportunities through utilitarian judgments such as convenience, value for money, usefulness, product quality, and decision efficiency (Childers et al., 2001; Akram et al., 2021). The mediating role of emotional motivation and rational motivation is therefore theoretically justified by the view that consumer intention is shaped not only by what consumers think about brands, but also by how those brand-related evaluations are internally processed and translated into readiness to buy (Ajzen, 1991; Zhou et al., 2022). The conceptual framework is anchored in two complementary theoretical foundations (Ajzen, 1991; Zhou et al., 2022). The first is the Theory of Planned Behavior, which explains that behavioral intention is the most immediate determinant of actual behavior and that intention is formed through evaluative and belief-based processes (Ajzen, 1991). Within the current study, this theoretical logic supports the treatment of online purchase intention as the main behavioral outcome that is influenced by consumers' brand-related judgments and motivational states (Ajzen, 1991; Pavlou, 2003). The second theoretical foundation is the Stimulus-Organism-Response perspective, which explains how external stimuli affect internal organismic states that subsequently shape behavioral responses (Zhou et al., 2022). In the present framework, brand personality, brand loyalty, and customer satisfaction function as the stimuli, emotional motivation and rational motivation function as the organismic states, and online purchase intention functions as the response variable (Zhou et al., 2022). This integration strengthens the explanatory logic of the framework because it links external brand-related factors to internal psychological mechanisms and finally to the consumer's online purchase intention (Ajzen, 1991; Zhou et al., 2022). The framework also reflects the specific characteristics of the Libyan online retail and e-commerce sector, where growing

digital exposure coexists with continued uncertainty in market systems, digital trade practices, and consumer confidence (Ihnissi & Klaib, 2021; Alzoubi & Imhmed Mohamed, 2025). In such a context, it is reasonable to expect that consumers may rely more heavily on symbolic brand interpretation, relational continuity, and prior evaluative satisfaction when deciding whether to purchase online (Ihnissi & Klaib, 2021; Pavlou, 2003).

At the same time, these evaluations are likely to be filtered through emotional and rational motivational states before they become behaviorally meaningful in the form of online purchase intention (Akram et al., 2021; Zhou et al., 2022). For this reason, the framework is not only theoretically grounded, but also contextually appropriate for examining consumer behavior in Libya's developing digital marketplace (Alzoubi & Imhmed Mohamed, 2025; Ihnissi & Klaib, 2021). Based on this logic, the conceptual framework proposes direct relationships from brand personality, brand loyalty, and customer satisfaction to online purchase intention, as well as indirect relationships through emotional motivation and rational motivation (Aaker, 1997; Oliver, 1999; Giese & Cote, 2000; Akram et al., 2021).

The framework therefore enables the study to test both whether the antecedent variables significantly influence online purchase intention and whether emotional motivation and rational motivation act as explanatory pathways through which those influences are transmitted (Ajzen, 1991; Zhou et al., 2022). Figure 1 presents the conceptual framework of the study, illustrating the hypothesized direct and mediating relationships among the study variables (Ajzen, 1991; Zhou et al., 2022).

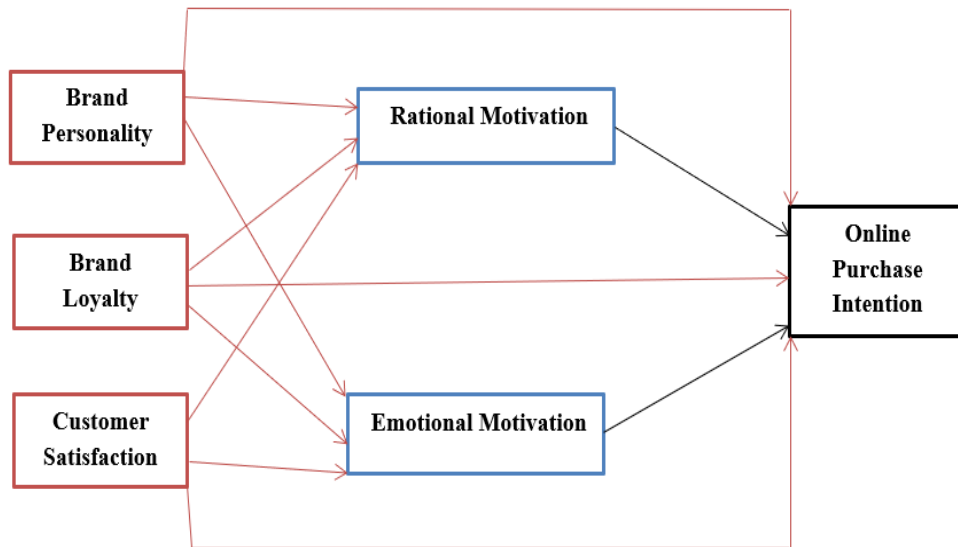


Figure 1: Conceptual framework of the study

2.10. Chapter Summary

This chapter established the theoretical, conceptual, and empirical foundation of the present study. It explained the relevance of the selected theoretical perspectives and clarified how online purchase intention can be understood as the main behavioral outcome of the model. The chapter also reviewed online purchase intention within e-commerce and emerging market contexts, with particular attention to the Libyan online retail environment. In addition, the chapter examined the main antecedent constructs of the study, namely brand personality, brand loyalty, and customer satisfaction, and showed how these variables represent symbolic, relational, and evaluative dimensions of consumer judgment. It also reviewed emotional motivation and rational motivation as two important internal mechanisms through which consumers may translate prior brand-related evaluations into online purchase intention. The chapter further synthesized the empirical literature and identified the main research gap. Although previous studies have examined several direct and indirect relationships among these variables, the literature has not sufficiently integrated brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention into one coherent framework within the Libyan context. Therefore, the chapter concluded by presenting the conceptual framework of the study and formulating the research hypotheses that will be tested in the following chapter.

3. CHAPTER THREE: METHODOLOGY

3.1. Introduction

The preceding chapter, which includes a literature review, delineates research concerning the influence of brand personality, brand loyalty, and customer satisfaction on consumer's online purchase intention: The mediating influence of emotional motivation and rational motivation. The variables scrutinized in this study include brand personality, brand loyalty, customer satisfaction, consumer's online purchase intention, emotional motivation, and rational motivation. The study used questionnaires as the primary instrument for data collection to achieve the research objectives. Furthermore, this chapter aims to furnish a comprehensive overview of the research methodology, encompassing the research design, sampling strategy, data collection instruments, and the methods employed to test the research hypotheses

3.2. Research Design

The present study adopted a quantitative research design because the main purpose of the research is to examine the relationships among clearly specified latent variables and to test a set of theoretically derived hypotheses in a systematic and empirical manner (Creswell & Creswell, 2017; Sekaran & Bougie, 2019). A quantitative design is appropriate when the study seeks to translate theoretical constructs into measurable indicators and to analyze the resulting data statistically in order to explain patterns of association and effect among variables (Creswell & Creswell, 2017; Sekaran & Bougie, 2019). This design is suitable for the current study because the proposed framework includes multiple exogenous, mediating, and endogenous constructs whose direct and indirect relationships require empirical testing through structured statistical procedures (Hair et al., 2021; Kline, 2023). Accordingly, the study was designed as an explanatory research project, since it aims not merely to describe consumer perceptions, but to explain how brand personality, brand loyalty, and customer satisfaction influence consumers' online purchase intention through emotional motivation and rational motivation (Sekaran & Bougie, 2019; Hair et al., 2021). In operational terms, the study employed a cross-sectional survey design, whereby data were collected from the target respondents at a single point in time rather than across multiple time periods (Creswell & Creswell, 2017; Sekaran & Bougie,

2019). A cross-sectional design is appropriate in the present case because the objective is to assess the prevailing perceptions, evaluations, and motivational states of Libyan consumers in relation to online shopping platforms within a defined time frame (Sekaran & Bougie, 2019).

The survey method was also considered suitable because it enables the researcher to collect standardized data from a relatively large number of respondents and to measure latent constructs using structured questionnaire items derived from prior studies (Creswell & Creswell, 2017; Sekaran & Bougie, 2019). This is especially relevant to the current study because the constructs under investigation, namely brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention, are all conceptual variables that require indirect measurement through observable indicators (Hair et al., 2021; Kline, 2023). The design of the study is further aligned with the use of partial least squares structural equation modeling, because PLS-SEM is widely recognized as an appropriate analytical approach for examining complex models that include multiple constructs and mediating paths in an explanatory and prediction-oriented context (Hair et al., 2021; Sarstedt et al., 2022). The use of PLS-SEM is also appropriate because the present study is concerned with assessing both the measurement properties of the constructs and the structural relationships among them within a single analytical framework (Hair et al., 2021; Kline, 2023). Therefore, the selected quantitative, cross-sectional, explanatory survey design provides a coherent methodological foundation for testing the conceptual framework of the study and for producing empirical evidence capable of answering the research questions and achieving the research objectives stated in Chapter One (Creswell & Creswell, 2017; Hair et al., 2021; Sekaran & Bougie, 2019).

3.3. Population of the Study

The population of a study refers to the entire group of individuals, elements, or cases that possess the characteristics relevant to the research problem and from which the researcher seeks to draw conclusions (Sekaran & Bougie, 2019). In quantitative research, a clearly specified population is essential because it determines the scope of inference and provides the basis for selecting an appropriate sample for empirical

analysis (Creswell & Creswell, 2017). For the present study, the population is defined as Libyan consumers with awareness of or exposure to online shopping platforms (Kemp, 2025; Alzoubi & Imhmed Mohamed, 2025). This population definition is appropriate because the dependent variable of the study is online purchase intention, and intention may be meaningfully formed even when actual online purchasing behavior is still occasional, emerging, or not yet habitual (Ajzen, 1991; Pavlou, 2003). Accordingly, restricting the population only to highly frequent online buyers would unnecessarily narrow the study and would exclude individuals whose perceptions, motivations, and evaluative judgments remain relevant to intention formation in online shopping contexts (Ajzen, 1991; Peña-García et al., 2020). The adopted population boundary is also consistent with the Libyan digital environment, where internet exposure is extensive but the broader e-commerce system continues to develop under uneven institutional and operational conditions (Kemp, 2025; United Nations Global Survey on Digital and Sustainable Trade Facilitation, 2025). In such a context, it is methodologically reasonable to focus on consumers who have awareness of or exposure to online shopping platforms, because these consumers are capable of forming attitudes, motivational responses, and purchase intentions toward digital shopping environments even if their actual buying frequency varies (Pavlou, 2003; Alzoubi & Imhmed Mohamed, 2025). This population definition is further aligned with the conceptual framework of the study, which examines how brand personality, brand loyalty, and customer satisfaction influence online purchase intention through emotional motivation and rational motivation among Libyan consumers in digital shopping settings (Aaker, 1997; Oliver, 1999; Zhou et al., 2022). Therefore, the population of the study consists of Libyan consumers who are aware of, have been exposed to, or have interacted with online shopping platforms, and who are thus able to provide meaningful responses regarding the constructs investigated in the present research (Sekaran & Bougie, 2019; Creswell & Creswell, 2017).

3.4. Sampling Design

Sampling design refers to the structured plan through which the researcher specifies the target population, the sampling technique, the sample size, the unit of analysis, and the eligibility boundaries for participation in the study (Sekaran &

Bougie, 2019). In quantitative research, sampling design is essential because it determines how the researcher moves from the broader population to an analytically manageable group of respondents from whom valid empirical conclusions can be drawn (Creswell & Creswell, 2017; Sekaran & Bougie, 2019). For the present study, the sampling design was developed in a manner consistent with the objective of examining the influence of brand personality, brand loyalty, and customer satisfaction on consumers' online purchase intention in Libya, with emotional motivation and rational motivation acting as mediating variables (Ajzen, 1991; Zhou et al., 2022). The sampling design was also aligned with the population definition adopted in Chapter One, namely Libyan consumers with awareness of or exposure to online shopping platforms (Pavlou, 2003; Alzoubi & Imhmed Mohamed, 2025). Accordingly, the sampling design of the study comprises the specification of the target population, the sampling technique, the sample size determination, the unit of analysis, and the inclusion and exclusion criteria applied to respondent selection (Sekaran & Bougie, 2019; Creswell & Creswell, 2017).

3.4.1. Target Population

The target population of the study consists of Libyan consumers with awareness of or exposure to online shopping platforms (Pavlou, 2003; Alzoubi & Imhmed Mohamed, 2025). This population includes individuals who are familiar with online shopping environments, online sellers, digital marketplaces, or other platform-based purchase contexts relevant to e-commerce (Kemp, 2025; Peña-García et al., 2020). The target population was defined in this way because the dependent construct of the study is online purchase intention, and intention may be meaningfully formed even when actual online buying is still occasional or emerging rather than habitual (Ajzen, 1991; Pavlou, 2003). The adoption of this target population is also appropriate to the Libyan context, where digital exposure is extensive but e-commerce participation may vary in frequency and intensity across consumers (Kemp, 2025; Ihnissi & Klaib, 2021). Therefore, the target population was not restricted only to frequent online buyers, but rather extended to consumers who possess sufficient awareness of or exposure to online shopping platforms to provide meaningful

responses regarding the constructs under investigation (Ajzen, 1991; Sekaran & Bougie, 2019).

3.4.2. Sampling Technique

The present study employed a non-probability sampling design (Sekaran & Bougie, 2019). More specifically, convenience sampling was adopted as the primary sampling technique because the questionnaire was administered electronically and participation depended on respondents' accessibility and willingness to respond (Creswell & Creswell, 2017; Sekaran & Bougie, 2019). Convenience sampling is commonly used in survey-based studies where the objective is to obtain data from respondents who meet the study requirements and are practically reachable within the research context (Sekaran & Bougie, 2019). In the current study, this technique was considered appropriate because the data were collected from Libyan consumers who had awareness of or exposure to online shopping platforms, and these respondents could be accessed efficiently through online distribution channels (Pavlou, 2003; Alzoubi & Imhmed Mohamed, 2025). At the same time, the convenience approach was accompanied by purposive screening logic, because participation was limited to respondents who satisfied the study's conceptual boundary related to awareness of or exposure to online shopping platforms (Sekaran & Bougie, 2019; Ajzen, 1991). This combination of practical accessibility and eligibility screening strengthened the appropriateness of the chosen sampling design for the present study (Creswell & Creswell, 2017; Sekaran & Bougie, 2019).

3.4.3. Sample Size Determination

Sample size refers to the number of respondents selected from the target population for inclusion in the study (Sekaran & Bougie, 2019). An adequate sample size is necessary because it increases the stability of statistical estimation and strengthens the credibility of the empirical findings generated from the research (Creswell & Creswell, 2017; Hair et al., 2021). For the purposes of the present study, the target population was treated as a large population because the population of Libya exceeds seven million people and therefore falls within the category of large populations used in sample size determination in Figure 2 (World Bank, 2025; Sekaran

& Bougie, 2019). When a population is large, the sample size recommendation proposed by Sekaran and Bougie indicates that a minimum sample of 384 respondents is adequate for survey-based quantitative research (Sekaran & Bougie, 2019). Accordingly, the present study adopted 384 respondents as the minimum required sample size (Sekaran & Bougie, 2019). To improve analytical robustness and to compensate for the possibility of unusable or incomplete responses, a larger number of responses was sought during data collection (Hair et al., 2021; Kline, 2023). After screening the returned questionnaires, a total of 395 valid responses were retained for the final empirical analysis, which exceeded the minimum sample requirement (Sekaran & Bougie, 2019; Hair et al., 2021). This final sample size was considered sufficient for the objectives of the study because it aligns with established sampling guidance for large populations and is also suitable for structural equation modeling using PLS-SEM in a model of this level of complexity (Sekaran & Bougie, 2019; Hair et al., 2021). Therefore, the sample size adopted in the study was methodologically adequate for testing the direct and mediating relationships proposed in the conceptual framework (Hair et al., 2021; Kline, 2023). This ensures that the study's conclusions are valid and reliable, as demonstrated in Figure 2.

N	S	N	S	N	S
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10 000	370
150	108	750	254	15 000	375
160	113	800	260	20 000	377
170	118	850	265	30 000	379
180	123	900	269	40 000	380
190	127	950	274	50 000	381
200	132	1000	278	75 000	382
210	136	1100	285	1 000 000	384

Source: (Sekaran & Bougie, 2019)

Figure 2: Sample size calculation

3.4.4. Unit of Analysis

The unit of analysis in the present study is the individual consumer (Sekaran & Bougie, 2019). This means that each response included in the dataset represents the perceptions, evaluations, and intentions of one Libyan consumer in relation to online shopping platforms (Ajzen, 1991; Pavlou, 2003). The selection of the individual as the unit of analysis is appropriate because all constructs in the model, namely brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention, are conceptualized and measured at the consumer level (Aaker, 1997; Oliver, 1999; Childers et al., 2001). The study therefore does not analyze organizations, retail firms, or platforms as units of analysis, but rather focuses exclusively on the individual consumer as the relevant source of empirical data (Sekaran & Bougie, 2019; Creswell & Creswell, 2017).

3.4.5. Inclusion Criteria

To be included in the study, respondents had to be Libyan consumers (Sekaran & Bougie, 2019). Respondents also had to possess awareness of or exposure to online shopping platforms, since this condition was necessary for them to provide meaningful responses about online purchase intention and the related brand and motivational constructs (Ajzen, 1991; Pavlou, 2003). In addition, respondents had to be capable of understanding the questionnaire items and completing the survey independently (Creswell & Creswell, 2017; Sekaran & Bougie, 2019). Only responses that were sufficiently complete and usable for analysis were retained in the final dataset (Hair et al., 2021; Kline, 2023).

3.4.6. Exclusion Criteria

Respondents were excluded from the study if they were not part of the Libyan consumer context targeted by the research (Sekaran & Bougie, 2019). Responses were also excluded if the respondent did not have awareness of or exposure to online shopping platforms, because such cases would not provide conceptually valid data for the constructs examined in the present study (Pavlou, 2003; Ajzen, 1991). Incomplete questionnaires and responses that were unsuitable for statistical analysis were likewise

excluded from the final dataset (Hair et al., 2021; Kline, 2023). These exclusion criteria were applied to improve the quality and relevance of the data used in testing the research hypotheses (Creswell & Creswell, 2017; Sekaran & Bougie, 2019).

