An In-Depth Analysis of Consumer Perceived Value and Expansion of Online Retailers in Metropolitan Kampala, Uganda.

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Abstract

Purpose: This study aims to conduct an in-depth analysis of how consumer perceptions of value shape purchasing decisions and foster sustained expansion for online retailers in Metropolitan Kampala, Uganda. The study will identify the key theoretical foundations that anchor research on perceived value, provide actionable insights to guide online retailers in developing effective strategies for overall business growth and propose a future research agenda on Perceived Value.

Methodology: This review process was organized on the three-stage method: planning, execution, and reporting. In the first stage, the study identified its purpose and selected its main source of data being peer-reviewed journals from EBSCOHost, Econlit, Google Scholar, Web of Knowledge, and Social Sciences Citation Index. During the execution stage, Consumer Perceived Value, Online Retailers, and e-commerce are the identified keywords to facilitate the search for data. Out of 63 publications obtained between 2015 and 2024, only 26 papers were examined after reading the abstracts. The findings were reported using tabulation and narration.

Findings: The findings highlight how enhancing perceived value through effective e-marketing strategies, quality service, and personalized experiences can lead to increased customer engagement, retention, and ultimately, the successful adoption of e-commerce technologies. Dive in to discover how businesses can differentiate themselves in a competitive market by focusing on what truly matters to their customers. Technology Acceptance Model (TAM), service quality Theory (S.Q.T), and Unified Theory of Acceptance and Use of Technology (UTAUT) have been identified as the dominant theoretical framework in the study on consumer perceived value (P.V.).

Implications: Businesses that effectively enhance perceived value through improved service quality, customer engagement, focus on creating a balanced approach to convenience, privacy, and build and maintain good relationships with customers can differentiate themselves in competitive markets. Exploring the constraints of the reviewed studies offers potential research directions. This study, therefore offers a complete perspective that advances both practice and research.

Keywords: Consumer Perceived Value, Online Retailers, e-commerce.

Introduction

The retail scene in Uganda has undergone a fundamental transformation due to the swift expansion of e-

commerce, especially in urban regions such as Kampala. Electronic commerce is the selling and acquisition of products over computer networks using order placement and receiving systems. According to (Miao, Jalees et al. 2022), all the buying, selling, and exchanging of valuable data on an electronic platform are considered electronic commerce. Due to changes in customer purchasing behavior, smartphone usage, and rising internet penetration, online retailing has become a crucial part of the retail business.

Much of Uganda's e-commerce activity is based in Metropolitan Kampala, the nation's commercial center. The demographics of the area made up of a burgeoning middle class and a generation of tech-savvy millennials, make it an ideal place for internet retailers to expand. In 2017, 17.1 million individuals in Uganda had internet access, accounting for 45% of the country's total population. The number of mobile internet customers increased by 14.5%, adding an estimated 1.6 million additional users. Despite this, Uganda has a lower rate of internet shopping adoption than other East African nations. Eighty percent of internet orders in Uganda are paid for in cash, and many Ugandans lack debit or credit cards and are wary of purchasing online. Report by National Information Technology Uganda (NITA-U, 2023), thus growing their revenue and retaining consumers are the key issues facing the numerous online retailers that are opening up Businesses every day in this area.

The leading five online retailers today in Metropolitan Kampala offering a wide range of products like electronics, fashion, home appliances, and groceries are Jumia Uganda, Kilimall Uganda, Dondolo Online, Uganda Online Shop, and Xente. Jumia is one of Africa's largest e-commerce platforms and is highly popular in Uganda with a Customer Base of Monthly active users of approximately 300,000 - 400,000 predominantly urban, Average Order Value (AOV), Ugandan Shillings (UGX) 150,000 - UGX 250,000 (about USD 40 - 65). Kilimall Uganda is a Chinese-owned e-commerce platform t, with a Customer Base of Monthly Active Users of around 100,000 - 150,000, an average Order Value (AOV) of approximately UGX 120,000 - UGX 200,000 (about United States Dollar (USD) 32 - 55). Dondolo Online is a Ugandan online retail platform known for its user-friendly interface and local market focus, a Customer Base of monthly Active Users of approximately 50,000 - 70,000, with a focus on affordability, its average Order Value (AOV) is approximately UGX 80,000 - UGX 150,000 (about USD 21 - 40). Uganda Online Shop is a local e-commerce platform with a Customer Base of monthly Active Users of around 20,000 - 30,000, average Order Value (AOV) of approximately UGX 70,000 - UGX 130,000 (about USD 19 - 35). Xente is a Ugandan fintech and e-commerce platform, that has a Customer Base of Monthly Active Users: of approximately 40,000 - 60,000, predominantly average Order Value (AOV) of approximately UGX 100,000 - UGX 180,000 (about USD 27 - 48). The National Information Technology Authority (NITA-U, 2022).

