

Online Market Exultation in Crises: The Moderation of Expectancy-Disconfirmation Model

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Abstract: This study examined the expectancy-disconfirmation model (EDM) moderation of consumer satisfaction for repurchase intention (RI) in developing countries under COVID-19 environmental conditions. With an online survey of 557 recruited participants, the study used a quantitative method to collect data for analysis. An independent statistical analysis was performed using Smart-PLS with a random sampling technique. The results show that expectancy behavior (EB) was associated with repurchase intention (RI), but customer satisfaction was insignificant to repurchase intention. Consumer risk is negatively affected while perceived uncertainty (PU) negatively affects consumer satisfaction disconfirming repurchase intention. Partial mediation increased the association of EB and PU. Significantly, EDM dampens a negative relationship between CS and RI. The results confirm that internet managers and customers need to ensure customer satisfaction and happiness to eservice in a competitive market. The study contribution to EDM is noticed in the moderate inverse relationship by improved model. Also, contributes to developed eservice rebranding during crises that government agencies and regulations can placed repurchase intentions for retailers and wholesalers with define service quality in a digital avenue.

Keywords: Expectancy-disconfirmation Model (EDM); Expectancy Behavior; Customer Satisfaction; Customer Risk; Perceived Uncertainty

1. Introduction

Online shopping is the act of purchasing a product or service from an e-store via a website or app. According to Qalati, Vela et al. (2021), online purchasing is becoming more popular due to ease of access, time, and effortlessness. Online shoppers have various options for comparing their perceptions of the expected products in direct

and indirect e-stores. The study explored the drivers of expected satisfaction when engaging in online shopping, comparatively buyers euphoria (consumer satisfaction) in terms of quality, brands, the risk involved, and uncertainty of disconformity when promoting and utilizing e-commerce (Rossolov, Rossolova et al. 2021). The environmental condition that enabled online consumer behaviors was COVID-19



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in developing countries as indirect e-stores intervened to avoid social distancing. The gap between consumers' euphoria after purchase and motivation to repurchase intention remains unknown. Therefore, this examined developing countries innovative tendencies during the COVID-19 pandemic, resulting in a significant shift from direct to online shopping. According to De Vos, Singleton et al. (2022), a large-scale lockdown was required globally to curtail the pandemic. Switching from traditional commerce or trading to e-commerce to survive is one issue that has gained global attention hence, the study investigates of perceived risk and uncertainty of repurchasing. Despite low consumer walk-ins at stores, Walmart claimed a 73% rise in online sales in April 2020 (Nassauer 2020; Rao, Saleem et al. 2021).

Additionally, consumer satisfaction levels are based on services and product quality to meet value for money, as explored in an expectancy-disconfirmation model (EDM). EDM is explored tool to gauge consumer satisfaction not limited to citizens' perception of governance, citizens' expectations met in public services, and citizens' expectations over time as resources allowed to meet performance, expectations, and satisfaction (Zhang et al., 2022). Consumers' expectations for online shopping impact their perception of risk and uncertainty when providing expectations, performing on time, and providing quality assured performances via the internet. The technological developments of EDM based on disconfirmation theory have not been studied in terms of perceived risk and online shopping uncertainty. The ecstasy of internet shopping is degraded for some consumers in the face of skepticism, believing that there is nothing positive when the expected quality of the product is not met. Uncertainty may also negate consumer delight due to such mind-boggling possibilities. Online shopping is increasing returns and complaints because customers find that the items they have purchased are not what they anticipated. In the expectancy disconfirmation model (EDT), different types of dissatisfaction are possible issues affecting customer satisfaction (Oteino and Oti 2022). Purposefully, this study investigates and explores factors affecting online shopping ecstasy during COVID-19, based on EDM, through customers' willingness to repurchase with certainty. Therefore, the primary goal of this study is to extrapolate the

expectancy-disconfirmation model based on customers' perception of expected product quality and actual repurchasing intention and to ameliorate the factors that affect customers' perceived risk and uncertainty online shopping.

Expectancy Disconfirmation Theory (EDT)

Psychologically, consumers expect quality connected to individual satisfaction, confirmation, and performance assurance. A sequential process mode explains personal intention in EDT based on product satisfaction (Oteino and Oti 2022). Compared to earlier research, EDT emphasizes the factors that affect online shopping satisfaction. EDT refers to the feelings a person experiences after using or purchasing a product. An expectancy disconfirmation paradigm defines satisfaction as an emotional response to a good or service (Nuradiana and Sobari 2021). Three personal interactions underlie EDT, including how expectations influence repurchase intentions and how they ultimately influence disconfirmations and satisfaction with the product or service. Consumers' expectations are based on their prior encounters and the perceptions of others (Nuradiana and Sobari 2021).