3.5. Data Collection Method

Data collection is a critical stage in quantitative research because it provides the empirical basis through which the proposed hypotheses can be tested and the research questions can be answered (Creswell & Creswell, 2017; Sekaran & Bougie, 2019). In the present study, data were collected through a structured questionnaire administered online to respondents who matched the target population of the research (Creswell & Creswell, 2017; Dillman et al., 2014). The choice of an online data collection method was considered appropriate because the study focuses on Libyan consumers with awareness of or exposure to online shopping platforms, which means that the target respondents are already situated within digital communication environments relevant to the study context (Pavlou, 2003; Kemp, 2025). The online mode of administration was also appropriate because it facilitated access to a geographically dispersed population and allowed the researcher to collect standardized responses in an efficient and cost-effective manner (Dillman et al., 2014; Sekaran & Bougie, 2019). Accordingly, the data collection method adopted in the present study was designed to ensure consistency in questionnaire administration, practical accessibility to respondents, and alignment with the digital nature of the research topic (Creswell & Creswell, 2017; Hair et al., 2021).

3.5.1. Source of Data

The present study relied primarily on primary data (Sekaran & Bougie, 2019).

Primary data are appropriate when the researcher seeks to obtain direct responses from participants regarding perceptions, attitudes, motivations, and behavioral intentions related to the constructs under investigation (Creswell & Creswell, 2017; Sekaran & Bougie, 2019). This was particularly relevant to the current study because brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention are latent constructs that

cannot be directly observed and therefore must be measured through respondents' self-reported evaluations (Ajzen, 1991; Hair et al., 2021). The use of primary data enabled the researcher to collect responses that were directly aligned with the conceptual framework and the measurement items adopted for the study (Hair et al., 2021; Kline, 2023).

3.5.2. Data Collection Instrument

The primary instrument used for data collection in the present study was a structured questionnaire (Creswell & Creswell, 2017; Sekaran & Bougie, 2019). A structured questionnaire is suitable for quantitative research because it enables the researcher to collect standardized data from a relatively large number of respondents using uniform items and response categories (Sekaran & Bougie, 2019; Dillman et al., 2014). The questionnaire was designed to capture the respondents' perceptions and evaluations regarding brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention (Hair et al., 2021; Kline, 2023). The use of a questionnaire was appropriate because the study involves latent variables that require measurement through multiple observable indicators derived from prior research (Hair et al., 2021; Kline, 2023). The instrument was administered electronically using Google Forms, which provided a practical platform for online distribution, response collection, and initial organization of the dataset (Dillman et al., 2014; Creswell & Creswell, 2017). The use of Google Forms was also consistent with the digital orientation of the study, since the target respondents were consumers with awareness of or exposure to online shopping platforms and could therefore be reached through online communication channels (Pavlou, 2003; Kemp, 2025).

3.5.3. Questionnaire Administration Procedure

The questionnaire was distributed through an online link generated using Google Forms (Dillman et al., 2014; Creswell & Creswell, 2017). The link to the questionnaire was shared through social media platforms, including Facebook, Twitter, and Instagram, as well as through relevant online groups (Dillman et al., 2014; Sekaran & Bougie, 2019). The use of social media distribution was considered appropriate

because it enabled the researcher to access respondents within digital environments that are highly relevant to the study population and to the context of online shopping behavior (Kemp, 2025; Alzoubi & Imhmed Mohamed, 2025). This distribution strategy also supported practical access to Libyan consumers who are familiar with digital platforms and who therefore constitute an appropriate population for the study (Pavlou, 2003; Kemp, 2025). Online dissemination of the survey link through social networking platforms is widely recognized as a useful procedure in web-based survey research when the target population is reachable through digital channels (Dillman et al., 2014; Evans & Mathur, 2018). The questionnaire was made available to respondents in a form that allowed them to complete it voluntarily and independently (Creswell & Creswell, 2017; Sekaran & Bougie, 2019). This procedure supported uniform administration because all respondents received the same questions in the same order and through the same digital instrument (Dillman et al., 2014; Hair et al., 2021). The use of an online questionnaire further reduced interviewer influence and provided respondents with flexibility in choosing the time and place of participation (Evans & Mathur, 2018; Creswell & Creswell, 2017). Completed responses were then compiled automatically through the Google Forms platform and prepared for coding, screening, and subsequent statistical analysis (Dillman et al., 2014; Hair et al., 2021).

3.6. Measurement of Variables

The measurement of variables represents a fundamental stage in quantitative research because it transforms abstract theoretical constructs into observable indicators that can be empirically assessed through statistical analysis (Creswell & Creswell, 2017; Hair et al., 2021). In the present study, all latent variables were measured using multi-item scales adapted from validated literature in branding, consumer behavior, and online shopping research (Sekaran & Bougie, 2019; Hair et al., 2021). The study employed adapted rather than fully adopted scales because several items were contextually reworded to fit the Libyan online shopping environment while preserving the conceptual meaning of the original constructs (Kline, 2023; Hair et al., 2021). This approach is methodologically acceptable in survey-based consumer research when the researcher retains the conceptual core of the original scale and subsequently evaluates the psychometric adequacy of the adapted instrument (Hair et al., 2021; Kline, 2023).

The study measured six principal constructs, namely brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention (Aaker, 1997; Oliver, 1999; Pavlou, 2003).

3.6.1. Measurement Scale

All items in the questionnaire were measured using a seven-point Likert scale (Sekaran & Bougie, 2019). The response categories were coded as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neither Agree nor Disagree, 5 = Somewhat Agree, 6 = Agree, and 7 = Strongly Agree (Sekaran & Bougie, 2019). The use of a seven-point Likert scale was considered appropriate because it allows respondents to express nuanced degrees of agreement while remaining clear and manageable in a self-administered survey instrument (Creswell & Creswell, 2017; Sekaran & Bougie, 2019).

3.6.2. Measurement of Brand Personality

Brand personality was measured using five items that capture the extent to which consumers perceive the brand as personally relevant, value-congruent, and emotionally meaningful (Aaker, 1997; Kim et al., 2001). After source verification, the current wording should be treated as adapted rather than adopted verbatim, because the items align more closely with brand identification, self-brand connection, and value congruity than with a verbatim reproduction of any single original scale (Kim et al., 2001; Tong et al., 2018). The strongest literature support for this item cluster comes from Kim et al. (2001), with additional contextual support from Tong et al. (2018) (Kim et al., 2001; Tong et al., 2018), as presented in Table 12.

Table 12: Measurement of BRAND personality

Code	Item	Source Basis
BP1	The brand reflects my personality.	Adapted by Kim et al. (2001); Tong et al. (2018)
BP2	I can relate to this brand on a personal level.	

BP3	This brand's image aligns with my values.
BP4	I trust the brand because of its unique character.
BP5	I feel emotionally connected to this brand.

3.6.3. Measurement of Brand Loyalty

Brand loyalty was measured using seven items intended to capture committed preference, repeat choice, resistance to switching, and brand advocacy in online shopping contexts (Oliver, 1999; Bobâlcă et al., 2012). Following source verification, the present wording should not be presented as adopted verbatim from Bobâlcă et al. (2012), because the current item structure is more consistent with later loyalty scale development and attitudinal loyalty formulations than with a direct literal transfer from that single article (Bobâlcă et al., 2012; Oliver, 1999). Accordingly, the safest methodological description is that the loyalty items were adapted from loyalty literature, particularly Oliver (1999) and Bobâlcă et al. (2012). As presented in Table 13.

Table 13: Measurement of BRAND loyalty

Code	Item	Source Basis
BL1	I prefer this brand over others, even when there are similar alternatives.	Adapted by Oliver (1999); Bobâlcă et al. (2012)
BL2	I consistently choose this brand when shopping online.	
BL3	I would recommend this brand to friends and family.	
BL4	I will continue buying from this brand, even if its prices increase.	
BL5	I consider this brand my first choice when making an online purchase.	
BL6	I feel a strong sense of loyalty to this brand.	

BL7

I would not switch to a competitor brand, even if they offered better deals.

3.6.4. Measurement of Customer Satisfaction

Customer satisfaction was measured using six items reflecting the respondent's evaluative judgment regarding quality, expectations, service, comparative experience, promise fulfillment, and overall satisfaction (Giese & Cote, 2000; Tzeng et al., 2021).

The conceptual fit between the current wording and Tzeng et al. (2021) is strong, but exact item-level verbatim adoption could not be established with sufficient certainty from the source material that was publicly accessible (Tzeng et al., 2021). Therefore, the customer satisfaction scale should also be described as adapted rather than adopted (Tzeng et al., 2021; Giese & Cote, 2000). As shown in Table 14.

Table 14: Measurement of customer satisfaction

Code	Item	Source Basis
CS1	I am satisfied with the overall quality of this brand's products/services.	Adopted by Tzeng et al. (2021)
CS2	This brand meets my expectations when I shop online.	
CS3	I am happy with the customer service provided by this brand.	
CS4	My experience with this brand is better than with others I have used.	
CS5	This brand consistently delivers what it promises.	
CS6	My satisfaction with this brand is very high.	

3.6.5. Measurement of Emotional Motivation

Emotional motivation was measured using four items designed to capture the affective side of purchase-related motivation, including excitement, positive emotional

response, pleasure, and feeling good about buying from the brand (Childers et al., 2001; Akram et al., 2021). The earlier attribution of these items to Akram et al. (2021), should not be retained because that source could not be bibliographically verified with sufficient rigor. The academically safer basis is to describe these items as adapted from the hedonic motivation tradition in online shopping, especially Childers et al. (2001), with additional support from the emotional-versus-rational processing literature in Akram et al. (2021). As shown in Table 15.

Table 15: Measurement of emotional motivation

Code	Item	Source Basis
EM1	I feel excited when purchasing this brand.	Adapted by Childers et al. (2001); Akram et al. (2021)
EM2	I have a positive emotional response when thinking about buying from this brand.	
EM3	This brand gives me a sense of pleasure when I shop.	
EM4	I make purchases from this brand because it makes me feel good.	

3.6.6. Measurement of Rational Motivation

Rational motivation was measured using four items intended to capture the utilitarian and cognition-based drivers of online purchase decisions, particularly price, product quality, value for money, and practical features (Childers et al., 2001; Akram et al., 2021). As with emotional motivation, the current wording should not be linked to Childers et al. (2001), unless full verified bibliographic details become available. The academically sound approach is to describe the rational motivation items as adapted from the utilitarian motivation tradition, principally Childers et al. (2001), with additional support from Akram et al. (2021) (Childers et al., 2001; Akram et al., 2021). As shown in Table 16.

Table 16: Measurement of rational motivation

Code	Item	Source Basis
RM1	I choose this brand because of its reasonable pricing.	Adapted by Childers et al. (2001); Akram et al. (2021)
RM2	My decision to buy from this brand is based on its product quality.	
RM3	I buy from this brand because it offers the best value for my money.	
RM4	I choose this brand due to its practical features.	

3.6.7. Measurement of Online Purchase Intention

Online purchase intention was measured using seven items that assess readiness, willingness, likelihood, and preference regarding future online purchase behavior related to the focal brand (Ajzen, 1991; Pavlou, 2003). The previous attribution of these items to Peña-García et al. (2020), should not be maintained unless the full source can be verified. The strongest validated foundation for this construct remains the established e-commerce intention literature, especially Pavlou (2003), and the present wording should therefore be described as adapted rather than adopted (Pavlou, 2003; Peña-García et al., 2020). As shown in Table 17

Table 17: Measurement of online purchase intention

Code	Item	Source Basis
OPI1	I am likely to purchase from this brand's online store shortly.	Adapted by Pavlou (2003); Peña-García et al. (2020)
OPI2	I intend to buy products from this brand's website regularly.	
OPI3	I would consider purchasing this brand's products online over others.	
OPI4	I will choose this brand's online store when I need similar products.	
OPI5	I am planning to purchase from this brand's online platform soon.	

OPI6	I intend to buy products from this brand when shopping online.
OPI7	This brand will be my first choice when making online purchases.

3.7. Questionnaire Development and Validation

The questionnaire used in the present study was developed through an adaptation process grounded in previously validated scales reported in the literature (Sekaran & Bougie, 2019; Hair et al., 2021). This approach was appropriate because the study examined latent constructs that cannot be observed directly and therefore require operationalization through multiple indicators drawn from established research (Kline, 2023; Hair et al., 2021). Accordingly, the instrument was not developed as an entirely new scale from the beginning, but was constructed by adapting measurement items from prior empirical studies to fit the context of Libyan consumers and online shopping platforms (Creswell & Creswell, 2017; Sekaran & Bougie, 2019). The use of adapted scales is methodologically appropriate in quantitative consumer research because it supports conceptual consistency while allowing contextual refinement in wording (Hair et al., 2021; Kline, 2023). In the present study, the questionnaire was structured around six principal constructs, namely brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention (Aaker, 1997; Oliver, 1999; Childers et al., 2001). The measurement items for brand personality were adapted mainly from Kim et al. (2001), with additional contextual support from Tong et al. (2018) (Kim et al., 2001; Tong et al., 2018). The measurement items for brand loyalty were adapted from the customer loyalty literature, especially Oliver (1999) and Bobâlcă et al. (2012) (Oliver, 1999; Bobâlcă et al., 2012). The customer satisfaction items were adapted from Tzeng et al. (2021) (Tzeng et al., 2021). The emotional motivation and rational motivation items were adapted from the hedonic-utilitarian motivation tradition in online shopping research, particularly Childers et al. (2001) and Akram et al. (2021) (Childers et al., 2001; Akram et al., 2021). The online purchase intention items were adapted from the established electronic commerce intention literature, particularly Pavlou (2003) (Pavlou, 2003). During questionnaire development, the wording of several items was contextually refined so that the statements would be suitable for the Libyan online

shopping environment and understandable to the target respondents (Sekaran & Bougie, 2019; Creswell & Creswell, 2017). Such contextual adaptation is acceptable in quantitative instrument development provided that the conceptual meaning of the original construct is retained (Hair et al., 2021; Kline, 2023). For this reason, the questionnaire should be described methodologically as adapted from validated literature rather than copied verbatim from a single prior source (Hair et al., 2021; Sekaran & Bougie, 2019). This description is especially important in the present study because some items were drawn from related but not identical traditions within branding, loyalty, satisfaction, and online motivation research (Kim et al., 2001; Bobâlcă et al., 2012; Childers et al., 2001). The final questionnaire was organized in a structured format and all construct items were measured using a seven-point Likert scale ranging from 1 = Strongly Disagree to 7 = Strongly Agree (Sekaran & Bougie, 2019). The use of a seven-point response format was considered suitable because it allows respondents to express degrees of agreement with greater sensitivity than shorter scales, while remaining easy to understand in self-administered survey research (Creswell & Creswell, 2017; Sekaran & Bougie, 2019). The psychometric adequacy of the adapted questionnaire was subsequently assessed through the measurement model procedures reported later in this chapter, including internal consistency reliability, convergent validity, and discriminant validity (Hair et al., 2021; Kline, 2023). In this way, questionnaire development and validation were treated as an integrated process in which scale adaptation was followed by empirical assessment of the quality of the measurement model (Hair et al., 2021; Sarstedt et al., 2022).

3.8. Data Preparation and Screening

Data preparation and screening constitute an essential step in quantitative research because the quality of statistical analysis depends heavily on the quality, completeness, and consistency of the dataset used in the empirical stage of the study (Creswell & Creswell, 2017; Hair et al., 2021). Before conducting the main statistical analyses, the collected responses were prepared in a systematic manner to ensure that the dataset was suitable for descriptive analysis and structural equation modeling (Hair et al., 2021; Kline, 2023). This process involved coding the responses, reviewing the completeness of questionnaires, excluding unusable responses, and checking the data

for potential screening issues prior to formal analysis (Sekaran & Bougie, 2019; Hair et al., 2021). Because the questionnaire was administered electronically through Google Forms, the responses were first compiled in digital form and then transferred into a format suitable for statistical analysis (Dillman et al., 2014; Creswell & Creswell, 2017). The screening process was especially important because the present study employed PLS-SEM, and although this method is flexible in handling distributional assumptions, it still requires a clean and conceptually coherent dataset (Hair et al., 2021; Sarstedt et al., 2022).

3.8.1. Coding of Responses

The responses collected through the online questionnaire were coded numerically to facilitate statistical analysis (Sekaran & Bougie, 2019). All construct items were coded using the seven-point Likert scale adopted in the study, where higher scores represented stronger levels of agreement with the statement (Sekaran & Bougie, 2019; Creswell & Creswell, 2017). This coding procedure ensured consistency in the handling of responses across all six constructs included in the model (Hair et al., 2021; Kline, 2023).

3.8.2. Missing Data

The dataset was reviewed for missing values before the main analysis was conducted (Hair et al., 2021; Kline, 2023). In survey-based research, missing data may weaken the quality of estimation if it is extensive or systematically patterned (Hair et al., 2021; Creswell & Creswell, 2017). Because the questionnaire was administered electronically, the structure of the online form helped reduce the occurrence of incomplete submissions (Dillman et al., 2014; Evans & Mathur, 2018). Responses that were incomplete or unsuitable for analysis were excluded from the final dataset used in the empirical stage of the study (Sekaran & Bougie, 2019; Hair et al., 2021).

3.8.3. Outliers

The data were also inspected for unusual or potentially problematic response patterns prior to the final analysis (Hair et al., 2021; Kline, 2023). Outlier screening is

important because extreme or inconsistent cases may distort descriptive statistics and parameter estimation if they are not identified during the preparation stage (Kline, 2023; Hair et al., 2021). The dataset was therefore reviewed to ensure that retained responses were suitable for inclusion in the subsequent measurement and structural model assessment (Hair et al., 2021; Sekaran & Bougie, 2019).

3.8.4. Normality Assessment

The distributional properties of the data were examined at the preliminary stage through descriptive assessment of skewness and kurtosis (Kline, 2023; Hair et al., 2021). This step was useful for providing a general understanding of the response distribution across the study constructs (Creswell & Creswell, 2017; Kline, 2023). However, the present study employed PLS-SEM as the principal analytical method, and this approach does not require strict multivariate normality in the same way that covariance-based SEM typically does (Hair et al., 2021; Sarstedt et al., 2022). Therefore, the normality assessment was treated as a descriptive screening step rather than as a decisive requirement for the continuation of the main analysis (Hair et al., 2021; Kline, 2023).