However, as the competition among these online retailers heats up, it becomes increasingly important to comprehend the dynamics of customer perceived value. Online retailers are forced to constantly evaluate and improve the value they provide to their customers while also planning and executing successful expansion strategies. Based on preliminary data, businesses that have allowed online purchasing have only seen a 5% increase in repeat business from first-time customers. According to Jumia Quarter One 2024 report, their revenue and gross merchandise volume increased even though the African e-tailer's quarterly active client base shrank by over 5%, from 2 million to 1.9 million. Perceived value is the "variance between what a customer gives and what he gets in return." (Miao, Jalees et al. 2022), Customer perceived value is a multifaceted concept that includes the trade-off between the advantages and the disadvantages experienced by customers. According to (Mpaata, Lubogoyi et al. 2017), the concept of perceived value

is crucial as it encapsulates the customers' assessment of the benefits they receive from a service relative to the costs incurred. it is a critical determinant of online shopping behavior, capable of influencing initial purchase decisions, repeat purchasing, and brand loyalty. (Alkufahy, Al-Alshare et al. 2023), view Perceived value, to encompass the overall assessment of the utility of a product or service based on what is received (benefits) versus what is given (costs). Perceived value is not merely about the price or functional benefits; it also includes the overall experience and emotional connection that consumers have with the mobile commerce platform (Dastane, Goi et al. 2023)

In this regard, it becomes essential to comprehend how certain internet merchants in Metropolitan Kampala see and carry out customer value enhancement tactics. Additionally, investigating how these merchants grow and adjust to market opportunities and offer insightful information about how sustainable their business models are. Simultaneously, the tactics utilized by e-commerce companies to broaden their market reach and strengthen their competitive advantage are essential for long-term success. These tactics might involve collaborations, product diversification, market penetration, and the use of digital marketing platforms. However, the capacity of the merchants to provide their clients with higher value is closely related to the efficacy of these growth tactics.

The relationship between consumer perception of value and strategic expansion techniques is still not well understood in Metropolitan Kampala, where the online retail business is still in its early phases of development, existing studies only address a portion of perceived value; nevertheless, there is a dearth of thorough reviews that explain the perceived value, some of which are out-of-date and do not look at how Perceived value affects the growth of online businesses.(Aulia, Sukati et al. 2016) emphasizes the consumer perceived value, including the theory of consumption values, the definition of perceived value, and Studies of perceived value construct.(Chang and Dibb 2012), review aimed to provide a comprehensive understanding of customer-perceived value (CPV) by reviewing existing literature and proposing a conceptual framework. The current study responds to recommendations from other studies for future research. (Aulia, Sukati et al. 2016), recommended future research to be directed to identify and develop the scale of personal-related value, since personal-related value affects other dimensions of worth in addition to happiness, it is crucial to take it into account when measuring perceived value.(Chang and Dibb 2012), revealed that despite the large body of research on customer-perceived value in traditional shopping channels, much less is known about value in the online context (Wijarnoko, Pramana et al. 2023), recommended future research avenues to identify other moderating factors in the repurchase intention domain,(Singh and Basu 2023), recommended more studies in post purchase studies.

By offering a thorough examination of customer-perceived value, this research seeks to close the gap in the body of current literature. The study aims to further the conversation about the growth of e-commerce in developing nations and provide useful advice for online merchants hoping to survive in quickly changing market. Specifically, by employing a systematic review, the analysis aimed to identify the key theories anchoring studies on perceived value, to inspire online businesses in the development of consumer repurchase strategies, and to recommend a future research agenda on perceived value. The study is structured as follows: Section one: Introduction which gives the background, justification, and significance of the study. Section two: Methodology which explains how the review was carried out, and the inclusion and exclusion criteria. Section three: Results, concerned with reporting the findings in terms of theories of perceived value and its influence on online business expansion. Section four: discussion of the findings, implications, and recommendations. section five: conclusion.