"Customer satisfaction is the assessment of a service provided" (Brandtner, Darbanian et al. 2021). It's also how customers react to perceived discrepancies between product expectations and actual performance once they've used it (Santoso 2021). It is thought that contentment refers to a customer's happiness with a product or service offered. A person's feelings of pleasure or discontent as a result of a product's performance are sometimes referred to as satisfaction (Tzeng, Ertz et al. 2021). The feeling of satisfaction results from being content with the outcome of a situation, hence, products purchased and used. However, contentment is subjective, it is not always feasible to satisfy everyone. The product purchased if the service provider met or exceeded customer expectations (Aisyah, Madyan et al. 2021). Consumer satisfaction indices are significant because they provide both user satisfaction and future ease of use of online websites (Aisyah, Madyan et al. 2021). Enhancements of website and application quality, there are eight important factors for customer satisfaction. Guo, Ling et al. (2012) Web design, security, information quality, payment methods, service e-quality, product quality, and product delivery, as well as service offered a refund

on time. On the other hand, consumer satisfaction is measured by the quality of the user interface, the information provided, the perceived quality, and the level of privacy.

Despite the interest in consumer behavior EDM, customers' expectations are far above the only quality of purchase or beliefs in a product's performance (Wang 2017). Existing research shows a connection between pre-use expectations and usage intention. Pre-entry expectations have also been linked to intentions to enlist in the military, which contends that shared expectations drive intent (Steel, BauerStaeb et al. 2022). Consumers' expectations are based on their prior encounters and the perceptions of others (Nuradiana and Sobari 2021). Higher expectations typically lead to higher performance, while lower expectations typically lead to worse performance. Positive disconfirmation occurs and customers' satisfaction level will rise when they feel that occurrences are better than their expectations (Yadav 2022). According to the study's findings, authenticity is an essential characteristic of a product and the expected standard or product or service excellence. Increased client satisfaction will result from higher product quality. The perception on quality is an important aspect in a customer's purchasing choice and degree of happiness because customer satisfaction is assumed to be based on a customer's experience during a single service interaction, (DAM and DAM 2021)

It is well acknowledged that buyers confront unknown consequences when purchasing a product or service (van der Colff, Pentz et al. 2021). Consumers are concerned about losing or gaining value for money in online shopping. Customer satisfaction and online acceptance mode are influenced by the perception of less risk and uncertainty (San-Martín, Jimenez et al. 2020). Consumers frequently employ a variety of risk-reduction tactics. They, for example, do more to reduce the amount of risk, conduct research, or rely on a well-known brand (Marriott and Williams 2018), as example, there are a variety of perceived risks associated with online shopping. The following risks are illustrated: financial, product, and time/convenience (Ha 2020). Online purchasing security poses the same risk of financial loss as perceived financial risk. Financial losses can occur when a brand or product fails to meet consumer expectations (Confente, Russo et al. 2021). Time risk refers to the inconvenience received

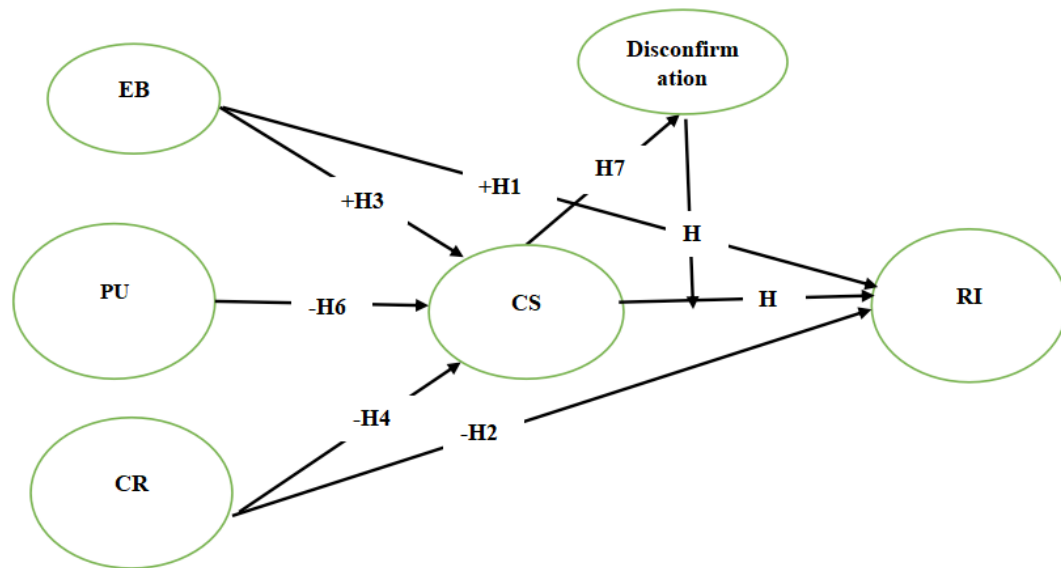
during an online transaction, including navigation issues. In addition to difficulties submitting orders or delays in getting orders, choosing which website to visit is also challenging. Time spent looking for things, as well as payment methods, may have negative consequences. Uncertainty is a time that occurs in the future and comprises the predictable situation (Yang, Zhang et al. 2021). Consumers may not anticipate the outcome of any transaction involving the retailer and product-related elements (Kwok, Sharma et al. 2019). Customer satisfaction is influenced by the level of uncertainty involved in online shopping. Furthermore, when the performance of a particular product or service meets his expectations, he is satisfied and repeats his purchasing decision (TRAN 2020). However, if the product quality falls short of expectations, it negates customer satisfaction (Cai and Chi 2018).