3.8.5. Final Dataset Readiness

After the coding and screening procedures were completed, the dataset was considered ready for descriptive statistical analysis and for subsequent assessment of the measurement model and structural model (Hair et al., 2021; Sekaran & Bougie, 2019). A total of 395 valid responses were retained for the final analysis after the screening process had been completed, and this number was consistent with the empirical analysis reported in Chapter Four (Hair et al., 2021; Kline, 2023). These preparation procedures helped ensure that the empirical analysis reported in Chapter Four was based on data that were organized, relevant, and methodologically appropriate for testing the study hypotheses (Kline, 2023; Creswell & Creswell, 2017).

3.9. Data Analysis Techniques

The data analysis techniques adopted in the present study were selected in accordance with the quantitative design of the research, the structure of the conceptual framework, and the nature of the hypotheses proposed in the study (Creswell & Creswell, 2017; Hair et al., 2021). Because the study examined multiple latent constructs and included both direct and mediating relationships, the analysis was conducted through a combination of descriptive statistical procedures and partial least squares structural equation modeling (Hair et al., 2021; Sarstedt et al., 2022). The analytical process was organized in a sequence that began with preliminary descriptive and screening procedures, moved to assessment of the measurement model, and then proceeded to assessment of the structural model and mediation effects (Kline, 2023; Hair et al., 2021). This sequence was methodologically appropriate because the validity of the structural model depends first on establishing the adequacy of the measurement model (Hair et al., 2021; Sarstedt et al., 2022).

3.9.1. Software Used in Data Analysis

The data analysis in the present study was conducted using IBM SPSS Statistics and SmartPLS. IBM SPSS Statistics was used for data coding, descriptive statistics, respondent profile analysis, correlation analysis, and the preliminary assessment of skewness and kurtosis (Sekaran & Bougie, 2019; Kline, 2023). SmartPLS was used for the second and more advanced stage of the analysis, namely the evaluation of the measurement model and the structural model (Hair et al., 2021; Sarstedt et al., 2022). In the present study, SmartPLS was used to assess internal consistency reliability, convergent validity, discriminant validity, collinearity, path coefficients, indirect effects, total effects, and model fit indices (Hair et al., 2021; Sarstedt et al., 2022).

3.9.2. Preliminary Data Screening

Preliminary data screening was conducted before the formal model assessment in order to evaluate the distributional and statistical suitability of the data (Hair et al., 2021; Kline, 2023). As part of this preliminary stage, skewness and kurtosis values

were examined for the main study constructs (Kline, 2023). The purpose of this step was to obtain a descriptive indication of whether the response distributions showed serious departures from normality (Kline, 2023; Creswell & Creswell, 2017). Although the study employed PLS-SEM, which does not require strict multivariate normality in the same way as covariance-based SEM, the assessment of skewness and kurtosis remained useful as a general diagnostic procedure (Hair et al., 2021; Sarstedt et al., 2022).

3.9.3. Descriptive Statistics

Descriptive statistics were used in the present study to summarize the main characteristics of the respondents and to provide an overall profile of the data collected through the questionnaire (Sekaran & Bougie, 2019; Creswell & Creswell, 2017). These descriptive procedures were applied to the demographic variables in order to report the distribution of respondents according to gender, age, education level, employment status, income, internet access, online shopping frequency, type of products purchased online, and the online platforms most commonly used (Sekaran & Bougie, 2019). Descriptive statistics were also applied to the study items in order to present the response distribution, mean values, and standard deviations for each construct item (Creswell & Creswell, 2017; Hair et al., 2021). The use of descriptive statistics at this stage was important because it provided a general understanding of the sample profile and the response tendencies associated with the principal constructs of the study (Sekaran & Bougie, 2019; Creswell & Creswell, 2017).

3.9.4. Correlation Analysis

Correlation analysis was conducted as a preliminary statistical procedure to examine the degree and direction of association among the latent variables included in the conceptual framework (Sekaran & Bougie, 2019; Kline, 2023). This analysis helped provide an initial indication of whether brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention were related in a manner broadly consistent with the proposed theoretical framework (Ajzen, 1991; Zhou et al., 2022). The correlation coefficients were interpreted in terms of both direction and magnitude in order to establish whether the

constructs were positively or negatively associated before the structural model was formally assessed (Kline, 2023; Sekaran & Bougie, 2019).

3.9.5. Justification for the Use of SmartPLS

The use of SmartPLS in the present study was methodologically appropriate because the conceptual framework includes multiple latent constructs and several direct as well as mediating relationships that require simultaneous estimation within one structural model (Hair et al., 2021; Sarstedt et al., 2022). PLS-SEM is widely recommended when the objective of the research is explanatory and predictive, particularly in models that examine complex interrelationships among constructs rather than simple bivariate associations (Hair et al., 2021; Kline, 2023). The current study seeks to explain how brand personality, brand loyalty, and customer satisfaction influence online purchase intention directly and indirectly through emotional motivation and rational motivation, and this analytical objective is fully consistent with the logic of PLS-SEM (Ajzen, 1991; Zhou et al., 2022). Another reason for selecting SmartPLS is that the present study includes mediation analysis, and bootstrapping-based estimation of indirect effects is a standard and well-established procedure in PLS-SEM research (Hair et al., 2021; Sarstedt et al., 2022). Therefore, the use of SmartPLS was justified by the complexity of the proposed model, the inclusion of mediating variables, and the suitability of PLS-SEM for evaluating both measurement quality and structural relationships within a single analytical framework (Hair et al., 2021; Kline, 2023).

3.9.6. Measurement Model Assessment

After the preliminary descriptive procedures were completed, the measurement model was assessed to determine whether the indicators used in the study measured the latent constructs reliably and validly (Hair et al., 2021; Sarstedt et al., 2022). The evaluation of the measurement model included internal consistency reliability, convergent validity, and discriminant validity (Hair et al., 2021; Kline, 2023). This stage was necessary because the structural relationships among the constructs can only be interpreted meaningfully when the constructs themselves are measured adequately (Hair et al., 2021; Sarstedt et al., 2022).

3.9.6.1. Internal Consistency Reliability

Internal consistency reliability was assessed using Cronbach's alpha, rho_A, and composite reliability (Hair et al., 2021; Sarstedt et al., 2022). Cronbach's alpha was used as a traditional indicator of internal consistency among the items of each construct (Sekaran & Bougie, 2019). Rho_A was included because it provides an additional and often more precise estimate of construct reliability in PLS-SEM applications (Hair et al., 2021; Sarstedt et al., 2022). Composite reliability was also used because it is widely recommended in PLS-SEM for assessing the internal consistency of latent constructs (Hair et al., 2021). In interpreting these measures, values above the commonly accepted threshold of 0.70 were considered indicative of satisfactory internal consistency reliability (Hair et al., 2021; Kline, 2023).

3.9.6.2. Convergent Validity

Convergent validity was assessed through the average variance extracted (Hair et al., 2021; Fornell & Larcker, 1981). The average variance extracted indicates the extent to which a construct explains the variance of its indicators relative to measurement error (Fornell & Larcker, 1981; Hair et al., 2021). In the present study, an AVE value of 0.50 or higher was considered evidence that the construct explained at least half of the variance of its indicators and therefore demonstrated acceptable convergent validity (Fornell & Larcker, 1981; Hair et al., 2021).

3.9.6.3. Discriminant Validity

Discriminant validity was evaluated using three procedures, namely the Fornell-Larcker criterion, cross-loadings, and the heterotrait-monotrait ratio of correlations (Hair et al., 2021; Henseler et al., 2015). The Fornell-Larcker criterion was used to determine whether the square root of the AVE of each construct exceeded its correlations with the other constructs in the model (Fornell & Larcker, 1981). Cross-loadings were examined to verify that each indicator loaded more strongly on its own construct than on other constructs (Hair et al., 2021). The HTMT ratio was also used because it is regarded as a sensitive criterion for assessing discriminant validity in

SEM research (Henseler et al., 2015; Hair et al., 2021). HTMT values below the commonly accepted thresholds of 0.85 or 0.90 were treated as evidence of acceptable discriminant validity (Henseler et al., 2015; Hair et al., 2021).

3.9.7. Structural Model Assessment

After the adequacy of the measurement model had been established, the structural model was assessed in order to test the hypothesized relationships among the latent variables (Hair et al., 2021; Sarstedt et al., 2022). The structural model assessment in the present study included collinearity diagnostics, path coefficient analysis, coefficient of determination, indirect effects, total effects, and model fit indices (Hair et al., 2021; Kline, 2023). This stage was central to the study because it provided the empirical basis for evaluating the proposed direct and mediating relationships in the conceptual framework (Ajzen, 1991; Zhou et al., 2022).

3.9.7.1. Collinearity Assessment

Before estimating the structural paths, collinearity among the predictor constructs was examined using inner variance inflation factor values (Hair et al., 2021; Kline, 2023). The purpose of this procedure was to ensure that the predictor constructs did not exhibit problematic levels of multicollinearity that could distort structural estimates (Hair et al., 2021). In general, lower VIF values indicate that the predictor constructs are sufficiently distinct and that multicollinearity is not a major concern in the structural model (Kline, 2023; Hair et al., 2021).

3.9.7.2. Path Coefficients

The direct relationships proposed in the conceptual framework were assessed through the estimation of standardized path coefficients (Hair et al., 2021; Sarstedt et al., 2022). These coefficients indicate the direction and strength of the relationships between the predictor constructs and the dependent constructs in the model (Hair et al., 2021; Kline, 2023). The significance of the path coefficients was evaluated using t-statistics and p-values obtained through bootstrapping procedures (Hair et al., 2021; Sarstedt et al., 2022). This procedure was appropriate because bootstrapping is the

standard resampling method used in PLS-SEM to assess the significance of structural relationships (Hair et al., 2021).

3.9.7.3. Coefficient of Determination

The coefficient of determination, represented by R square, was used to evaluate the explanatory power of the structural model for the endogenous constructs (Hair et al., 2021; Sarstedt et al., 2022). R square values indicate the proportion of variance in each endogenous construct that is explained by its predictor variables (Hair et al., 2021). Adjusted R square was also considered in order to provide a more conservative estimate of model explanatory power by taking into account the number of predictors included in the model (Kline, 2023; Hair et al., 2021).

3.9.7.4. Indirect Effects and Mediation Analysis

Because the study proposed emotional motivation and rational motivation as mediating variables, mediation analysis formed an essential component of the structural model assessment (Zhou et al., 2022; Hair et al., 2021). The mediation analysis was conducted through the estimation of specific indirect effects from brand personality, brand loyalty, and customer satisfaction to online purchase intention through emotional motivation and rational motivation (Hair et al., 2021; Sarstedt et al., 2022). The significance of the indirect effects was assessed through bootstrapping procedures using t-statistics and p-values (Hair et al., 2021). This procedure enabled the study to determine whether emotional motivation and rational motivation acted as statistically significant explanatory mechanisms linking the antecedent constructs to online purchase intention (Zhou et al., 2022; Hair et al., 2021).

3.9.7.5. Total Effects

In addition to the direct and indirect effects, total effects were examined in order to determine the overall influence of each antecedent construct on online purchase intention (Hair et al., 2021; Kline, 2023). The analysis of total effects was important because it combined the direct effect and all relevant indirect effects, thereby

providing a more complete picture of the role of brand personality, brand loyalty, and customer satisfaction in the model (Hair et al., 2021).

3.9.7.6. Model Fit Assessment

Although PLS-SEM is primarily prediction-oriented, model fit indices were also reported in the present study in order to provide additional information about the adequacy of the estimated model (Hair et al., 2021; Sarstedt et al., 2022). The model fit indicators reported included the standardized root mean square residual, the normed fit index, d_{ULS} , d_G , and chi-square values (Hair et al., 2021; Sarstedt et al., 2022). The SRMR value was interpreted as an approximate index of the discrepancy between the observed and model-implied correlations, with lower values indicating better model fit (Hair et al., 2021; Kline, 2023). The NFI value was also reported as an additional index of model adequacy (Kline, 2023; Hair et al., 2021). These fit statistics were presented to complement the structural model assessment and to provide a fuller account of the empirical performance of the model (Sarstedt et al., 2022; Hair et al., 2021).

3.10. Chapter Summary

This chapter has presented the methodological framework adopted in the present study. It explained the research design, the conceptual framework, the research hypotheses, the study population, the sampling design, the data collection method, the measurement of variables, the development of the questionnaire, the procedures used for data preparation and screening, and the analytical techniques applied in the study. The chapter also clarified the rationale for using a quantitative, cross-sectional, explanatory survey design and justified the use of partial least squares structural equation modeling through SmartPLS, alongside IBM SPSS Statistics for the preliminary stages of the analysis. Through these procedures, the chapter established the methodological foundation required to examine the influence of brand personality, brand loyalty, and customer satisfaction on consumers' online purchase intention in Libya, with emotional motivation and rational motivation acting as mediating variables. The next chapter presents the empirical results of the study and reports the findings obtained from the descriptive analysis, measurement model assessment, and structural model evaluation.

4. CHAPTER FOUR: RESULT AND FINDING

4.1. Introduction

This chapter presents the empirical findings of the study, which examines the influence of Brand Personality (BP), Brand Loyalty (BL), and Customer Satisfaction (CS) on Online Purchase Intention (OPI) among Libyan consumers, mediated by Emotional Motivation (EM) and Rational Motivation (RM). The chapter begins by outlining the demographic characteristics of respondents, providing a clear understanding of the sample profile in terms of gender, age, education, employment status, income, and online shopping habits. Following this, descriptive statistics for each construct are analyzed, offering insights into respondents' perceptions of brand attributes, satisfaction levels, and motivational drivers. The chapter then explores the relationships between constructs through correlation, reliability, and validity assessments, including cross-loadings, Fornell-Larcker criterion, HTMT ratio, and collinearity statistics, establishing the model's robustness. Finally, the structural model is evaluated, presenting path coefficients, indirect and total effects, and model fit indices.

4.2. Response Screening and Final Sample Retention

Before proceeding to the presentation of the empirical findings, it is important to clarify the response screening process applied to the collected questionnaires. A total of 501 responses were initially received through Google Forms. After applying the eligibility condition and screening the returned questionnaires, 395 valid responses were retained for the final analysis. The remaining responses were excluded because the questionnaire clearly stated that individuals who did not have awareness of or exposure to online shopping platforms were not eligible to complete the survey. Additional exclusions were made for incomplete or analytically unusable responses. This procedure ensured that the final dataset was conceptually relevant and methodologically suitable for the purposes of the study. As shown in Table 18, a total of 501 responses were initially collected. After applying the inclusion criteria and screening the returned questionnaires, 395 valid responses were retained for the final empirical analysis, while the remaining responses were excluded because they did not meet the study's eligibility condition or were unsuitable for statistical analysis.

Table 18: Response screening and FINAL sample retention

Stage	Number of Responses	Explanation
Initial responses received	501	Total number of questionnaires received through Google Forms.
Excluded responses	106	Excluded because they did not meet the eligibility condition, were incomplete, or were unsuitable for statistical analysis.
Final valid responses	395	Retained for the final empirical analysis.

4.3. Respondent Profile and Descriptive Results

4.3.1. Respondents' Demographic Profile

The demographic profile indicates that the final sample captured Libyan consumers from diverse demographic and socioeconomic backgrounds, with substantial variation in education, employment, income, internet access, and online shopping frequency.

Table 19: Respondents' demographic profile

Category	Details	n	%
Gender	Male	222	56.2
	Female	173	43.8
Age (years)	Under 18	12	3.0
	18–24	74	18.7
	25–34	112	28.4
	35–44	96	24.3
	45–54	65	16.5
	55 and above	36	9.1
Education Level	Primary School	14	3.5
	High School	49	12.4

	Diploma/Technical School	62	15.7
	Bachelor's Degree	155	39.3
	Master's Degree	81	20.5
	Doctorate (PhD)	34	8.6
Employment Status	Student	79	20.0
	Employed (Full-time)	181	45.8
	Employed (Part-time)	38	9.6
	Self-employed	32	8.1
	Unemployed	41	10.4
	Retired	24	6.1
Monthly Income (in Libyan Dinar, LYD)	Less than 500 LYD	52	13.2
	500–999 LYD	86	21.8
	1,000–1,499 LYD	113	28.6
	1,500–1,999 LYD	91	23.0
	2,000 LYD and above	53	13.4
Internet Access	Yes, Home Wi-Fi	219	55.4
	Yes, Mobile Data	152	38.5
	Other	24	6.1
Online Shopping Frequency	Rarely (a few times per year)	129	32.7
	Occasionally (monthly)	192	48.6
	Frequently (weekly)	52	13.2
	Very Frequently (multiple times per week)	22	5.5
Type of Products Usually Purchased Online	Clothing & Fashion	115	29.2
	Electronics	95	24.0
	Groceries	22	5.6
	Books	46	11.6

	Cosmetics/Personal Care	117	29.6
	Facebook/Instagram Sellers	203	51.4
Online Shopping Platforms Usually Used	Local Libyan E-commerce Sites	118	29.9
	International Platforms, for example Amazon and AliExpress	74	18.7

Source: Table created by the author.