Methodology

The literature review process was organized on the three-stage method (planning, execution, and reporting) created by(Tranfield, Denyer et al. 2003). During the design phase, the study identified its purpose and selected its main source of data. In accordance with the recognized protocols for literature reviews (Frank and Hatak 2014), the objective is to assess the similarities and differences in this field of study's definitions, concepts, theories, and operations. Peer-reviewed journals are the only sources used because they have the most social influence. Thus, EBSCOHost, Econlit, Google scholar, Web of Knowledge, and Social Sciences Citation Index were chosen as databases.

Execution and selection criteria were determined in the second phase of the literature review procedure. Consumer Perceived Value, Online Retailers, and e-commerce are the keywords used in data searches. An initial sample of 53 publications was obtained, In terms of duration, the research covered articles that were released between 2015 and 2024. This pool was reduced to 26 papers that examined customer-perceived value after the abstracts were read. Book reviews, papers that were only descriptive, narrowly focused, and difficult to generalize, as well as papers published not in English, were also disqualified. The remaining 26 papers were then evaluated on how customer-perceived value was conceptualized across a range of dimensions, abstraction levels, model taxonomies, and business impact. And reporting of findings was done using tabulation and narration.

Findings

This study's findings and conclusions come from a thorough analysis of twenty-six journal publications, and articles published in English and linked to perceived value.

Table 1. Theory and number of Articles.

Theory	Article	Number of articles
Means-End Chain (MEC) theory	Raman Amirtha & V. J. Sivakumar (2022),	01
Diffusion of Innovations Theory	1). Aaron Baird1 and T.S. Raghu2, (2015), 2). de Souza, D. E. S., & Baldanza, R. F. (2018).	02
The service quality Theory	1) Mpaata, K. A., Lubogoyi, B., & Okiria, J. C. (2017), 2). Jiang, L., Jun, M., & Yang, Z. (2016), 3). Dokcen, C., Obedgiu, V., & Nkurunziza, G. (2021)	03
The customer satisfaction theory.	1) Mpaata, K. A., Lubogoyi, B., & Okiria, J. C. (2017),	01
Technology Acceptance Model (TAM)	1).. Mutenyo, J., Buyinza, F., & Ssenono, V. (2022),	04

	2). Wanzu, I., Turyakira, P., & Katumba, P. M. (2019),. 3). de Souza, D. E. S., & Baldanza, R. F. (2018). 4). Anshori, M. Y., Karya, D. F., & Gita, M. N. (2022).	
Value Creation Theory	Mutenyo, J., Buyinza, F., & Ssenono, V. (2022),	01
No theory	1). Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. U. A., & Javed, M. K, (2022) 2). Nwaizugbo, I. C., & Danjuma, P. U. (2022) 3). Alkufahy, A., Al-Alshare, F., Qawasmeh, F., Aljawarneh, N., & Almaslmani, R.,(2023) 4). Silva, S. C. E., Duarte, P., Machado, J. C., & Martins, C.(2020) 5). Prasastyoga, B., Harinck, F., & van Leeuwen, E. (2021). 6). Prasetyo, J. H., Prakoso, B. S., Wiharso, G., & Fabrianto, L. (2021). 7). Zietsman, M. L., Mostert, P., & Svensson, G. (2020). 8). Nasiri, M. S., & Shokouhyar, S. (2021). 9). Maqableh, M., Hmoud, H. Y., & Jaradat, M. (2021). 10).Chen, C. C., Hsiao, K. L., & Wu, S. J. (2018).	10
The multidimensional nature of perceived value	Dastane, O., Goi, C. L., & Rabbanee, F. K.(2023)	01
Utilitarian and hedonic aspects	Mencarelli, R., & Lombart, C.(2017)	01
The Unified Theory of Acceptance and Use of Technology (UTAUT) Model	1).de Souza, D. E. S., & Baldanza, R. F. (2018). 2). Anwar, Thongpapanl, and Ashraf (2021),	02
Consumer Acceptance of Technology Model (CAT)	de Souza, D. E. S., & Baldanza, R. F. (2018).	01
Value-Based Adoption Model (VAM)	de Souza, D. E. S., & Baldanza, R. F. (2018).	01
Retail Atmospherics Theory	Dokcen, C., Obedgiu, V., & Nkurunziza, G. (2021).	01
Quality-Value-Purchase Intention Model	Jin-Feng Wu Ya Ping Chang, (2016)	01

Source: Research own Construction

The most utilized theory in the study of Perceived value is the Technology Acceptance Model (TAM) which anchored 04 studies out of the 26 studies reviewed. The second most used theory is the Service Quality Theory which anchored 03 studies, in the third position are the theories each anchoring 02 studies:

The UTAUT Model and the Diffusion of Innovations Theory. The remaining theories each anchored only 01 study. However, 10 studies on perceived value were not anchored on any specific theory, as seen in Table 1. above.