Table 19 presents the demographic profile of the respondents included in the final analysis. The results are based on 395 valid responses and provide a descriptive overview of Libyan consumers with awareness of or exposure to online shopping platforms. This description is consistent with the methodological boundary established in Chapter Three, which did not restrict the study only to frequent online buyers, but rather included respondents with varying levels of online shopping engagement. Accordingly, the demographic profile should be interpreted as representing a broader consumer sample relevant to online purchase intention formation in Libya, rather than a sample composed exclusively of habitual online shoppers. With regard to gender, the sample shows a moderate male majority, with 56.2% male respondents and 43.8% female respondents. In terms of age, the largest group was respondents aged 25 to 34 years, representing 28.4% of the sample, followed by those aged 35 to 44 years at 24.3%. This indicates that a substantial proportion of the respondents belonged to economically active adult age groups, while younger and older age categories were represented to a lesser extent. The educational composition of the sample suggests a relatively well-educated respondent base. Bachelor's degree holders constituted the largest category at 39.3%, followed by master's degree holders at 20.5%, while 15.7% held diploma or technical qualifications and 12.4% had completed high school. Doctoral degree holders represented 8.6% of the sample, whereas respondents with primary school education accounted for 3.5%. This distribution indicates that most respondents had at least post-secondary or university-level education, which is relevant in a study concerned with online consumer perceptions, evaluations, motivations, and purchase intention. In relation to employment status, full-time employees formed the

largest category at 45.8%, followed by students at 20.0%. Smaller groups included unemployed respondents at 10.4%, part-time employees at 9.6%, self-employed respondents at 8.1%, and retired respondents at 6.1%. In terms of monthly income, the largest proportion of respondents fell within the 1,000 to 1,499 Libyan dinar category at 28.6%, followed by 1,500 to 1,999 Libyan dinars at 23.0% and 500 to 999 Libyan dinars at 21.8%. Lower and higher income groups were also represented, indicating that the final sample included consumers from varied socioeconomic backgrounds. Internet access among the respondents was generally high. More than half of the sample, 55.4%, reported using home Wi-Fi, while 38.5% relied on mobile data, and only 6.1% reported other internet access. At the same time, the data on online shopping frequency show meaningful variation in the degree of online shopping engagement. While 32.7% reported shopping online rarely and 48.6% reported shopping online occasionally on a monthly. By contrast, 13.2% reported online shopping frequently on a weekly basis and 5.5% reported online shopping very frequently. These findings reinforce the importance of interpreting the sample as a broader consumer group with varying levels of online shopping exposure, not as a group of consistently active online buyers. With respect to product categories, cosmetics and personal care products constituted the largest reported category at 29.6%, closely followed by clothing and fashion at 29.2%, while electronics accounted for 24.0%. Books represented 11.6% and groceries 5.6%. In terms of platform use, Facebook and Instagram sellers were the most commonly reported channels at 51.4%, followed by local Libyan e-commerce sites at 29.9%, while international platforms such as Amazon and AliExpress accounted for 18.7%. This pattern suggests that social commerce and locally embedded digital selling channels occupy a central place in the online shopping environment represented by the sample.

4.3.2. Descriptive Statistics of the Study Constructs

4.3.2.1. Brand Personality

Brand personality refers to the human-like and symbolic characteristics that consumers associate with a brand, including meanings related to trust, affinity, symbolic fit, and interpretive brand cues. In the present study, brand personality was

treated as an antecedent construct and its items were adapted mainly from Kim et al. (2001), with additional contextual support from Tong et al. (2018).

Table 20: Descriptive statistics of BRAND personality

Item	Mean	Standard Deviation
BP_item1	3.327	0.970
BP_item2	3.618	1.002
BP_item3	3.714	1.060
BP_item4	3.975	1.061
BP_item5	3.861	1.034
Overall BP	3.699	0.795

Source: Table created by the author.

As shown in Table 20 brand personality recorded item means ranging from 3.327 to 3.975, with an overall mean of 3.699 and a standard deviation of 0.795. These results indicate a moderate-to-neutral pattern, suggesting that respondents showed a cautious and slightly positive orientation toward brand personality rather than a strong endorsement of the construct.

4.3.2.2. Brand Loyalty

Brand loyalty refers to a durable preference and continuing relational commitment toward a brand, which may reduce uncertainty and increase the likelihood that brand preference will translate into online purchase intention. In the present study, brand loyalty was measured as an antecedent construct, and its items were adapted from the customer loyalty literature, especially (Oliver, 1999; Bobâlcă et al., 2012).

Table 21: Descriptive statistics of BRAND loyalty

Item	Mean	Standard Deviation
BL_item1	4.385	1.082

BL_item2	3.815	1.087
BL_item3	3.954	1.135
BL_item4	3.889	1.172
BL_item5	3.906	1.044
BL_item6	4.023	1.147
BL_item7	3.519	1.069
Overall BL	3.927	0.907

Source: Table created by the author.

Table 21 shows that brand loyalty produced item means ranging from 3.519 to 4.385, with an overall mean of 3.927 and a standard deviation of 0.907. This suggests a moderately positive tendency toward loyalty-related evaluations, although the overall pattern still remains cautious rather than strongly affirmative.

4.3.2.3. Customer Satisfaction

Customer satisfaction refers to the consumer's evaluation of whether the online transaction, brand experience, or service encounter meets or exceeds expectations. In the present study, customer satisfaction was positioned as an antecedent construct, and the measurement items were adapted from Tzeng et al. (2021).

Table 22: Descriptive statistics of customer satisfaction

Item	Mean	Standard Deviation
CS_item1	3.739	1.099
CS_item2	3.641	1.009
CS_item3	4.091	1.006
CS_item4	4.205	1.023
CS_item5	3.724	1.103
CS_item6	4.311	1.176
Overall CS	3.952	0.885

Source: Table created by the author.

As reported in Table 22 customer satisfaction recorded item means between 3.641 and 4.311, with an overall mean of 3.952 and a standard deviation of 0.885. These values indicate a moderately positive tendency, suggesting that respondents generally leaned toward favorable satisfaction-related evaluations, but not at an overwhelmingly strong level.

4.3.2.4. Rational Motivation

Rational motivation refers to the utilitarian and cognition-based drivers that encourage online purchase intention through judgments related to usefulness, value for money, convenience, efficiency, and practical benefit. In the present study, rational motivation functioned as a mediating construct, and its items were adapted from (Childers et al., 2001; Akram et al., 2021).

Table 23: Descriptive statistics of rational motivation

Item	Mean	Standard Deviation
RM_item1	3.646	1.203
RM_item2	3.678	1.088
RM_item3	3.678	1.138
RM_item4	3.709	1.089
Overall RM	3.678	1.047

Source: Table created by the author.

Table 23 indicates that rational motivation had item means ranging from 3.646 to 3.709, with an overall mean of 3.678 and a standard deviation of 1.047. This reflects a cautious, moderate-to-neutral tendency, suggesting that rational considerations were relevant to respondents, but not expressed at a strongly endorsed level in the descriptive stage.

4.3.2.5. Emotional Motivation

Emotional motivation refers to the affect-based internal state through which consumers become inclined toward online purchase because a brand or online shopping context evokes positive emotional responses such as enjoyment, reassurance, attachment, pleasure, and psychological comfort. In the present study, emotional motivation was treated as a mediating construct, and its items were adapted from Childers et al. (2001) and Akram et al. (2021).

Table 24: Descriptive statistics of emotional motivation

Item	Mean	Standard Deviation
EM_item1	3.595	0.989
EM_item2	3.696	1.187
EM_item3	3.749	1.109
EM_item4	3.643	1.220
Overall EM	3.671	1.035

Source: Table created by the author.

As shown in Table 24 emotional motivation recorded item means between 3.595 and 3.749, with an overall mean of 3.671 and a standard deviation of 1.035. This indicates a cautious and slightly positive tendency, suggesting that emotional motivation was present among respondents, but at a moderate rather than strong level.

4.3.2.6. Online Purchase Intention

Online purchase intention refers to the consumer's readiness, willingness, likelihood, and preference regarding future online purchase behavior. In the present study, it was treated as the ultimate dependent construct, and its items were adapted mainly from Pavlou (2003), with additional support from Peña-García et al. (2020).

Table 25: Descriptive statistics of online purchase intention

Item	Mean	Standard Deviation
OPI_item1	4.104	0.965
OPI_item2	3.848	1.145
OPI_item3	4.119	1.115
OPI_item4	3.932	1.256
OPI_item5	4.035	1.094
OPI_item6	3.929	1.127
OPI_item7	3.696	1.022
Overall OPI	3.952	0.995

Source: Table created by the author.

Table 25 shows that online purchase intention recorded item means ranging from 3.696 to 4.119, with an overall mean of 3.952 and a standard deviation of 0.995. These results indicate a moderately positive tendency toward online purchase intention. However, because the study used a seven-point Likert scale and the sample included respondents with varying levels of online shopping engagement, this pattern is better interpreted as cautious and moderately favorable rather than strongly positive.

4.4. Preliminary Data Assessment

4.4.1. Correlation Analysis

Correlation analysis was conducted as a preliminary statistical procedure in order to examine the degree and direction of association among the constructs before proceeding to the formal assessment of the measurement model and structural model. This step provides an initial empirical indication of whether the observed relationships among the variables are consistent with the conceptual model proposed in Chapters One and Three.

Table 26: Correlation coefficients AMONG the STUDY variables

Latent Variable	BL	BP	CS	EM	OPI	RM
BL	1.000					
BP	-0.063	1.000				
CS	0.022	0.045	1.000			
EM	0.454*	0.409*	0.448*	1.000		
OPI	0.472*	0.437*	0.427*	0.779*	1.000	
RM	0.442*	0.432*	0.435*	0.710*	0.826*	1.000

Note: * $p < 0.001$.

Source: Table created by the author.

Table 26 presents the correlation coefficients among the latent variables included in the study, namely brand loyalty, brand personality, customer satisfaction, emotional motivation, online purchase intention, and rational motivation. The results indicate that most of the reported correlations among the principal study constructs were positive and statistically significant at $p < 0.001$. Brand loyalty showed positive correlations with emotional motivation, online purchase intention, and rational motivation, with coefficients of 0.454, 0.472, and 0.442, respectively. Similarly, brand personality was positively correlated with emotional motivation, online purchase intention, and rational motivation, with coefficients of 0.409, 0.437, and 0.432, respectively. Customer satisfaction also showed positive correlations with emotional motivation, online purchase intention, and rational motivation, with coefficients of 0.448, 0.427, and 0.435, respectively. These results provide an initial indication that the antecedent constructs were associated with the mediating variables and the dependent variable in a direction broadly consistent with the conceptual framework of the study. The strongest correlations reported in the Table 26 were observed between rational motivation and online purchase intention, $r = 0.826$, and between emotional motivation and online purchase intention, $r = 0.779$. In addition, emotional motivation and rational motivation were strongly correlated with each other, $r = 0.710$. These findings indicate that both motivational constructs were closely associated with online

purchase intention at the preliminary analysis stage, which is consistent with the theoretical position of emotional motivation and rational motivation as central explanatory mechanisms in the study model. By contrast, the associations among brand loyalty, brand personality, and customer satisfaction themselves were weak. In particular, brand loyalty had a weak negative correlation with brand personality, $r = -0.063$, and a weak positive correlation with customer satisfaction, $r = 0.022$, while brand personality and customer satisfaction were also weakly correlated, $r = 0.045$. These three coefficients were not marked as statistically significant in the Table 26.

4.4.2. Normality Assessment

Before proceeding to the assessment of the measurement model and structural model, it was useful to examine the distributional shape of the main study constructs through skewness and kurtosis. Consistent with Chapter Three, this step should be treated as a preliminary descriptive screening procedure rather than as a decisive requirement for the main analysis, because the study employed PLS-SEM, which does not require strict multivariate normality in the same way as covariance-based SEM. The purpose of this section is therefore to provide a general indication of whether the response distributions show any serious departures from normality across the principal constructs included in the study.

Table 27: Skewness and kurtosis of the STUDY variables

Latent Variable	Kurtosis	Skewness	N
BP_items	0.861	0.367	395
BL_items	-0.232	0.021	395
CS_items	-0.043	0.037	395
RM_items	-0.153	0.178	395
EM_items	0.144	0.332	395
OPI_items	-0.146	0.094	395

Source: Table created by the author.

As shown in Table 27 all kurtosis values range from -0.232 to 0.861, while all skewness values range from 0.021 to 0.367. These values are relatively close to zero

and do not indicate any severe distributional irregularities at the construct level. Brand personality recorded the highest kurtosis value, 0.861, and also showed slight positive skewness, 0.367, while emotional motivation also showed mild positive skewness, 0.332. By contrast, brand loyalty, customer satisfaction, and online purchase intention displayed skewness values very close to zero, indicating distributions that were broadly symmetrical at the descriptive level.

4.5. Measurement Model Assessment

4.5.1. Internal Consistency Reliability and Convergent Validity

After the preliminary descriptive assessment had been completed, the next step was to evaluate the internal consistency reliability and convergent validity of the study constructs. This stage was necessary because the structural relationships in the model can only be interpreted meaningfully when the latent constructs are measured in a reliable and valid manner. In line with Chapter Three, internal consistency reliability was assessed using Cronbach's alpha, rho_A, and composite reliability, while convergent validity was assessed using the average variance extracted. Values above 0.70 were treated as satisfactory for the reliability measures, whereas an AVE value of 0.50 or higher was treated as evidence of acceptable convergent validity.

Table 28: Internal consistency reliability and convergent validity

Latent Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted, AVE
BL	0.919	0.920	0.935	0.673
BP	0.834	0.835	0.882	0.600
CS	0.908	0.909	0.929	0.685
EM	0.939	0.939	0.956	0.845
OPI	0.962	0.962	0.968	0.813
RM	0.945	0.945	0.961	0.859

Source: Table created by the author.

As shown in Table 28 all constructs demonstrated satisfactory internal consistency reliability. Cronbach's alpha values ranged from 0.834 for brand

personality to 0.962 for online purchase intention, and all of these values exceeded the recommended threshold of 0.70. The rho_A values followed the same pattern, ranging from 0.835 for brand personality to 0.962 for online purchase intention. Similarly, composite reliability values ranged from 0.882 to 0.968, which further confirms that the indicators within each construct were internally consistent. Overall, these results indicate that the six latent variables were measured with a high degree of reliability. The results also support convergent validity. The AVE values ranged from 0.600 for brand personality to 0.859 for rational motivation, and all exceeded the minimum acceptable threshold of 0.50. This indicates that each construct explained more than half of the variance of its indicators, which is consistent with acceptable convergent validity. Among the constructs, rational motivation, emotional motivation, and online purchase intention recorded the highest AVE values, 0.859, 0.845, and 0.813, respectively, indicating particularly strong convergence of their indicators. Although brand personality recorded the lowest AVE value, 0.600, this value still remains comfortably above the accepted minimum level and therefore supports convergent validity for that construct as well.

4.5.2. Discriminant Validity Using the Fornell-Larcker Criterion

After establishing internal consistency reliability and convergent validity, the next step was to assess discriminant validity using the Fornell-Larcker criterion. Under this criterion, discriminant validity is considered acceptable when the square root of the average variance extracted for each construct exceeds its correlations with the other constructs in the model.

Table 29: Discriminant validity USING the fornell-larcker criterion

Latent Variable	BL	BP	CS	EM	OPI	RM
BL	0.820					
BP	-0.063	0.775				
CS	0.022	0.045	0.828			
EM	0.454	0.409	0.448	0.919		

OPI	0.472	0.437	0.427	0.779	0.902	
RM	0.442	0.432	0.435	0.710	0.826	0.927

Source: Table created by the author.

As shown in Table 29 the diagonal values, which represent the square roots of the AVE for each construct, are higher than the corresponding off-diagonal correlations in every case. For example, the square root of the AVE for brand loyalty is 0.820, which exceeds its correlations with emotional motivation, online purchase intention, and rational motivation. Similarly, brand personality has a diagonal value of 0.775, which is higher than its observed correlations with the other constructs. The same pattern is also evident for customer satisfaction, emotional motivation, online purchase intention, and rational motivation. These results indicate that each construct shares more variance with its own indicators than with the other constructs in the model. Accordingly, the Fornell-Larcker criterion supports acceptable discriminant validity for brand loyalty, brand personality, customer satisfaction, emotional motivation, online purchase intention, and rational motivation. At the same time, some construct pairs, especially those involving emotional motivation, rational motivation, and online purchase intention, show relatively stronger inter-construct correlations than the more weakly related antecedent pairs. This pattern is theoretically understandable given the conceptual closeness of the motivational constructs to online purchase intention, but it does not violate the Fornell-Larcker criterion in the present model.

4.5.3. Discriminant Validity Using Cross-Loadings

Following the Fornell-Larcker assessment, discriminant validity was further examined through cross-loadings. This procedure is used to verify that each indicator loads more strongly on its own latent construct than on the other constructs in the model. In practical terms, acceptable cross-loading results help demonstrate that the indicators are empirically aligned with their intended constructs and do not show stronger associations with competing constructs.

Table 30: Cross-loadings of the STUDY variables

Indicator	BL	BP	CS	EM	OPI	RM
BL_item1	0.816	-0.056	-0.013	0.358	0.370	0.333
BL_item2	0.830	-0.070	0.054	0.392	0.372	0.361
BL_item3	0.831	-0.033	0.075	0.382	0.411	0.375
BL_item4	0.836	-0.022	-0.004	0.379	0.399	0.362
BL_item5	0.786	-0.072	-0.008	0.352	0.355	0.342
BL_item6	0.827	-0.013	0.019	0.399	0.419	0.390
BL_item7	0.816	-0.103	-0.001	0.338	0.378	0.369
BP_item1	-0.111	0.768	-0.004	0.301	0.285	0.289
BP_item2	-0.081	0.767	0.069	0.316	0.363	0.331
BP_item3	-0.010	0.772	0.034	0.337	0.340	0.344
BP_item4	-0.048	0.788	0.023	0.310	0.336	0.319
BP_item5	-0.004	0.778	0.046	0.319	0.362	0.382
CS_item1	0.028	0.061	0.814	0.387	0.363	0.367
CS_item2	0.042	0.010	0.829	0.369	0.363	0.357
CS_item3	0.018	0.062	0.817	0.362	0.342	0.354
CS_item4	-0.002	0.030	0.811	0.329	0.337	0.335
CS_item5	-0.014	0.017	0.840	0.362	0.344	0.361
CS_item6	0.035	0.042	0.854	0.410	0.368	0.384
EM_item1	0.387	0.370	0.423	0.925	0.699	0.645
EM_item2	0.414	0.400	0.413	0.913	0.721	0.640
EM_item3	0.444	0.382	0.380	0.917	0.726	0.668
EM_item4	0.422	0.352	0.431	0.922	0.718	0.657
OPI_item1	0.409	0.431	0.347	0.695	0.896	0.711
OPI_item2	0.419	0.371	0.399	0.706	0.908	0.756
OPI_item3	0.414	0.392	0.427	0.723	0.903	0.739
OPI_item4	0.391	0.409	0.364	0.704	0.893	0.733

OPI_item5	0.454	0.383	0.378	0.698	0.910	0.776
OPI_item6	0.440	0.402	0.396	0.697	0.912	0.754
OPI_item7	0.449	0.371	0.382	0.695	0.889	0.745
RM_item1	0.384	0.434	0.391	0.666	0.774	0.920
RM_item2	0.437	0.396	0.383	0.647	0.764	0.922
RM_item3	0.407	0.392	0.428	0.652	0.762	0.928
RM_item4	0.408	0.380	0.411	0.667	0.764	0.937

Source: Table created by the author.

As shown in Table 30 each indicator loads highest on its intended construct. For brand loyalty, the primary loadings range from 0.786 to 0.836, all of which are higher than the corresponding cross-loadings on the remaining constructs. For brand personality, the main loadings range from 0.767 to 0.788. For customer satisfaction, the primary loadings range from 0.811 to 0.854. These results indicate that the indicators for BL, BP, and CS are more strongly associated with their own constructs than with the other variables in the model. The same pattern is also evident for the motivational constructs and the dependent construct. Emotional motivation shows very strong primary loadings ranging from 0.913 to 0.925, online purchase intention ranges from 0.889 to 0.912, and rational motivation ranges from 0.920 to 0.937. These values indicate strong item-to-construct alignment for EM, OPI, and RM as well. At the same time, the cross-loadings reveal that some conceptually close constructs show moderate secondary associations, especially among emotional motivation, rational motivation, and online purchase intention. For example, the EM items show cross-loadings on OPI ranging from 0.699 to 0.726 and on RM ranging from 0.640 to 0.668. Similarly, the OPI items show cross-loadings on EM ranging from 0.695 to 0.723 and on RM ranging from 0.711 to 0.776, while the RM items show cross-loadings on EM ranging from 0.647 to 0.667 and on OPI ranging from 0.762 to 0.774. This pattern indicates theoretical proximity among these constructs. However, these secondary loadings remain lower than the primary loadings of the relevant indicators on their own constructs. Accordingly, the cross-loading results provide additional support for discriminant validity in the measurement model. The evidence suggests that the indicators are empirically distinguishable and are aligned with their intended latent

variables. However, the findings are better described in careful terms, especially for EM, OPI, and RM, where the cross-loadings are moderate rather than negligible. For this reason, the results support acceptable discriminant validity, while also reflecting the expected conceptual closeness among the motivational constructs and online purchase intention.

4.5.4. Discriminant Validity Using the Heterotrait-Monotrait Ratio

As a further step in the assessment of discriminant validity, the present study examined the heterotrait-monotrait ratio of correlations, HTMT. This procedure is widely used in PLS-SEM because it provides a more sensitive assessment of discriminant validity than some traditional criteria when conceptually related constructs are included in the same model (Henseler et al., 2015; Hair et al., 2021). According to the methodological literature, discriminant validity is generally supported when HTMT values remain below conservative or more liberal threshold values, commonly 0.85 or 0.90 depending on the strictness of the criterion adopted and the conceptual similarity of the constructs being assessed (Henseler et al., 2015; Hair et al., 2021; Kline, 2023). In the present study, the HTMT values were interpreted cautiously, especially for construct pairs that are theoretically close within the proposed mediation model, such as emotional motivation, rational motivation, and online purchase intention.

Table 31: Heterotrait-monotrait RATIO of correlations, HTMT

Latent Variable	BL	BP	CS	EM	OPI	RM
BL						
BP	0.093					
CS	0.048	0.065				
EM	0.487	0.461	0.484			
OPI	0.501	0.486	0.456	0.820		
RM	0.473	0.484	0.469	0.754	0.846	

Source: Table created by the author.

As shown in Table 31 the HTMT values among most construct pairs are clearly below the conservative threshold of 0.85. The lowest values were observed between brand loyalty and customer satisfaction, 0.048, between brand personality and customer satisfaction, 0.065, and between brand loyalty and brand personality, 0.093. These values indicate clear empirical separation among the antecedent constructs. Likewise, the HTMT values linking the antecedent constructs with the mediating and dependent constructs remain within acceptable limits. The comparatively higher HTMT values are concentrated among emotional motivation, rational motivation, and online purchase intention. Specifically, the HTMT value between emotional motivation and online purchase intention is 0.820, the value between emotional motivation and rational motivation is 0.754, and the value between rational motivation and online purchase intention is 0.846. These results indicate that the three constructs are more closely related to one another than the other construct pairs in the model. This pattern is theoretically understandable because emotional motivation and rational motivation function as mediating mechanisms through which antecedent brand-related evaluations are translated into online purchase intention. Even so, the HTMT results remain within acceptable bounds. The value of 0.820 between emotional motivation and online purchase intention is below the conservative 0.85 threshold, while the value of 0.846 between rational motivation and online purchase intention is very close to that threshold but does not materially exceed it. For that reason, the evidence supports acceptable discriminant validity, although the relationship among these conceptually adjacent constructs should be described in careful terms rather than as indicating perfect separation. This interpretation is also consistent with the earlier cross-loading results, which showed theoretical proximity among emotional motivation, rational motivation, and online purchase intention without undermining construct distinctiveness.

4.5.5. Collinearity Assessment

Before interpreting the structural relationships in the model, it was necessary to assess collinearity among the predictor constructs. In PLS-SEM, this procedure is commonly examined through inner variance inflation factor, VIF, values, where lower

values indicate that the predictor constructs are sufficiently distinct and that multicollinearity is unlikely to threaten the stability of the structural estimates (Hair et al., 2021; Kline, 2023). Methodological references often treat VIF values below 5.0 as acceptable, while more conservative interpretations use thresholds around 3.3 or 3.0 to indicate minimal collinearity risk (Diamantopoulos & Siguaw, 2006; Hair et al., 2021). In the present study, the VIF values were interpreted conservatively. Therefore, values below 3.0 were regarded as indicating that collinearity was not a serious concern in the structural model.

Table 32: Collinearity statistics, INNER VIF values

Latent Variable	BL	BP	CS	EM	OPI	RM
BL	-	-	-	1.005	1.769	1.005
BP	-	-	-	1.006	1.664	1.006
CS	-	-	-	1.003	1.602	1.003
EM	-	-	-	-	2.614	-
OPI	-	-	-	-	-	-
RM	-	-	-	-	2.604	-

Source: Table created by the author.

As shown in Table 32 all inner VIF values are below 3.0, indicating that the predictor constructs do not exhibit problematic levels of multicollinearity. Brand loyalty shows VIF values of 1.005 when predicting emotional motivation and 1.769 when predicting online purchase intention. Brand personality records VIF values of 1.006 for emotional motivation and 1.664 for online purchase intention, while customer satisfaction records 1.003 for emotional motivation and 1.602 for online purchase intention. These values are low and suggest that the antecedent constructs do not overlap to a degree that would undermine the stability of the model estimates. The highest VIF values in the Table 32 are observed for emotional motivation, 2.614, and rational motivation, 2.604, when predicting online purchase intention. Although these two values are higher than the others, they remain below the conservative threshold of 3.0 and therefore do not indicate a serious collinearity problem. This pattern is also

theoretically understandable because emotional motivation and rational motivation are both positioned in the model as closely related mediating constructs that directly influence online purchase intention.

4.6. Structural Model Assessment and Hypothesis Testing

4.6.1. Direct Effects

After the adequacy of the measurement model had been established, the structural model was assessed in order to examine the hypothesized direct relationships among the latent constructs. In line with Chapter Three, the direct effects were evaluated through standardized path coefficients, standard deviations, t-statistics, and p-values obtained through bootstrapping, which is the standard procedure for testing structural relationships in PLS-SEM (Hair et al., 2021; Kline, 2023; Sarstedt et al., 2022).

Table 33: Direct effects of the STUDY model

Relationship	Standardized Regression Coefficient	Standard Deviation	T Statistics	P Values
BP → RM	0.443	0.031	14.303	0.000
BP → EM	0.420	0.033	12.755	0.000
BP → OPI	0.115	0.032	3.664	0.000
BL → RM	0.460	0.031	15.054	0.000
BL → EM	0.471	0.030	15.716	0.000
BL → OPI	0.133	0.035	3.792	0.000
CS → RM	0.405	0.036	11.180	0.000
CS → EM	0.419	0.034	12.153	0.000
CS → OPI	0.079	0.030	2.653	0.008
RM → OPI	0.467	0.039	11.999	0.000
EM → OPI	0.304	0.035	8.665	0.000

Source: Table created by the author.

As shown in Table 33 all direct paths in the structural model are positive and statistically significant. Brand personality exerts a significant positive effect on rational motivation, $\beta = 0.443$, $t = 14.303$, $p < 0.001$, and also on emotional motivation, $\beta = 0.420$, $t = 12.755$, $p < 0.001$. In addition, brand personality has a positive direct effect on online purchase intention, $\beta = 0.115$, $t = 3.664$, $p < 0.001$. Brand loyalty also shows significant positive effects across all proposed direct paths. Specifically, brand loyalty has a positive effect on rational motivation, $\beta = 0.460$, $t = 15.054$, $p < 0.001$, on emotional motivation, $\beta = 0.471$, $t = 15.716$, $p < 0.001$, and on online purchase intention, $\beta = 0.133$, $t = 3.792$, $p < 0.001$. Among the antecedent constructs, the strongest direct effect on emotional motivation is produced by brand loyalty, while its direct effect on rational motivation is also the strongest among the three antecedents. Customer satisfaction likewise exhibits positive and statistically significant direct effects on rational motivation, $\beta = 0.405$, $t = 11.180$, $p < 0.001$, emotional motivation, $\beta = 0.419$, $t = 12.153$, $p < 0.001$, and online purchase intention, $\beta = 0.079$, $t = 2.653$, $p = 0.008$. Although the path from customer satisfaction to online purchase intention is statistically significant, it is the weakest direct path leading to online purchase intention among the three antecedent constructs. The final two direct paths in Table 33 show that both mediating constructs significantly influence online purchase intention. Rational motivation records the strongest direct effect on online purchase intention in the entire model, $\beta = 0.467$, $t = 11.999$, $p < 0.001$, followed by emotional motivation, $\beta = 0.304$, $t = 8.665$, $p < 0.001$. These findings indicate that both rational and emotional processes are important predictors of consumers' online purchase intention in Libya, although rational motivation has the stronger direct contribution.

4.6.2. Indirect Effects and Mediation Analysis

Because the study proposed emotional motivation and rational motivation as mediating variables, mediation analysis formed an essential component of the structural model assessment. The indirect effects were examined through the estimation of specific indirect paths from brand personality, brand loyalty, and customer satisfaction to online purchase intention through emotional motivation and rational motivation. The significance of these indirect effects was assessed through bootstrapping using standardized coefficients, standard deviations, t-statistics, and p-

values, which is the standard procedure for mediation testing in PLS-SEM (Hair et al., 2021; Sarstedt et al., 2022; Zhou et al., 2022).

Table 34: Specific indirect effects and TOTAL indirect effects on online purchase intention

Relationship	Standardized Regression Coefficient	Standard Deviation	T Statistics	P Values
BP → RM → OPI	0.207	0.024	8.691	0.000
BP → EM → OPI	0.128	0.017	7.425	0.000
BP → OPI, total indirect effect via RM and EM	0.335	0.029	11.617	0.000
BL → RM → OPI	0.215	0.023	9.296	0.000
BL → EM → OPI	0.143	0.019	7.358	0.000
BL → OPI, total indirect effect via RM and EM	0.358	0.027	13.380	0.000
CS → RM → OPI	0.189	0.022	8.511	0.000
CS → EM → OPI	0.127	0.018	6.999	0.000
CS → OPI, total indirect effect via RM and EM	0.317	0.029	10.788	0.000

Source: Table created by the author.

As shown in Table 34 all specific indirect effects and all total indirect effects are positive and statistically significant at $p < 0.001$. This indicates that emotional motivation and rational motivation act as significant mediating mechanisms linking the three antecedent constructs, namely brand personality, brand loyalty, and customer satisfaction, to online purchase intention. For brand personality, the specific indirect effect through rational motivation is 0.207, $t = 8.691$, $p < 0.001$, whereas the specific indirect effect through emotional motivation is 0.128, $t = 7.425$, $p < 0.001$. The total indirect effect of brand personality on online purchase intention through both

mediators combined is 0.335, $t = 11.617$, $p < 0.001$. These results indicate that brand personality influences online purchase intention indirectly through both motivational pathways, with the rational route showing the stronger contribution. For brand loyalty, the specific indirect effect through rational motivation is 0.215, $t = 9.296$, $p < 0.001$, and the specific indirect effect through emotional motivation is 0.143, $t = 7.358$, $p < 0.001$. The total indirect effect of brand loyalty on online purchase intention through both mediators is 0.358, $t = 13.380$, $p < 0.001$. Among the three antecedent constructs, this is the largest total indirect effect. The results therefore suggest that brand loyalty is the strongest antecedent in terms of indirect influence on online purchase intention. Customer satisfaction also shows significant indirect effects through both mediators. The specific indirect effect through rational motivation is 0.189, $t = 8.511$, $p < 0.001$, while the specific indirect effect through emotional motivation is 0.127, $t = 6.999$, $p < 0.001$. The total indirect effect of customer satisfaction on online purchase intention through emotional motivation and rational motivation is 0.317, $t = 10.788$, $p < 0.001$.

4.6.3. Total Effects

After examining the direct effects and the indirect effects, the next step in the structural model assessment was to evaluate the total effects of the antecedent constructs on online purchase intention. In PLS-SEM, the total effect represents the combined influence of each predictor on the dependent construct through both its direct path and its indirect pathways through the mediating variables (Hair et al., 2021; Sarstedt et al., 2022).

Table 35: TOTAL effects of the STUDY model on online purchase intention

Relationship	Standardized Regression Coefficient	Standard Deviation	T Statistics	P Values
BP → OPI	0.450	0.030	15.153	0.000
BL → OPI	0.491	0.032	15.473	0.000
CS → OPI	0.396	0.036	10.862	0.000

Source: Table created by the author.

As shown in Table 35 all three antecedent constructs have positive and statistically significant total effects on online purchase intention. Brand loyalty records the strongest total effect on online purchase intention, $\beta = 0.491$, $t = 15.473$, $p < 0.001$. This is followed by brand personality, $\beta = 0.450$, $t = 15.153$, $p < 0.001$, and customer satisfaction, $\beta = 0.396$, $t = 10.862$, $p < 0.001$. These findings indicate that each of the three antecedent constructs contributes meaningfully to online purchase intention when both direct and mediated pathways are taken into account. The ranking of the total effects is analytically important within the present model. Brand loyalty emerges as the strongest overall predictor of online purchase intention, which means that its influence remains the most substantial when the direct path and the indirect paths through emotional motivation and rational motivation are considered together. Brand personality occupies the second position, while customer satisfaction records the smallest total effect among the three antecedents, although its effect remains clearly significant.

4.6.4. Explanatory Power of the Endogenous Constructs

After examining the direct, indirect, and total effects in the structural model, the next step was to assess the explanatory power of the endogenous constructs. The coefficient of determination, R square, was used to evaluate the proportion of variance explained in each endogenous construct by its predictor variables, while adjusted R square was used to provide a more conservative estimate by taking into account the number of predictors included in the model (Hair et al., 2021; Kline, 2023; Sarstedt et al., 2022).

Table 36: Explanatory POWER of the endogenous constructs

Endogenous Construct	R Square	Adjusted R Square
EM	0.573	0.569
RM	0.571	0.568
OPI	0.770	0.767

Source: Table created by the author.

As shown in Table 36 the structural model demonstrates substantial explanatory power for all three endogenous constructs. Online purchase intention records the highest coefficient of determination, with R square = 0.770 and adjusted R square = 0.767. This indicates that approximately 77.0% of the variance in online purchase intention is explained by the predictor constructs included in the model, namely brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation. Emotional motivation records R square = 0.573 and adjusted R square = 0.569, while rational motivation records R square = 0.571 and adjusted R square = 0.568. These results indicate that the antecedent constructs, namely brand personality, brand loyalty, and customer satisfaction, explain approximately 57.3% of the variance in emotional motivation and 57.1% of the variance in rational motivation.

4.6.5. Model Fit Assessment

Although PLS-SEM is primarily prediction-oriented, model fit indices were also reported in the present study in order to provide additional information about the adequacy of the estimated structural model. The model fit indicators reported in this study include the standardized root mean square residual, SRMR, the normed fit index, NFI, the unweighted least squares discrepancy, d_ ULS, the geodesic discrepancy, d_ G, and the chi-square value (Hair et al., 2021; Kline, 2023; Sarstedt et al., 2022).

Table 37: Model FIT indices of the structural model

Fit Index	Value
SRMR	0.042
d_ ULS	0.975
d_ G	0.353
Chi-Square	780.656
NFI	0.931

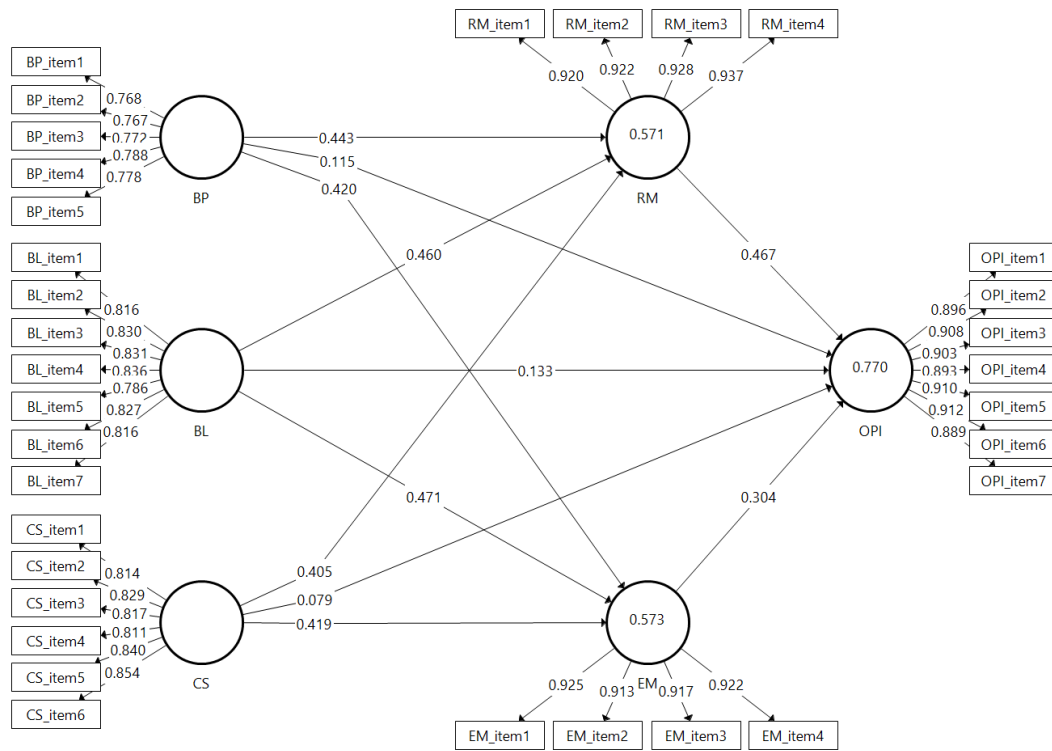
Source: Table created by the author.