Theories of perceived value

Means-End Chain (MEC) theory. This posits that consumers make purchasing decisions based on the perceived benefits (both utilitarian and hedonic) that products or services provide, which ultimately influence their loyalty behaviors (Amirtha and Sivakumar 2022).

The Diffusion of Innovations Theory, (Baird, Cheng et al. 2022). This was developed by Everett Rogers, It suggests these constructs as Relative Advantage: the degree to which an innovation is perceived as better than the idea it replaces, Trialability: the extent to which an innovation can be experimented on a limited basis, Compatibility: how consistent the innovation is with the existing values, past experiences, and needs of potential adopters, Complexity: the perceived difficulty of understanding and using the new innovation, and Observability: the extent to which the results of an innovation are visible to others.

The Technology Acceptance Model (TAM) (Mutenyo, Buyinza et al. 2022), (Anshori, Karya et al. 2022),(Wanzu, Turyakira et al. 2019), (Ashraf, Tek et al. 2021), (de Souza and Baldanza 2018), All explained the theoretical foundation based on the TAM, focusing on the roles of security, privacy, perceived value, and trust, this posits that perceived ease of use and perceived usefulness significantly influence users' acceptance of technology, which is critical in the context of digital services. This model helps to explain how customers perceive the value of digital services in relation to their usability and functionality.

The Value Creation Theory used in the studies by,(Mutenyo, Buyinza et al. 2022).

Unified Theory of Acceptance and Use of Technology(UTAUT) is a combination of the five theories. Innovation Diffusion Theory (IDT),(Orr 2003), The Technology Acceptance Model (TAM) designed by (Davis, Bagozzi et al. 1989) to specifically apply to computer-related behavior by incorporating findings accumulated over more than a decade into information systems. It can be used to model computational acceptance. The work of Davis aimed to develop and validate new scales for two specific variables: perceived utility and perceived ease of use giving rise to the TAM, Davis asks what makes an individual accept or reject an information technology. Innovation Diffusion Theory (IDT) has been commonly applied to new technologies and services to predict their adoption. IDT proposes that within a population group, innovations are not adopted simultaneously by all individuals. The theory argues that the rate of innovation adoption of individuals is determined by a wide variety of personal (gender, ethnicity, age), social (education, social class) and technological (utility and perceived benefits) factors. Based on the combination of these eight theories, the UTAUT model was created to explain the behavioral intention to use or adopt the technology, it proposed four predictive determinants: expected performance, expected effort, social influence, and facilitating conditions. The UTAUT model integrates various constructs that affect technology acceptance, including performance expectancy, effort expectancy, social influence, and facilitating conditions.

The Retail Atmospherics Theory used in the study by (Dokcen, Obedgiu et al. 2021), to examine the relationship between retail atmospherics, perceived service quality, and retail store patronage in supermarkets within emerging economies. This theoretical framework emphasizes the importance of the physical environment.

The Service Quality Model, (Dokcen, Obedgiu et al. 2021), explained service quality in influencing consumer behavior and decision-making in retail settings

The Quality-Value-Purchase Intention Model, anchored the study by(Wu and Chang 2016), to examine the relationships between multichannel integration quality, online perceived value, and online purchase intention. This model posits that the quality of integration across different sales channels (such as physical stores and online platforms) significantly influences the perceived value that consumers associate with their shopping experience, which in turn affects their intention to make purchases online.

Perceived value and online business expansion.

A well-designed business model that considers consumer needs and preferences can enhance perceived value, leading to increased adoption rates. The study suggests that businesses should focus on creating a balanced approach to convenience, privacy, and switching costs(Baird and Raghu 2015), asserts that, PHRs tethered to groups of medical providers or integrated systems tend to have higher perceived value compared to those linked to standalone providers.

Perceived value affects business expansion by enhancing customer loyalty and retention. When customers perceive high value in the services offered, they are more likely to remain loyal and continue using those services, which in turn drives repeat business and referrals(Amirtha and Sivakumar 2022), (Mpaata, Lubogoyi et al. 2017), found that perceived value significantly influences repurchase intentions and advocacy behavior among customers, (Zietsman, Mostert et al. 2020). This loyalty not only stabilizes revenue streams but also encourages positive word-of-mouth, further attracting new customers and facilitating expansion.

Perceived value influences customer satisfaction, which is a critical determinant of loyalty and business growth. (Jiang and Yang 2016), observed that perceived value significantly affects business expansion in several ways, perceived value mediates the relationship between service quality and customer loyalty, high service quality enhances perceived value, which in turn fosters customer loyalty. Additionally, the authors highlight that satisfied customers are more likely to recommend the service to others, thereby generating positive word-of-mouth and attracting new customers. This organic growth through referrals can significantly contribute to a business's expansion efforts.

Perceived value can lead to increased customer engagement and retention. When customers recognize the benefits of digital services, they are more inclined to remain loyal to the service provider, which in turn fosters repeat business and enhances customer lifetime value(Mutenyo, Buyinza et al. 2022), emphasizes that perceived value can facilitate market expansion by attracting new customers

Perceived value significantly affects business expansion by influencing SMEs' decisions to adopt e-commerce technologies.(Wanzu, Turyakira et al. 2019), explained that Small and Medium scale Enterprises that recognize the potential benefits of e-commerce—such as cost reduction, improved operational efficiencies, and access to new markets—are more likely to embrace these technologies, thereby facilitating their growth and competitiveness. (Činjarević, Pijalović et al. 2021), (Al-Tit 2020), suggest that external pressures, such as customer expectations and competitive dynamics, play a crucial role in shaping SMEs' perceived value of e-commerce. When SMEs perceive that their competitors are gaining advantages through e-commerce, they are more inclined to adopt these technologies to maintain their market position. This competitive pressure, combined with the perceived benefits of e-commerce, creates a compelling case for SMEs to invest in digital transformation, ultimately leading to business expansion and sustainability in a rapidly evolving market landscape

Perceived value can lead to improved customer satisfaction and loyalty.(Alkufahy, Al-Alshare et al. 2023), highlights that the ability of a business to convey its value proposition effectively can differentiate it from competitors, thereby enhancing customer retention and encouraging expansion through loyal customer bases. The findings suggest that businesses should focus on enhancing perceived value through various e-marketing strategies, such as personalized communication, quality content, and customer engagement initiatives. This insight is vital for businesses aiming to enhance their marketing strategies and achieve sustainable growth.

Perceived value supports a sustainable expansion of businesses by meeting customer needs. Understanding and measuring perceived value allows businesses to tailor their marketing strategies and service offerings to better meet customer needs.(Dastane, Goi et al. 2023), revealed that when consumers perceive high value in mobile commerce services, they are more likely to engage with these platforms, leading to increased customer satisfaction and loyalty. The study highlights that perceived value is not merely about the price or functional benefits; it also includes the overall experience and emotional connection that consumers have with the mobile commerce platform. Moreover, the findings indicate that businesses that effectively enhance perceived value through quality service, user-friendly interfaces, and personalized experiences can differentiate themselves in a competitive market. This differentiation is vital for attracting new customers and retaining existing ones, ultimately driving business expansion.

Perceived value affects business expansion by shaping consumer attitudes towards online shopping platforms.(Danjuma and Nwaizugbo 2022), emphasizes that perceived value is a critical determinant of consumer behavior in the context of online shopping, influencing not only customer satisfaction but also their intention to purchase. When consumers perceive high value in the offerings—considering factors such as product quality, price, convenience, and customer service—they are more likely to engage in online shopping. This engagement leads to increased sales, which are essential for the growth and expansion of businesses in the e-commerce sector

Perceived value leads to business growth by facilitating repurchase intentions. e-trust plays a mediating role between perceived value and repurchase intentions. This is built through consistent service quality, transparent communication, and effective customer support.(Miao, Jalees et al. 2022), (Ahmad, Akbar et al. 2023), argue that when consumers perceive high value in their online shopping experiences—considering factors such as product quality, service quality, and overall satisfaction—they are more likely to return to the same platform for future purchases This relationship is crucial, as increased repurchase intentions directly contribute to a business's revenue growth and market share expansion. By understanding the drivers of perceived value, businesses can tailor their strategies to better meet customer needs, ultimately leading to increased customer retention and business success, (Zietsman, Mostert et al. 2020).