As shown in Table 37 the standardized root mean square residual, SRMR, is 0.042. This value is well below the commonly cited threshold of 0.08, which indicates

a satisfactory level of model fit in SEM-based assessment (Hu & Bentler, 1999). In substantive terms, this result suggests that the discrepancy between the observed correlations and the model-implied correlations is low, which supports the overall adequacy of the structural model. The discrepancy measures also support this conclusion. The d_{ULS} value is 0.975 and the d_{G} value is 0.353. In the current context, these values are reported as complementary indicators of model adequacy, and lower values are generally interpreted as reflecting smaller discrepancies between the empirical data and the estimated model (Hair et al., 2021; Sarstedt et al., 2022). Taken together with the SRMR result, these indices suggest that the model does not exhibit substantial residual distortion. The normed fit index, NFI, is 0.931, which exceeds the commonly referenced threshold of 0.90 for acceptable model fit (Bentler & Bonett, 1980). This provides additional support for the adequacy of the model. The chi-square value is 780.656. While chi-square is more central in covariance-based SEM and is sensitive to sample size and model complexity, it may still be reported here as a general descriptive fit indicator rather than as the primary basis for judging model adequacy in PLS-SEM (Hair et al., 2021; Kline, 2023).

4.6.6. Structural Model of the Study

To complement the tabular presentation of the structural results, the study model is also presented visually in Figure 3. In line with the methodological structure established in Chapter Three, the structural model figure provides a graphical summary of the hypothesized relationships among the latent variables after the adequacy of the measurement model has been confirmed and the structural paths have been estimated through SmartPLS (Hair et al., 2021; Sarstedt et al., 2022). The purpose of the figure is not to introduce new findings, but to present the final structural configuration of the model in a clear visual form.



Source: Figure created by the author.

Figure 3: Structural Model of the Study

Figure 3 should display the final estimated structural model linking brand personality, brand loyalty, and customer satisfaction to emotional motivation, rational motivation, and online purchase intention. It should therefore show the direct paths from brand personality to rational motivation, emotional motivation, and online purchase intention, the direct paths from brand loyalty to rational motivation, emotional motivation, and online purchase intention, and the direct paths from customer satisfaction to rational motivation, emotional motivation, and online purchase intention. The figure should also display the direct effects of emotional motivation and rational motivation on online purchase intention, together with the R square values reported for the endogenous constructs. As indicated by the structural results presented in the previous sections, the figure should reflect the positive direct paths from brand personality to rational motivation, $\beta = 0.443$, to emotional motivation, $\beta = 0.420$, and to online purchase intention, $\beta = 0.115$. It should also show the positive direct paths from brand loyalty to rational motivation, $\beta = 0.460$, to emotional motivation, $\beta = 0.471$, and to online purchase intention, $\beta = 0.133$. Likewise, the figure should present

the paths from customer satisfaction to rational motivation, $\beta = 0.405$, to emotional motivation, $\beta = 0.419$, and to online purchase intention, $\beta = 0.079$. In addition, the model should show the direct effects of rational motivation on online purchase intention, $\beta = 0.467$, and emotional motivation on online purchase intention, $\beta = 0.304$. The figure should further indicate the explanatory power of the model by presenting the R square values for the endogenous constructs. Emotional motivation should be shown with R square = 0.573, rational motivation with R square = 0.571, and online purchase intention with R square = 0.770. Including these values in the figure improves the readability of the model by allowing the reader to view the principal structural relationships and the explanatory strength of the endogenous variables in one integrated visual display (Hair et al., 2021; Kline, 2023).

4.7. Summary of Hypothesis Testing

This section summarizes the final status of the study hypotheses based on the structural model results reported in the preceding sections. As established in Chapter Three, the study proposed a set of direct-effect hypotheses and mediation hypotheses linking brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention. The results reported in Tables 33 and 34 indicate that all proposed direct paths were positive and statistically significant, and that the indirect effects through emotional motivation and rational motivation were also statistically significant. Accordingly, all hypotheses of the study were supported.

Table 38: Summary of hypothesis testing

Hypothesis	Statement	Result
H1	Brand personality has a positive and significant influence on consumers' online purchase intention in Libya.	Supported
H2	Brand loyalty has a positive and significant influence on consumers' online purchase intention in Libya.	Supported
H3	Customer satisfaction has a positive and significant influence on consumers' online purchase intention in Libya.	Supported
H4	Emotional motivation has a positive and significant influence on consumers' online purchase intention in Libya.	Supported

H5	Rational motivation has a positive and significant influence on consumers' online purchase intention in Libya.	Supported
H6a	Brand personality has a positive and significant influence on rational motivation among Libyan consumers in online shopping contexts.	Supported
H6b	Brand personality has a positive and significant influence on emotional motivation among Libyan consumers in online shopping contexts.	Supported
H7a	Brand loyalty has a positive and significant influence on rational motivation among Libyan consumers in online shopping contexts.	Supported
H7b	Brand loyalty has a positive and significant influence on emotional motivation among Libyan consumers in online shopping contexts.	Supported
H8a	Customer satisfaction has a positive and significant influence on emotional motivation among Libyan consumers in online shopping contexts.	Supported
H8b	Customer satisfaction has a positive and significant influence on rational motivation among Libyan consumers in online shopping contexts.	Supported
H9a	Emotional motivation mediates the relationship between brand personality and consumers' online purchase intention in Libya.	Supported
H9b	Rational motivation mediates the relationship between brand personality and consumers' online purchase intention in Libya.	Supported
H10a	Emotional motivation mediates the relationship between brand loyalty and consumers' online purchase intention in Libya.	Supported
H10b	Rational motivation mediates the relationship between brand loyalty and consumers' online purchase intention in Libya.	Supported
H11a	Emotional motivation mediate the relationship between customer satisfaction and consumers' online purchase intention in Libya.	Supported
H11b	Rational motivation mediate the relationship between brand loyalty and consumers' online purchase intention in Libya.	Supported

Source: Table created by the author.

4.8. Chapter Summary

This chapter presented the empirical findings of the study on the influence of brand personality, brand loyalty, and customer satisfaction on consumers' online

purchase intention in Libya, with emotional motivation and rational motivation serving as mediating variables. In line with the organization of the thesis and the methodological framework established in Chapters One and Three, the chapter reported the descriptive results, preliminary data assessment, measurement model assessment, structural model assessment, and hypothesis testing results. The chapter first described the demographic profile of the respondents and the descriptive statistics of the study constructs. The descriptive results showed that the sample consisted of Libyan consumers with varying levels of online shopping engagement, and that the overall response tendencies across the six constructs were generally moderate and slightly positive rather than strongly affirmative. The preliminary analysis then showed that the latent variables were generally associated in directions consistent with the conceptual model, while the skewness and kurtosis assessment indicated no serious distributional concern at the construct level. The chapter then evaluated the measurement model. The results demonstrated satisfactory internal consistency reliability and acceptable convergent validity for all six constructs. In addition, discriminant validity was supported through the Fornell-Larcker criterion, cross-loadings, and the heterotrait-monotrait ratio, although the relationships among emotional motivation, rational motivation, and online purchase intention were interpreted cautiously because of their expected conceptual proximity within the mediation framework. The collinearity assessment further showed that multicollinearity was not a serious concern in the structural model. With respect to the structural model, the findings showed that all direct paths in the model were positive and statistically significant. Brand personality, brand loyalty, and customer satisfaction each exerted significant positive effects on emotional motivation, rational motivation, and online purchase intention. The results also showed that both emotional motivation and rational motivation had significant positive effects on online purchase intention, with rational motivation recording the stronger direct effect. The mediation analysis further indicated that emotional motivation and rational motivation significantly mediated the relationships between the three antecedent constructs and online purchase intention. All specific indirect effects and all total indirect effects were positive and statistically significant. Across the mediation results, the rational route was consistently stronger than the emotional route. The total effect analysis showed that brand loyalty had the strongest overall effect on online purchase intention, followed by

brand personality and then customer satisfaction. The explanatory power assessment indicated that the model explained a substantial proportion of the variance in the endogenous constructs, particularly online purchase intention. In addition, the model fit assessment suggested that the structural model achieved acceptable empirical fit. The hypothesis summary showed that all proposed hypotheses of the study were supported.

5. CHAPTER FIVE: DISCUSSION AND CONCLUSION

5.1. Introduction

This chapter presents the conclusion and recommendations of the study titled the influence of brand personality, brand loyalty, and customer satisfaction on consumer's online purchase intention in Libya: the mediating influence of emotional motivation and rational motivation. The study aimed to investigate how these key brand-related constructs interact to shape Libyan consumers' online purchasing behavior. Building upon the findings presented in previous chapters, this chapter offers a comprehensive synthesis of the research outcomes, theoretical contributions, managerial implications, limitations, and directions for future research. It recapitulates the core findings, highlighting the significance of both rational and emotional motivations as mediators in the relationship between brand perceptions and online purchase intention. The chapter also emphasizes the practical strategies businesses can adopt to enhance consumer engagement and loyalty in the Libyan e-commerce market. Ultimately, this chapter aims to guide researchers, practitioners, and policymakers toward fostering a more robust and consumer-centric digital economy.

5.2. Summary of Key Findings

The results of the study produced several central findings. First, all direct paths in the structural model were positive and statistically significant. Brand personality had positive effects on rational motivation, $\beta = 0.443$, emotional motivation, $\beta = 0.420$, and online purchase intention, $\beta = 0.115$. Brand loyalty had positive effects on rational motivation, $\beta = 0.460$, emotional motivation, $\beta = 0.471$, and online purchase intention, $\beta = 0.133$. Customer satisfaction also had positive effects on rational motivation, $\beta = 0.405$, emotional motivation, $\beta = 0.419$, and online purchase intention, $\beta = 0.079$, with the last relationship remaining statistically significant at $p = 0.008$.

Second, both mediating constructs significantly influenced online purchase intention. Rational motivation recorded the stronger direct effect on online purchase intention, $\beta = 0.467$, whereas emotional motivation recorded a smaller but still significant effect, $\beta = 0.304$. This result indicates that both cognitive and affective

motivational pathways are important in shaping online purchase intention in Libya, although the rational route appears to be more influential within the present model.

Third, all indirect effects were statistically significant, which confirms the mediating role of emotional motivation and rational motivation. For brand personality, the specific indirect effect through rational motivation was 0.207 and through emotional motivation was 0.128, producing a total indirect effect of 0.335. For brand loyalty, the specific indirect effect through rational motivation was 0.215 and through emotional motivation was 0.143, producing a total indirect effect of 0.358. For customer satisfaction, the specific indirect effect through rational motivation was 0.189 and through emotional motivation was 0.127, producing a total indirect effect of 0.317. Across all three antecedent constructs, the rational pathway was consistently stronger than the emotional pathway.

Fourth, the total effect analysis showed that brand loyalty had the strongest overall effect on online purchase intention, $\beta = 0.491$, followed by brand personality, $\beta = 0.450$, and customer satisfaction, $\beta = 0.396$. This means that when the direct effects and all mediated pathways are considered together, brand loyalty emerges as the most influential overall antecedent in the model. This result is especially important because it identifies the antecedent construct with the greatest overall explanatory contribution to online purchase intention in the Libyan context.

Fifth, the model demonstrated strong explanatory power and acceptable fit. The structural model explained 77.0% of the variance in online purchase intention, 57.3% of the variance in emotional motivation, and 57.1% of the variance in rational motivation. The model fit indices were also satisfactory, with SRMR = 0.042, $d_ULS = 0.975$, $d_G = 0.353$, Chi-square = 780.656, and NFI = 0.931. These results indicate that the proposed model provides a strong empirical account of how brand-related evaluations and motivational mechanisms jointly shape online purchase intention among Libyan consumers.

5.3. Discussion of Direct Effects

The direct-effect results provide clear support for the argument that online purchase intention in Libya is shaped by both brand-related evaluations and

motivational mechanisms. As reported in Chapter Four, all direct paths in the model were positive and statistically significant. Brand personality had significant direct effects on rational motivation, $\beta = 0.443$, emotional motivation, $\beta = 0.420$, and online purchase intention, $\beta = 0.115$. Brand loyalty had significant direct effects on rational motivation, $\beta = 0.460$, emotional motivation, $\beta = 0.471$, and online purchase intention, $\beta = 0.133$. Customer satisfaction also had significant direct effects on rational motivation, $\beta = 0.405$, emotional motivation, $\beta = 0.419$, and online purchase intention, $\beta = 0.079$. In addition, rational motivation exerted a significant direct effect on online purchase intention, $\beta = 0.467$, while emotional motivation also had a significant direct effect, $\beta = 0.304$. These results indicate that the direct-effect component of the conceptual framework was fully supported in the Libyan context.

The direct effect of brand personality on online purchase intention, although statistically significant, was relatively modest, $\beta = 0.115$. This pattern is theoretically reasonable. Brand personality often works as a symbolic and interpretive cue that helps consumers evaluate credibility, affinity, and fit with the self, especially in online environments where consumers cannot directly inspect products or interact physically with sellers. In that sense, the present result supports the view that brand personality contributes to purchase intention, but it does not act alone and appears to operate more strongly when combined with internal motivational processing. This interpretation is consistent with branding theory and with prior work linking brand personality to consumers' evaluations and behavioral intentions in digital or mediated environments (Aaker, 1997; Pavlou, 2003).

At the same time, brand personality showed strong direct effects on both rational motivation, $\beta = 0.443$, and emotional motivation, $\beta = 0.420$. This is an important result because it shows that brand personality in the present model functions less as a simple image variable and more as an upstream driver of internal consumer processing. In other words, when respondents perceived the brand in a more favorable symbolic and human-like way, they were more likely to report both cognitive and affective readiness toward online buying. This finding fits well with the logic of the Stimulus-Organism-Response perspective, where external brand cues act as stimuli that shape internal consumer states before influencing behavioral outcomes, and it is also consistent with recent research showing that brand-related meanings can influence

intention through relational and psychological mechanisms rather than only through immediate direct judgment (Zhou et al., 2022).

Brand loyalty produced the strongest direct effects among the antecedent constructs. Its direct effect on online purchase intention was $\beta = 0.133$, which is larger than the corresponding direct effects of brand personality and customer satisfaction. In addition, brand loyalty had the strongest direct effect on emotional motivation, $\beta = 0.471$, and the strongest direct effect on rational motivation, $\beta = 0.460$. This pattern suggests that loyalty in the Libyan online setting is not merely a passive preference outcome. Rather, it appears to function as an active behavioral force that reinforces both cognitive confidence and affective readiness toward online purchasing. This interpretation is strongly aligned with Oliver's conceptualization of loyalty as a deeply held commitment that persists despite alternatives, and it also fits the broader logic of online buying, where switching costs are low and where trusted brand relationships can reduce uncertainty and simplify choice (Oliver, 1999; Peña-García et al., 2020).

The dominance of brand loyalty in the direct paths is also important for the substantive interpretation of the model. In transitional digital markets such as Libya, consumers operate under conditions where institutional assurance, formal platform maturity, and transaction predictability may still be uneven. Under such conditions, loyalty can become a stabilizing mechanism that reduces ambiguity and increases confidence in future purchase decisions. The present result therefore suggests that loyalty is not simply one antecedent among several. It is the most behaviorally forceful of the three exogenous constructs, both in its direct path to online purchase intention and in its ability to activate the two motivational mediators. This makes the current finding theoretically coherent and contextually meaningful.

Customer satisfaction also showed positive and significant direct effects on rational motivation, $\beta = 0.405$, emotional motivation, $\beta = 0.419$, and online purchase intention, $\beta = 0.079$. However, its direct effect on online purchase intention was the weakest among the three antecedent constructs. This result is still important. It indicates that satisfaction matters, but its influence is likely more process-based than immediate. In practical terms, satisfaction seems to shape online purchase intention more effectively by first strengthening favorable internal responses than by directly triggering purchase readiness on its own. This interpretation is consistent with the

consumer behavior literature, where satisfaction is often understood as a positive post-evaluation state that supports future behavioral intention, trust, and continuity rather than functioning only as a standalone trigger of purchase behavior (Bai et al., 2008; Dash et al., 2021).

The stronger direct effects of customer satisfaction on emotional and rational motivation than on online purchase intention itself also strengthen the logic of the study model. They suggest that consumer satisfaction in Libya is not behaviorally inert, but it works more effectively when it is converted into felt reassurance, perceived value, usefulness, and decision confidence. This is highly consistent with the present study structure, which argues that direct brand-related evaluations do not become behaviorally meaningful in isolation, but rather through internal motivational states. Thus, the current direct-effect results do not weaken the role of customer satisfaction. Instead, they help clarify the channel through which satisfaction matters most.

The final two direct paths in the model are especially important. Rational motivation had the strongest direct effect on online purchase intention in the entire structural model, $\beta = 0.467$, while emotional motivation had a smaller but still substantial effect, $\beta = 0.304$. This means that both motivational mechanisms are important in shaping online purchase intention, but rational motivation is the more influential of the two. This result is highly consistent with the theoretical distinction between utilitarian and hedonic processing in online shopping. Prior research has shown that online consumers often rely on both affective and cognitive routes, but practical considerations such as convenience, usefulness, value, and efficiency can become especially salient when consumers evaluate digital transactions. The present result supports that logic and suggests that, in the Libyan context, intention formation leans more strongly toward rational evaluation than toward emotional appeal, although both remain significant (Childers et al., 2001; Akram et al., 2021).

This finding is also theoretically important because it supports the integrated TPB and S-O-R logic of the study. Under the Theory of Planned Behavior, intention is shaped by evaluative judgments that move the individual toward readiness for action. Under the Stimulus-Organism-Response perspective, external cues influence internal organismic states, which then affect behavioral response. In the present study, the fact that rational motivation has the strongest direct effect on online purchase intention

suggests that consumers' belief-based and utility-oriented assessments occupy a particularly central role in the final movement from brand evaluation to purchase readiness. Emotional motivation remains significant, but it is not the dominant route.