Perceived value significantly affects business expansion by influencing consumer behavior and adoption rates of mobile commerce. When consumers perceive high value in mobile commerce offerings—due to factors such as ease of use, perceived quality, and overall satisfaction—they are more likely to engage with these platforms, leading to increased usage and repurchase intentions According to (de Souza and Baldanza 2018). This relationship is crucial, as higher repurchase intentions contribute directly to revenue growth and market share expansion for businesses operating in the mobile commerce sector.

Perceived value plays a crucial role in driving business expansion, particularly in the context of Customer Relationship Management (CRM), (Pandey, Bajpai et al. 2024), argue that the alignment between a brand and the cause it supports (brand-cause fit) significantly impacts consumers' perceptions of value and their

trust in the brand, which in turn affects their purchasing intentions. When consumers perceive high value in products associated with CRM campaigns—due to factors such as the perceived authenticity of the brand's commitment to the cause, the relevance of the cause to the consumer, and the overall quality of the product—they are more likely to engage with the brand and make purchases.

Perceived value improves online shopping experiences. It encompasses both utilitarian aspects (such as convenience and cost-effectiveness) and hedonic aspects (such as enjoyment and emotional satisfaction), which collectively enhance the overall customer experience.(Kokkoris and Sedikides 2019), (Prasetyo, Prakoso et al. 2021), argue that when customers perceive high value in their online shopping experiences—considering factors such as product quality, service quality, and overall satisfaction—they are more likely to engage in repeat purchases. This behavior is crucial for businesses, as increased repurchase intentions lead to higher sales and market share growth.

Perceived value of entrepreneurial identity can differentiate between entrepreneurs who are primarily motivated by necessity (e.g., survival) and those who are driven by opportunities for growth and innovation. (Prasastyoga, Harinck et al. 2021), argue that when entrepreneurs perceive a high value in their entrepreneurial identity—such as the recognition of their skills, experiences, and the potential impact of their ventures—they are more likely to be motivated to pursue growth opportunities. This motivation is crucial for driving business expansion, as it encourages entrepreneurs to take calculated risks, innovate, and seek new markets. The study emphasizes that a strong entrepreneurial identity can lead to increased confidence and a proactive approach to business development, which are essential for sustainable growth.

Perceived value encompasses both functional aspects (such as the quality and reliability of the refurbished product) and emotional aspects (such as the satisfaction of making a sustainable choice), which collectively enhance the overall consumer experience. (Nasiri and Shokouhyar 2021), explained that when consumers perceive high value in refurbished smartphones—derived from factors such as quality, price, and the credibility of product reviews—they are more likely to make a purchase, this continued purchase increases business sales leading to its expansion

Perceived value expands the user base for online businesses through privacy and security. (Maqableh, Hmoud et al. 2021), findings suggest that businesses that effectively communicate their commitment to user privacy and security can differentiate themselves in a competitive market, making users more likely to continue using the platform and recommend it to others(Anshori, Karya et al. 2022).

Perceived value increases customer satisfaction and loyalty through a positive shopping atmosphere.(Dokcen, Obedgiu et al. 2021), The study highlights that a positive shopping atmosphere can enhance perceived service quality, which in turn increases customer satisfaction and loyalty, ultimately leading to repeat visits and recommendations to others. Moreover, the findings suggest that businesses that effectively manage their retail atmospherics and ensure high service quality can differentiate themselves from competitors.

Perceived value expand businesses through engaging content and positive user experiences(Chen, Hsiao et al. 2018), suggests that businesses that effectively enhance perceived value through engaging content and positive user experiences can differentiate themselves in a competitive market.

Perceived value interacts with other factors, such as consumer innovativeness and perceived risk, to shape usage intentions leading to business growth. This increased usage is vital for driving sales and expanding market reach, particularly in developing economies where mobile commerce can significantly enhance access to goods and services. (Vărzaru, Bocean et al. 2021), (Ashraf, Tek et al. 2021), discovered that when consumers perceive high value in mobile commerce—stemming from factors such as convenience,

cost-effectiveness, and enhanced shopping experiences—they are more likely to adopt and continue using these platforms. When consumers feel that the benefits of using mobile commerce outweigh the risks, their perceived value increases, leading to greater adoption and loyalty to mobile commerce platforms.

Effective multichannel integration enhances perceived value by providing a seamless shopping experience. When retailers successfully integrate their online and offline channels, customers benefit from greater convenience and a more satisfying shopping experience, which reinforces their perceived value of the retailer's offerings. This perceived value is crucial for fostering customer loyalty and encouraging repeat purchases, ultimately driving business expansion(Wu and Chang 2016), assert that when consumers perceive high value in their online shopping experiences—derived from factors such as monetary savings, convenience, and hedonic enjoyment—they are more likely to engage in online purchases.

Discussion of findings

Businesses may better fulfill client expectations by customizing their services, analyzing and quantifying perceived value, which is essential for maintaining success in the quickly changing online retail industry. Businesses may improve their perceived value propositions and cultivate a devoted client base that underpins sustainable development and expansion by utilizing the insights generated from this research. The study discusses the antecedents of Perceived value that influence consumer behavior and business outcomes:

The inherent quality of the product significantly affects how customers perceive its value. Perceived value affects business expansion by shaping consumer attitudes towards online shopping platforms while considering factors such as product quality are more likely to engage in online shopping.

The quality of service provided, including customer support and interaction, plays a crucial role in shaping perceived value (Jiang and Yang 2016), revealed that perceived value mediates the relationship between service quality and customer loyalty.(Dastane, Goi et al. 2023), indicate that businesses that effectively enhance perceived value through quality service, user-friendly interfaces, and personalized experiences can differentiate themselves in a competitive market.

The perceived fairness and competitiveness of the price contribute to how customers evaluate the value of a product or service. When consumers perceive high value in the offerings—considering factors such as product quality, price, convenience, and customer service—they are more likely to engage in online shopping.

The Convenience, in terms of ease of access and usability of the shopping platform enhances the overall perceived value(Wu and Chang 2016), assert that when consumers perceive high value in their online shopping experiences—derived from factors such as monetary savings, convenience, and hedonic enjoyment—they are more likely to engage in online purchases.

Overall satisfaction with the shopping experience influences how customers perceive value. (Prasastyoga, Harinck et al. 2021), argue that when customers perceive high value in their online shopping experiences considering factors such as product quality, service quality, and overall satisfaction, they are more likely to engage in repeat purchases.

Building trust through consistent service quality and transparent communication enhances perceived value. ……..the overall perceived value of the shopping experience is enhanced by trust built through consistent service quality, transparent communication, and effective customer support

The emotional connection and social aspects associated with the product or service also contribute to per-

ceived value. (Chen, Hsiao et al. 2018), highlights that perceived value is not only about the functional benefits of the products but also includes emotional and social dimensions, which enhance the overall consumer experience.

A positive shopping environment can enhance perceived service quality and customer satisfaction. (Dokcen, Obedgiu et al. 2021), highlights that a positive shopping atmosphere can enhance perceived service quality, increasing customer satisfaction and loyalty, ultimately leading to repeat visits and recommendations to others.

Future research agenda

The limitations of the reviewed articles offer avenues for future studies, illustrated in **Table 2.** Below.

Reviewed Articles Published between 2022-2024 Recommending Further Research Areas

AUTHOR & YEAR	Raman Amirtha & V. J. Sivakumar (2022)	Mutenyo, J., Buyinza, F., & Ssenono, V(2022)	Nwaizugbo, I. C., & Danjuma, P. U. Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. U. A., & Javed, M. K, (2022)	Nwaizugbo, I. C., & Danjuma, P. U.(2022)	Singh, K., & Basu, R. (2023).	Alkufahy, A., Al-Alshare, F., Qawasmeh, F., Aljawarneh, N., & Almaslmani, R,(2023)	Dastane, O., Goi, C. L., & Rabbanee, F. K. (2023)	Rina, R. I., Leena, R. P., Saranya, M., & Sreeprabha, M. R. (2024).
LIMITATION	A customized Indian FLC classification system comprising ten FLC stages was used in this study. The study	The study carried out in Uganda	The study results are based on Karachi (Pakistan) consumers so that the consumption pattern will differ in other geographic locations. The current	The study was limited by the sample size. It was also limited by the dearth of internet infrastructure as very few responses were received	46% of the reviewed research focused on user behavior and very little perceived benefits and risk as	The study did not review the literature that examined the mediating effect of customer satisfaction and loyalty or because of time constraints.	The sampling technique utilised in this study was convenient sampling, which raises issues about the generalisability of the results.	The research targeted online consumers aged 16 to 30, comprising a sample of 384 (according to Krejcie& Morgam,1970.). Employing snowball