5.4. Discussion of Mediation Results

The mediation results provide some of the strongest evidence in the study because they show how brand-related evaluations are translated into online purchase intention through internal motivational processes. In Chapter Three, the conceptual framework and the hypotheses explicitly proposed that emotional motivation and rational motivation would mediate the relationships between brand personality, brand loyalty, customer satisfaction, and online purchase intention. Chapter Four confirmed this pattern empirically. All specific indirect effects and all total indirect effects were positive and statistically significant, which means that the mediating component of the model was fully supported. This result is important because it shows that the three antecedent constructs do not influence online purchase intention only through direct paths. They also operate through internal cognitive and affective mechanisms, which is fully consistent with the mediation logic embedded in the study design.

For brand personality, the specific indirect effect through rational motivation was 0.207, while the specific indirect effect through emotional motivation was 0.128. The total indirect effect of brand personality on online purchase intention through both mediators combined was 0.335, and all of these effects were statistically significant at $p < 0.001$. These results indicate that brand personality becomes more behaviorally powerful when it is processed through internal motivational states rather than acting only as a direct symbolic cue. This finding strengthens the argument that brand personality in digital settings is not merely an image-related construct. It influences intention by shaping how consumers think and feel about the online buying experience. The stronger indirect route through rational motivation suggests that symbolic brand meaning in the Libyan context is translated more strongly into purchase intention when it supports evaluations of usefulness, value, confidence, or practical relevance, even though the emotional route also remains significant.

For brand loyalty, the specific indirect effect through rational motivation was 0.215 and the specific indirect effect through emotional motivation was 0.143,

producing a total indirect effect of 0.358, again with all paths significant at $p < 0.001$. Among the three antecedent constructs, this was the largest total indirect effect. This means that brand loyalty was not only the strongest total predictor in the model overall, but also the strongest antecedent in terms of mediation. This result is theoretically meaningful because loyalty, by definition, involves commitment, continuity, and preference stability. In online environments characterized by uncertainty, this commitment can reasonably be expected to enhance both rational confidence and emotional reassurance, which then move consumers toward online purchase intention. The result therefore supports the argument that loyalty has process power, not only direct power. It does not merely coexist with purchase intention. It actively channels intention through motivational readiness.

Customer satisfaction also showed significant mediation through both routes. The specific indirect effect through rational motivation was 0.189, while the specific indirect effect through emotional motivation was 0.127, and the total indirect effect was 0.317, with all effects statistically significant at $p < 0.001$. These findings indicate that customer satisfaction matters substantially, but much of its influence is carried through internal motivational states. This is an important interpretive point because the direct effect of customer satisfaction on online purchase intention was significant but relatively small, $\beta = 0.079$, whereas the indirect effects were much stronger. The implication is that satisfaction appears to contribute to future purchase intention less through a simple direct transfer and more through its capacity to generate perceived value, decision confidence, reassurance, and favorable internal readiness. In other words, consumers who feel satisfied do not move automatically to purchase intention. Satisfaction becomes behaviorally effective when it is translated into motivational conviction.

A central pattern across all three antecedent constructs is that the rational pathway was consistently stronger than the emotional pathway. For brand personality, the rational indirect effect, 0.207, exceeded the emotional indirect effect, 0.128. For brand loyalty, the rational indirect effect, 0.215, exceeded the emotional indirect effect, 0.143. For customer satisfaction, the rational indirect effect, 0.189, exceeded the emotional indirect effect, 0.127. This consistency matters because it suggests that, in the present model, the dominant mediating route is cognitive and utilitarian rather than affective. The result is also reinforced by the direct structural paths in Chapter Four,

where rational motivation had a stronger direct effect on online purchase intention, $\beta = 0.467$, than emotional motivation, $\beta = 0.304$. However, these findings indicate that both mediators are important, but rational motivation functions as the more influential mechanism in the conversion of brand-related evaluations into purchase intention.

This pattern is strongly aligned with the theoretical structure of the study. Under the Stimulus-Organism-Response perspective, brand personality, brand loyalty, and customer satisfaction act as stimuli, while emotional motivation and rational motivation operate as organismic states that shape the behavioral response, namely online purchase intention. The mediation results directly support that logic because they show that the stimuli do not operate only through direct paths. They also influence intention through intervening internal states. At the same time, the Theory of Planned Behavior supports the view that intention is formed through evaluative and belief-based processes. The stronger rational route observed in this study fits especially well with that logic, because rational motivation reflects the kind of cognitive assessment that can strengthen readiness for action in online buying contexts.

The mediation findings are also important in relation to the research gap identified in Chapter One. The study was designed partly because the existing Libya-focused literature had not sufficiently integrated brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation within one explanatory model of online purchase intention. The present results directly address that gap. They show that the strongest explanation is not based on isolated direct effects alone, but on a process-based model in which brand-related constructs shape internal motivational states, which then influence intention. This is especially significant in a context like Libya, where consumers may rely on both cognitive evaluation and emotional reassurance when deciding whether to engage in online purchasing. The mediation findings therefore strengthen both the contextual and theoretical contribution of the thesis.

Another important point is that the results are consistent with partial mediation rather than full mediation. This inference is supported by the fact that the direct paths from brand personality, brand loyalty, and customer satisfaction to online purchase intention remained statistically significant, while the indirect paths through emotional motivation and rational motivation were also significant. This means that the

antecedent constructs continue to exert direct influence, but a substantial part of their effect is also transmitted through the two mediators. This is a stronger explanatory outcome than either a purely direct model or a purely indirect one, because it shows that online purchase intention in Libya is shaped by layered mechanisms rather than by a single causal route.

5.5. Discussion in Relation to the Research Questions and Objectives

This section discusses the findings of the study in direct relation to the research questions and research objectives stated in Chapter One. The purpose of doing so is to show clearly whether the empirical results reported in Chapter Four answered the questions posed at the beginning of the study and whether the objectives of the study were achieved. This approach is also consistent with the methodological purpose stated in Chapter Three, namely to generate empirical evidence capable of answering the research questions and achieving the research objectives through the proposed conceptual model.

The first three research questions asked about the influence of brand personality, brand loyalty, and customer satisfaction on consumers' online purchase intention in Libya, and the first three objectives were framed in the same way. The findings provide a clear answer to all three. Brand personality had a positive and significant direct effect on online purchase intention, $\beta = 0.115$, $p < 0.001$. Brand loyalty also had a positive and significant direct effect, $\beta = 0.133$, $p < 0.001$. Customer satisfaction likewise had a positive and significant direct effect, $\beta = 0.079$, $p = 0.008$. These results indicate that the study successfully achieved Objectives 1, 2, and 3 and answered Research Questions 1, 2, and 3 affirmatively. At the same time, the relative size of these effects shows that the three antecedents did not contribute equally. Brand loyalty emerged as the strongest direct antecedent, followed by brand personality and then customer satisfaction. This pattern is consistent with the theoretical position set out in Chapters One and Three, where loyalty was expected to function as a durable commitment mechanism in online contexts, personality as a symbolic brand cue, and satisfaction as an evaluative driver of future intention.

Research Questions 10 and 11 asked about the influence of rational motivation and emotional motivation on consumers' online purchase intention in Libya, and

Objectives 10 and 11 asked the same issue in objective form. The findings answer both questions positively. Rational motivation had a positive and significant direct effect on online purchase intention, $\beta = 0.467$, $p < 0.001$, while emotional motivation also had a positive and significant direct effect, $\beta = 0.304$, $p < 0.001$. These results show that both motivational constructs are important predictors of online purchase intention in the Libyan context. However, they also show that rational motivation was the stronger of the two. This finding is highly relevant to the research problem presented in Chapter One, because the study explicitly argued that online purchase intention in Libya could not be understood adequately through technology-centered variables alone and that internal motivational mechanisms needed to be examined directly. The results therefore confirm that both motivational routes matter, but that the utilitarian and cognition-based route is more influential than the affective route in the present model.

Research Questions 4 to 9 and Objectives 4 to 9 focused on mediation. More specifically, they asked whether emotional motivation and rational motivation mediate the relationships between brand personality, brand loyalty, and customer satisfaction on the one hand and online purchase intention on the other. The findings answer all of these questions positively. For brand personality, the indirect effect through rational motivation was 0.207 and through emotional motivation was 0.128, giving a total indirect effect of 0.335. For brand loyalty, the indirect effect through rational motivation was 0.215 and through emotional motivation was 0.143, giving a total indirect effect of 0.358. For customer satisfaction, the indirect effect through rational motivation was 0.189 and through emotional motivation was 0.127, giving a total indirect effect of 0.317. All of these effects were statistically significant at $p < 0.001$. These findings show that Objectives 4 through 9 were achieved and that Research Questions 4 through 9 were answered affirmatively. They also demonstrate that the mediating structure proposed in the conceptual framework was empirically supported.

An especially important point is that the mediation results do more than merely confirm statistical significance. They also clarify how the antecedent constructs become behaviorally effective. Chapter One identified a gap in the literature by arguing that prior studies had not sufficiently integrated brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation in one explanatory model of online purchase intention in Libya. The present findings answer that gap directly. They show that brand-related constructs and evaluative satisfaction

do not act only through direct paths. Instead, they operate through internal motivational states, which is exactly the mechanism that the study set out to examine. In this sense, the research questions and objectives were not only answered in a technical statistical way, but also in a way that advances the explanatory logic of the study.

The findings also help answer the broader strategic and theoretical issues raised in Chapter One. The problem statement argued that managers in Libya's online retail and e-commerce sector need to know whether emotional motivation or rational motivation plays the more decisive role in converting brand-related evaluations into purchase intention, and they also need to know which antecedent construct exerts the strongest influence on intention. The results provide a clear answer to both issues. Rational motivation was consistently stronger than emotional motivation, both as a direct predictor of online purchase intention and as an indirect pathway linking the antecedent constructs to purchase intention. In addition, brand loyalty emerged as the strongest overall antecedent, with the highest total effect on online purchase intention, $\beta = 0.491$, followed by brand personality, $\beta = 0.450$, and customer satisfaction, $\beta = 0.396$. Thus, the study does not merely confirm that the variables matter. It identifies their relative strength and clarifies the hierarchy of influence within the model.

Another point of relevance is that the findings fit closely with the overall study organization and with the stated purpose of the methodology. Chapter One specified that the study would move from the problem and conceptual framing to empirical testing, while Chapter Three established that the selected research design and PLS-SEM procedure were intended to test both direct and indirect relationships among the latent constructs. The results reported in Chapter Four and discussed here demonstrate that this aim was achieved. The study not only tested the direct relationships successfully, but also produced strong mediation evidence, substantial explanatory power for online purchase intention, $R^2 = 0.770$, and acceptable model fit, including $SRMR = 0.042$ and $NFI = 0.931$. Therefore, the research questions and objectives were not addressed partially or ambiguously. They were addressed through a coherent empirical model that performed well statistically and conceptually.

5.6. Theoretical Implications

The present study offers several theoretical implications for the literature on online consumer behavior, online purchase intention, branding, and motivational processing in digital environments. First, the findings support the argument made in Chapter One that online purchase intention in Libya cannot be explained adequately through technology-centered or access-based explanations alone. Instead, the results show that brand personality, brand loyalty, and customer satisfaction all make significant contributions to online purchase intention, both directly and indirectly. This extends the explanatory scope of online purchase intention research by showing that branding constructs and evaluative consumer judgments remain theoretically consequential in digital buying contexts. The empirical pattern is especially clear in the structural results, where all direct paths were significant and where brand loyalty, brand personality, and customer satisfaction recorded total effects of 0.491, 0.450, and 0.396, respectively, on online purchase intention. These findings support the argument that online purchase intention should be treated as a consumer-centered behavioral outcome shaped by brand-related meaning, relational continuity, and evaluative experience, not only by system or platform features.

Second, the study strengthens the theoretical integration of the Theory of Planned Behavior and the Stimulus-Organism-Response perspective within one coherent model. Chapter One and Chapter Three positioned online purchase intention as the immediate behavioral outcome, while brand personality, brand loyalty, and customer satisfaction were treated as external antecedent stimuli and emotional motivation and rational motivation were treated as internal organismic states. The results strongly support that integrated structure. The significant direct paths from the antecedent constructs to emotional motivation and rational motivation, together with the significant paths from emotional motivation and rational motivation to online purchase intention, indicate that the TPB and S-O-R perspectives complement each other effectively in this context. The model therefore contributes theoretically by showing that intention formation in online shopping can be explained more fully when external evaluations and internal processing mechanisms are examined together rather than in isolation.

Third, the findings make an important contribution to theory by showing that motivational mediation is not peripheral but central to the explanation of online purchase intention. All indirect effects in the model were positive and statistically significant. For brand personality, the total indirect effect on online purchase intention was 0.335. For brand loyalty, it was 0.358. For customer satisfaction, it was 0.317. Because the corresponding direct paths also remained significant, the results support partial mediation rather than full mediation. The theoretical importance of this pattern is that it moves the explanation of online purchase intention from a simple predictor-outcome model to a process-based explanatory model. The findings therefore support the claim made in Chapter One that digital consumer decisions are better understood when the internal routes through which brand-related evaluations become behaviorally effective are specified explicitly.

Fourth, the study contributes theoretically by clarifying the relative weight of rational and emotional motivation within the mediation process. Both motivational constructs were significant, but rational motivation was consistently stronger than emotional motivation. It had the stronger direct effect on online purchase intention, $\beta = 0.467$ compared with $\beta = 0.304$ for emotional motivation, and the rational indirect pathway was stronger than the emotional pathway across all three antecedent constructs. This pattern suggests that, within the Libyan context, the movement from brand-related evaluation to purchase intention is more strongly shaped by utilitarian and cognition-based processing than by affective processing, although both routes remain meaningful. The theoretical implication is not that emotion is unimportant, but that online purchase intention in this setting appears to be driven more strongly by perceived usefulness, value, confidence, and practical judgment than by emotional appeal alone. This adds precision to motivational theory in online shopping by identifying not only that dual-route processing exists, but also which route is more influential in the current model.

Fifth, the results extend branding theory into a transitional e-commerce environment. Chapter One argued that brand personality and brand loyalty have often been treated as important in traditional or more mature market settings, but that their integrated role in shaping online purchase intention in Libya remained underexplored. The present findings support that argument. Brand loyalty emerged as the strongest total antecedent of online purchase intention, and brand personality also demonstrated

a substantial total effect. This indicates that branding constructs remain theoretically powerful even in digital environments characterized by uneven institutional maturity and developing online retail systems. The theoretical implication here is that branding theory should not be confined to offline relationship contexts or mature digital economies. Rather, it remains highly relevant in emerging or transitional markets where symbolic reassurance, trust, and continuity may matter even more because of uncertainty in the wider commercial environment.

Sixth, the study provides contextual extension to the literature on online purchase intention by testing the full model in Libya. Chapter One explicitly argued that much of the established literature had been developed or repeatedly tested in more institutionally stable or digitally mature settings. By contrast, the current study examined a context where digital exposure is high but broader e-commerce maturity remains uneven. The fact that the model explained 77.0% of the variance in online purchase intention, 57.3% of the variance in emotional motivation, and 57.1% of the variance in rational motivation indicates that the integrated framework travels well into this context and retains strong explanatory power. The theoretical implication is that the joint branding-and-motivation model is not limited to more stable digital environments. It also remains effective under conditions of transitional digital development, which broadens the external relevance of the model.

However, the theoretical implications of the study can be summarized in five points. The study extends online purchase intention theory beyond narrow technology-centered explanations. It supports the integration of TPB and S-O-R within one explanatory structure. It confirms that emotional motivation and rational motivation function as genuine mediating mechanisms rather than secondary correlates. It identifies rational motivation as the stronger motivational route in the present model. It also demonstrates that branding constructs, especially brand loyalty, remain theoretically consequential in a developing digital market such as Libya. These implications strengthen the contribution to theory originally proposed in Chapter One and provide the foundation for the practical implications discussed in the next section.

5.7. Practical Implications

The practical implications of the study follow directly from the structural results reported in Chapter Four. The first and most important implication is that managers in Libya's online retail and e-commerce sector should treat brand loyalty as a strategic priority rather than as a secondary outcome. Brand loyalty recorded the strongest total effect on online purchase intention, $\beta = 0.491$, and it also showed the strongest total indirect effect, 0.358, through emotional motivation and rational motivation. This means that firms seeking to increase online purchase intention should invest in retention-oriented strategies that strengthen continuity, repeat preference, and relational commitment. In practical terms, this includes consistent post-purchase communication, reliable after-sales support, transparent complaint handling, and loyalty-building interactions that reduce the consumer's need to reconsider alternatives at each purchase decision. This implication is also consistent with the broader loyalty literature, which treats loyalty as a stabilizing force in repeat consumption and future behavioral intention (Oliver, 1999).

The second implication is that firms should give special strategic attention to rational motivation. Rational motivation had the strongest direct effect on online purchase intention in the entire model, $\beta = 0.467$, and it was also the stronger indirect pathway for all three antecedent constructs. For brand personality, the indirect effect through rational motivation, 0.207, exceeded the indirect effect through emotional motivation, 0.128. For brand loyalty, the rational route, 0.215, exceeded the emotional route, 0.143. For customer satisfaction, the rational route, 0.189, exceeded the emotional route, 0.127. This pattern suggests that Libyan consumers are especially responsive to practical considerations such as value, usefulness, convenience, clarity, and decision confidence. Therefore, firms should strengthen utilitarian cues across the online buying process by providing clearer product descriptions, more transparent pricing, visible delivery information, accessible return or exchange policies, trustworthy payment information, and consistent signals of product reliability and service quality. These actions are likely to improve the rational basis on which online purchase intention is formed (Akram et al., 2021; Pavlou, 2003).

A third implication is that emotional motivation should not be neglected, even though it was weaker than rational motivation. Emotional motivation still had a

significant direct effect on online purchase intention, $\beta = 0.304$, and all emotional indirect paths were also significant. This means that affective reassurance, enjoyment, attachment, and psychological comfort remain relevant in the online shopping process. Managers should therefore complement rational cues with emotional cues that make the buying environment feel safer, more reassuring, and more personally engaging. This can be achieved through stronger brand storytelling, more humanized brand voice, consistent visual identity, responsive social interaction, and communication that reduces uncertainty and creates a sense of familiarity. The practical lesson is that online purchase intention in Libya should not be managed through rational appeal alone. The more effective strategy is a dual-route approach in which practical value is emphasized first, but emotional reassurance is also intentionally built into the brand experience (Akram et al., 2021; Childers et al., 2001).