	used dimensions of Customer loyalty and word of mouth 827 married women e-shoppers in metropolitan cities participated in the study		study has not focused on a specific product category the study's sample size is small and primarily based on a student's sample of a central geographic location The present research model considers several factors that influence online repurchase intention	from the respondents who approached online. The main instrument for primary data collection is the questionnaire and this is also a limitation.	a context The majority of studies considered online as website shopping and not shopping using mobile devices	The factors that can mediate a relation between e-marketing, customer satisfaction and customer loyalty were not discussed all in this work.	Data is collected mainly from Asian respondents from Malaysia. This may further restrict the transferability of the findings. In terms of demographic aspect, most data were collected from working professionals with sample concentration the age range of 35 to 45, raising issues in generalising the findings to young population or college students	sampling, the data collection utilized Google Forms. Analysis methods included Percentage, Correlation and Regression analyses.

| FUTURE STUDIES | A replica study in another country can be carried out, among males, using other perceived value dimensions | Replica studies elsewhere in the world in a different context. | Future researchers should extend the study by applying this research framework to a comparative and cross-cultural study to analyze their repurchase behavior Future researchers can increase the sample size and select a non-student sample to increase the study's generalizability.

Upcoming researchers should apply this model to a single product or service | Replica studies can be carried out using a big sample more than a Quota sample of 900 respondents and using interview and other data collection instrument. Further research on longitudinal bases to continue to track changes in attitude toward online shopping Nigeria is recommended. | Further studies could examine how a website change the way consumers shop? (Impulse buying behavior versus habitual decision-making)

How does the online store atmosphere impact consumer behavior? Online service quality | Conducting this study in different perspectives and contexts using different research methods such as the longitudinal method also could help findings extend and enhance the research validity.

New and future empirical studies will benefit from addressing a wide range of constructs like analyzing the impact of market | Future research should gather national data from or test the scale in another country for further validation.

In addition, comparative studies can be conducted by collecting data from two countries or continents.

Future studies should investigate or validate the scale across other samples.

Future research | Future research should target online consumers aged 18 to 60 comprising a sample of more than 384 respondents.

More studies should take a qualitative Approach or mixed-method approach. |
|---|---|---|---|---|---|---|---|---|

			category or several categories. Future researchers may consider other potential factors such as culture, demographics as moderators and mediators.			orientation or switching costs. An integrative comprehensive research framework should be considered and developed	can contextualise scale for other types of apps such as apparel, electronics goods, and retail and test the scale. Future research can simplify the M-VAL scale with a reduced number of simplified dimensions and lesser items. Future research can also focus on sub-scales of the M-VAL scale by developing separate scales for each dimensio	

							n or subdimen sion	

Source: Researcher's own construction.

Conclusion and Recommendation

The most utilized theories anchoring the studies on Perceived value are The Technology Acceptance Model (TAM), The service quality Theory, Diffusion of Innovations Theory, The UTAUT, Value Creation Theory, Means-End Chain (MEC) theory, The customer satisfaction theory, Consumer Acceptance of Technology Model (CAT), Value-Based Adoption Model (VAM), Retail Atmospherics Theory, Quality-Value-Purchase Intention Model. These have served to emphasize how crucial perceived value is in forming business connections and how much of an influence it has on company growth. Businesses may improve their perceived value propositions and build better connections that promote long-term development and competitive advantage in the market by utilizing the insights gleaned from these results. Businesses should focus on enhancing perceived value through various e-marketing strategies, such as personalized communication, quality content, and customer engagement initiatives, ensure convenience, and improve customer services to ensure customers engage in online shopping. Online businesses should cultivate user-friendly interfaces, manage their retail atmospherics, ensure high service quality, and offer personalized experiences to differentiate themselves in a competitive market

Declaration of Conflict of Interest
The authors declare no conflict of interest whatsoever.

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