The fourth implication concerns customer satisfaction. Although customer satisfaction had the weakest direct effect on online purchase intention, $\beta = 0.079$, it still produced a substantial total indirect effect, 0.317, through the two motivational mediators. This means that satisfaction is practically important, but its strongest value lies in what it triggers internally. Satisfied consumers are more likely to feel rationally confident and emotionally comfortable, which then increases online purchase intention. Managers should therefore view satisfaction not only as an outcome to be measured, but as a mechanism to be converted into future intention. Practically, this requires attention to the quality of the full transaction experience, including ease of navigation, speed of response, order accuracy, complaint resolution, and post-purchase follow-up. Improvements in these areas are likely to strengthen both rational and emotional motivation and, through them, future purchase intention. This implication is consistent with prior work linking website and service quality to customer satisfaction and purchase intentions in online contexts (Bai et al., 2008).

The fifth implication relates to the importance of trust and uncertainty reduction in the Libyan digital market. The findings of the study consistently show that intention is strengthened when brand-related evaluations are converted into motivational confidence. This has practical relevance because online purchasing in emerging or transitional digital markets often depends on the consumer's belief that the seller, platform, or transaction process is dependable. Firms should therefore reduce ambiguity wherever possible. They should make seller identity clearer, display

contact information more visibly, communicate delivery and payment procedures more transparently, and use reassurance mechanisms such as reviews, return guarantees, and visible customer support. These practices are likely to reinforce both rational confidence and emotional reassurance, which is consistent with prior research emphasizing the importance of trust and risk reduction in online shopping adoption (Gefen et al., 2003; Pavlou, 2003).

A sixth implication concerns channel strategy. The demographic results in Chapter Four showed that 51.4% of respondents reported using Facebook and Instagram sellers, while 29.9% reported using local Libyan e-commerce sites and 18.7% reported using international platforms. This indicates that social commerce channels occupy a central role in the online shopping environment represented by the sample. As a result, firms operating in Libya should not assume that formal website presence alone is sufficient. They should treat social media selling channels as primary consumer touchpoints and ensure that branding, trust signals, responsiveness, and customer service standards are consistent across those channels. In practical terms, the strongest online brands in this context are likely to be those that combine social media accessibility with website-level clarity and service reliability.

A seventh implication is that firms should design strategies not only for existing frequent buyers but also for hesitant or low-frequency consumers. Chapter Four showed that 25.6% of respondents reported that they never shop online and 32.7% reported shopping online only rarely. This means that a substantial share of the relevant consumer population is still positioned outside habitual online purchasing. For managers, this implies that market development should include onboarding and conversion strategies aimed at reducing hesitation. Such strategies may include simplified first-purchase offers, low-risk trial purchases, more explicit transaction guidance, and reassurance-oriented communication that addresses practical concerns before pushing for repeated purchases. Because the sample includes consumers with varying levels of online shopping engagement, firms that reduce initial barriers may be better positioned to convert awareness into actual intention and future behavior.

5.8. Contribution to Knowledge

The present study makes a specific contribution to knowledge by providing an empirically tested and contextually grounded explanation of online purchase intention in Libya that integrates brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention within one structural model. This is an original contribution in the context of the study because Chapter One identified a gap in the Libya-focused literature, namely that prior work had not adequately combined these brand-related and motivational constructs in a single explanatory framework. The current study addresses that gap directly by testing the full model on 395 valid responses and by showing that the integrated framework performs strongly in the Libyan context.

A first contribution to knowledge lies in model integration. The study does not examine brand personality, brand loyalty, customer satisfaction, emotional motivation, and rational motivation as isolated predictors. Instead, it explains how these constructs operate together within a process-based model of online purchase intention. This contributes to knowledge because it moves beyond fragmented explanations and demonstrates that online purchase intention in Libya is better understood as the result of combined direct and mediated relationships rather than as the product of a single dominant factor. In methodological terms, this contribution is also consistent with the explanatory purpose of the research design and the PLS-SEM framework established in Chapter Three.

A second contribution lies in showing the relative hierarchy of influence among the antecedent constructs. The study does not merely confirm that brand personality, brand loyalty, and customer satisfaction matter. It also establishes their comparative strength within the same model. The total effect analysis showed that brand loyalty had the strongest overall influence on online purchase intention, $\beta = 0.491$, followed by brand personality, $\beta = 0.450$, and customer satisfaction, $\beta = 0.396$. This ranking is an important knowledge contribution because it identifies which antecedent is most influential when both direct and indirect paths are considered together. The study therefore adds precision to the literature by clarifying that, in the Libyan context, loyalty is not simply relevant, but the strongest overall antecedent of online purchase intention within the tested framework.

A third contribution lies in clarifying the role of motivational mediation. The study shows that emotional motivation and rational motivation are not secondary background variables. They are central explanatory mechanisms. All indirect effects were statistically significant, and the total indirect effects were 0.335 for brand personality, 0.358 for brand loyalty, and 0.317 for customer satisfaction. Because the direct effects remained significant as well, the study contributes a process-based explanation characterized by partial mediation rather than a simple direct-effect model. This is a meaningful addition to knowledge because it explains not only whether the antecedent constructs affect online purchase intention, but also how they do so.

A fourth contribution lies in identifying the dominant motivational route in the model. The results showed that rational motivation had a stronger direct effect on online purchase intention, $\beta = 0.467$, than emotional motivation, $\beta = 0.304$. The same pattern also appeared in the mediation results, where the rational pathway was stronger than the emotional pathway for brand personality, brand loyalty, and customer satisfaction. This adds an important layer of knowledge because it does not stop at showing that dual-route motivation exists. It specifies which route is more influential in this context. The study therefore contributes a more differentiated understanding of online purchase intention by showing that, in Libya, utilitarian and cognition-based processing has greater explanatory strength than affective processing, although both remain significant.

A fifth contribution lies in contextual extension. The study applies and validates the integrated model in Libya, a setting characterized by broad digital exposure but uneven e-commerce maturity. In doing so, it shows that a combined brand-and-motivation framework remains highly explanatory outside the more mature digital economies in which much of the literature has been developed or repeatedly tested. This contextual contribution is strengthened by the explanatory power of the model, which accounted for 77.0% of the variance in online purchase intention, 57.3% of the variance in emotional motivation, and 57.1% of the variance in rational motivation. These values indicate that the framework is not only theoretically coherent, but also empirically powerful in the Libyan setting.

A sixth contribution lies in reinforcing the integration of the Theory of Planned Behavior and the Stimulus-Organism-Response perspective in a way that is

empirically operationalized rather than only conceptually asserted. Chapter One and Chapter Three proposed that online purchase intention would function as the behavioral outcome, brand personality, brand loyalty, and customer satisfaction would function as stimuli or antecedents, and emotional motivation and rational motivation would function as the internal organismic mechanisms. The empirical findings support this structure directly. This contributes to knowledge by demonstrating that the combined TPB and S-O-R logic is not only theoretically appealing, but also empirically workable in explaining online purchase intention in the present context.

5.9. Limitations of the Study

Despite the empirical strength of the model and the significance of the reported findings, the present study has several limitations that should be acknowledged when interpreting the results. These limitations do not invalidate the study, but they do define the boundaries within which the findings should be understood and generalized. The discussion of limitations is also important because it clarifies the methodological conditions under which the relationships among brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention were examined.

The first limitation concerns the cross-sectional nature of the research design. As established in Chapter Three, the study used a quantitative explanatory cross-sectional survey, and all data were collected at a single point in time. This design is appropriate for examining associations and testing a structured model, but it limits the strength of temporal and causal interpretation because the variables were measured simultaneously rather than across multiple time periods. Accordingly, although the structural model supports the proposed direct and mediated relationships, the results should be interpreted as evidence of statistically supported directional relationships within the tested framework rather than as definitive proof of temporal causality. This limitation is widely recognized in survey research, particularly when cross-sectional data are used to examine process-based or mediation-oriented models (Rindfleisch et al., 2008).

The second limitation relates to the sampling design. Chapter Three made clear that the study used a non-probability convenience sampling approach, supported by

purposive screening logic, and that the questionnaire was distributed online through Google Forms via Facebook, Twitter, Instagram, and related online groups. This means that the final sample of 395 valid responses was not drawn through probability-based sampling, which limits the statistical generalizability of the findings to the wider Libyan population. The sample is suitable for testing the proposed model among the targeted respondent group, but the results should still be interpreted with caution when making broader population-level claims. This issue is especially relevant in web-based surveys, where accessibility and self-selection may shape who responds and who does not (Bethlehem, 2010).

A third limitation concerns the mode of data collection and the use of self-reported measures. All constructs in the study were measured through a single structured questionnaire administered electronically, and the data therefore reflect respondents' own perceptions, evaluations, and stated intentions. This is consistent with the nature of the latent variables examined in the study, but it also means that the results may be affected by the general limitations of self-report research, including response style effects, consistency tendencies, and possible common method bias. Because the predictor variables, mediators, and dependent variable were collected from the same respondents using the same instrument, the possibility of common method influence cannot be ruled out completely. This is a standard limitation in behavioral survey research and should be acknowledged when interpreting the magnitude of the relationships in the model (Podsakoff et al., 2003).

A fourth limitation arises from the nature of the dependent variable itself. The study examined online purchase intention rather than actual online purchasing behavior. This is theoretically justified and fully consistent with the Theory of Planned Behavior and the study framework, but it also means that the findings explain readiness or likelihood of purchase rather than verified transactional behavior. Intention is a strong and important behavioral precursor, yet it is not identical to actual behavior. External constraints, market conditions, and transaction barriers may still intervene between intention and completed purchase. Therefore, the findings should be interpreted as explaining intention formation rather than actual purchase execution.

A fifth limitation concerns the composition of the sample in relation to online shopping engagement. Chapter Four showed that the respondent group included

individuals with varying levels of online shopping engagement, including 25.6% who reported that they never shop online and 32.7% who reported shopping online only rarely. This feature was handled correctly in the study by defining the population as Libyan consumers with awareness of or exposure to online shopping platforms rather than only active online shoppers. However, it still introduces an interpretive limitation. The model explains intention formation across a broad consumer group, not within a narrowly defined sample of habitual online buyers. This strengthens the breadth of the study, but it also means that the findings should not be interpreted as representing only experienced e-commerce users.

A sixth limitation is contextual. The study was conducted in Libya and was designed specifically to address the Libyan online retail and e-commerce environment described in Chapter One. This contextual focus is one of the strengths of the study because it addresses an important gap in the literature, but it also limits external generalization. The structure and strength of the observed relationships may differ in countries with more mature e-commerce ecosystems, different institutional conditions, stronger formal platform trust, or different consumer habits. For that reason, the results should be generalized primarily within similar emerging or transitional digital environments rather than assumed to apply automatically across all national settings.

A seventh limitation concerns construct scope. The study intentionally focused on six core constructs in order to test a theoretically coherent and manageable model. As a result, other potentially relevant determinants of online purchase intention were not included, such as perceived risk, trust, ease of use, delivery quality, platform reputation, or payment-system concerns. This does not weaken the tested model, but it does mean that the explained variance in online purchase intention should be understood as the result of the selected branding and motivational variables rather than as a complete account of all possible determinants of online buying behavior.

5.10. Recommendations for Future Research

The findings of the present study provide several directions for future research. These recommendations follow from both the strengths and the limitations of the current study and are intended to extend the explanatory understanding of online purchase intention in Libya and comparable digital markets. Because the present study

produced statistically significant direct and indirect effects and explained a substantial proportion of the variance in online purchase intention, future studies should build on this framework rather than replace it. At the same time, they should test whether the same relationships remain stable under different research designs, samples, and contextual conditions.

A first recommendation is to conduct longitudinal research. The present study used a cross-sectional design, which was appropriate for testing the proposed model, but future research could strengthen the temporal interpretation of the relationships by collecting data across multiple time periods. This would be especially valuable for examining whether brand loyalty, customer satisfaction, emotional motivation, and rational motivation retain the same influence on online purchase intention over time, and whether intention later develops into repeated online purchase behavior. Longitudinal work would therefore help determine whether the process identified in the current study remains stable or changes as consumers gain more digital buying experience.

A second recommendation is to use broader sampling strategies and, where feasible, probability-based designs. The present study relied on non-probability convenience sampling supported by purposive screening logic, which was methodologically acceptable for the objectives of the study, but future research could improve generalizability by using more representative sampling frames. Studies that include wider regional coverage, more balanced demographic representation, or stratified consumer groups would help determine whether the current findings hold across different segments of the Libyan population. This would be particularly useful in testing whether the dominance of brand loyalty and rational motivation remains consistent across different social and economic groups.

A third recommendation is to examine actual online purchase behavior in addition to purchase intention. The present study focused on online purchase intention, which is theoretically justified and central to the model, but future research could extend the framework by linking intention to actual behavioral outcomes. This would help clarify the extent to which the strong explanatory results observed here, especially the strong role of rational motivation and the strong total effect of brand loyalty, are translated into completed transactions, repurchase behavior, or platform loyalty in

practice. Research that tracks actual behavior could therefore provide an important extension of the current study rather than a correction to it.

A fourth recommendation is to extend the model by incorporating additional constructs that were outside the scope of the present study. The current study intentionally focused on brand personality, brand loyalty, customer satisfaction, emotional motivation, rational motivation, and online purchase intention in order to preserve conceptual clarity. Future studies could retain this core structure while adding variables such as trust, perceived risk, perceived usefulness, payment security, delivery performance, platform reputation, or service recovery. This would allow researchers to test whether the core relationships identified in the present model remain stable when additional predictors are introduced and whether the explanatory power of the model can be improved further.

A fifth recommendation is to examine subgroup differences through comparative or multi-group designs. Chapter Four showed that the respondent sample included substantial variation in online shopping engagement, with some participants reporting frequent online shopping and others reporting that they never shop online. Future research could investigate whether the structural relationships differ across consumer groups defined by shopping frequency, age, gender, income, education, or preferred online platform type. Such work would be particularly valuable in determining whether rational motivation remains the stronger pathway across all subgroups or whether emotional motivation becomes more salient for certain categories of consumers.

A sixth recommendation is to conduct comparative studies across contexts. Because the present study is grounded in Libya, future research could compare the model across countries with different levels of e-commerce maturity, institutional stability, or digital trust. Comparative work of this kind would help determine whether the strong role of brand loyalty and the stronger rational pathway observed in this study are context-specific or whether they represent a broader pattern across emerging and transitional digital markets. Such research would also strengthen the external relevance of the integrated brand-and-motivation framework proposed in this thesis.

A seventh recommendation is to explore sector-specific applications of the model. The present study addressed online purchase intention at a general consumer

level, which was appropriate for the study objectives. Future studies could apply the same framework to specific online retail categories such as fashion, cosmetics, electronics, groceries, or social-commerce-based informal selling. Sector-specific research would help determine whether the relative importance of brand loyalty, brand personality, customer satisfaction, emotional motivation, and rational motivation changes according to product type, purchase risk, or level of consumer involvement.

An eighth recommendation is to use mixed-method or qualitative follow-up research. The current study provides strong quantitative evidence, but future work could enrich the interpretation of the findings by exploring why rational motivation was stronger than emotional motivation and why brand loyalty emerged as the strongest total antecedent. Interviews, focus groups, or qualitative digital ethnography could be useful in uncovering the consumer meanings behind these statistical relationships, especially in the Libyan context where online shopping behavior may be shaped by local trust norms, social-commerce practices, and informal transaction patterns.

5.11. Chapter Summary

This chapter discussed the empirical findings of the study in relation to the conceptual framework, research questions, research objectives, and relevant literature. In line with the study organization established in Chapter One, the chapter moved beyond statistical reporting and focused on interpreting the meaning of the findings reported in Chapter Four. The discussion was grounded in the methodological framework set out in Chapter Three and in the integrated theoretical logic of the study, where brand personality, brand loyalty, and customer satisfaction function as antecedent constructs, emotional motivation and rational motivation function as mediating mechanisms, and online purchase intention functions as the principal behavioral outcome.

The chapter showed that all direct hypotheses and all mediation hypotheses were supported. Brand personality, brand loyalty, and customer satisfaction each had positive and statistically significant direct effects on online purchase intention and on the two motivational constructs. Emotional motivation and rational motivation also had positive and significant direct effects on online purchase intention. In addition, all

specific indirect effects and all total indirect effects were positive and statistically significant, which confirms that emotional motivation and rational motivation acted as meaningful mediators in the model. These findings support the central argument of the study that online purchase intention in Libya is shaped through both direct brand-related evaluations and internal motivational processes rather than through a single explanatory path.

A major conclusion of the chapter is that brand loyalty emerged as the strongest overall antecedent of online purchase intention. Its total effect, 0.491, exceeded the total effects of brand personality, 0.450, and customer satisfaction, 0.396. A second major conclusion is that rational motivation was the stronger motivational driver of online purchase intention. It had a stronger direct effect on online purchase intention, $\beta = 0.467$, than emotional motivation, $\beta = 0.304$, and the rational indirect pathway was stronger than the emotional pathway for all three antecedent constructs. These results gave the discussion a clear hierarchy of influence within the model and helped clarify not only which variables mattered, but also how they mattered.

The chapter also demonstrated that the integrated framework of the study performed strongly in the Libyan context. The model explained 77.0% of the variance in online purchase intention, 57.3% of the variance in emotional motivation, and 57.1% of the variance in rational motivation. In addition, the model fit indicators were satisfactory, including SRMR = 0.042 and NFI = 0.931. These results reinforce the conclusion that the proposed model provides a strong explanatory account of online purchase intention among Libyan consumers with awareness of or exposure to online shopping platforms.

On this basis, the chapter identified the main theoretical implications, practical implications, contribution to knowledge, study limitations, and recommendations for future research. The theoretical discussion emphasized that the findings extend online purchase intention research beyond narrow technology-centered explanations and support the integration of the Theory of Planned Behavior and the Stimulus-Organism-Response perspective within one empirically supported framework. The practical discussion showed that firms in Libya's online retail and e-commerce sector should prioritize loyalty building, strengthen rational value cues, maintain emotional reassurance, and reduce consumer uncertainty across digital buying channels. The

contribution to knowledge was defined in terms of model integration, process explanation, contextual extension, and the clarification of the relative strength of the antecedent and mediating constructs. At the same time, the limitations of the study and the directions for future research were clearly stated in order to define the boundaries of the current findings and to guide subsequent work.

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