According to (Carraher-Wolverton 2022), The notion of disconfirmation is the idea that there is a discrepancy between expectations and actual experiences. When a product performs better than expected, disconfirming information is beneficial, and vice versa (Hwang, Lee et al. 2021). Customers make purchases of a product or service that exceeds their expectations and make them ecstatic (Torres, Zhang et al. 2020) in addition, buyers who are pleased with their purchases share great experiences with other people, friends, and family, as well as spreading the favorable word of mouth to strangers. (Parasuraman, Ball et al. 2020). Buyers who are pleased with their purchase are more likely to tell others about it while sharing good feedback on social media platforms worldwide (Zhang 2017). Since disconfirmation is the key idea in the EDM, it is crucial to understand whether how it is operationalized has an impact on the results. We thus include it as a moderator in our meta-analysis.

Repurchase intention has been studied extensively by marketing scholars. It is commonly defined as a long-term goal of frequently acquiring a service or products. One of the most critical parts of loyalty is that mirrors should be purchased again (Ibrahim 2022). Customers' problems are converted to the internet channel through conversion (Gerpott 2018). Stickiness is a term that refers to the use of a specific interest in a consistent manner. Online stores are interested in the definition of repurchase intention generated by marketing may or may not be in the company's best interests.

However, repurchase is defined as the act of purchasing something again. Making a purchase from a specific retailer via the internet. Buyback is a more accurate phrase for sustaining former customers through repeat business' than other measures like click-through

rates (Goyal and Dutta 2021). Customers usually like more than one item, therefore repurchase is a sort of volitional behavior option of which store to purchase from once more.



Note: EB = expectancy behavior; PU = perceived uncertainty; CR = customer risk; CS = customer satisfaction; RI = repurchase intention

Figure 1. Conceptual Framework of the Study

Table 1. Hypotheses Development

Numbers	Projected Hypotheses
H1:	Expectancy behavior has a positive effect on repurchase intention.
H2:	Customer Risk has negative affect on Repurchase Intention
H3:	Expectancy behavior has a positive effect on customer satisfaction
H4:	Perceived uncertainty has a negative impact on consumer satisfaction
H5:	Customer Risk has a negative impact on consumer satisfaction.
H6:	Customer satisfaction mediates between expectancy behavior and customer risk on repurchase intention.
H7:	Customer satisfaction has a positive effect on disconfirmation.
H8:	Disconfirmation moderates between customer satisfaction and repurchase intention
H9:	Customer satisfaction is significantly related to disconfirmation to repurchase intention.

2. Methods and Settings

Methodological information for this study is derived from previous literature and procedures. EDM is a crucial cutting-edge technique to determine customer ecstasy and inform intent to repurchase online after COVID-19 Pandemic (Guthrie, 2014). An online questionnaire was distributed among developing countries using a randomization technique. The study recruited six African countries that had never used

online shopping but were compelled to do so for COVID-19. The following countries are understudied: Togo, Benin, Mali, Cameroon, Ghana, and Nigeria. By using EDM-based e-stores, the objective was to fill the gap between consumers' perceptions and their actual web-based repurchase intentions. Individuals who shop online were consulted for the instrument designed (Nayak & Narayan, 2019). The primary approach adopted in our study is the quantitative

research method, using IBM structural equation model of Smart-PLS (Hair et al., 2019) yet concise, overview of the considerations and metrics required for partial least squares structural equation modeling (PLS-SEM). An online questionnaire was used to survey due to social distance between July 2020-December, 2020 (Nayak & Narayan, 2019). Averagely, the target control variables participants in the survey were between at least 18 years and above. A total of 587 questionnaires were distributed across the selected African countries, consisting of university students, high school, and workers. Five hundred forty-seven (557) responses were received and were statistically analyzed after discarding eight invalid questionnaires (e.g., due to contradictory responses). However, a response rate of 85% was reported. In terms of data gathering, research has shown that a 1:10 ratio is appropriate (Hair 2009; Hair et al., 2019) yet concise, overview of the considerations and metrics required for partial least squares structural equation modeling (PLS-SEM).

2.1 Procedures and measurements

The total number of items was 39, previously presented in the questionnaire of previous literature. Although slight changes in wording was done find attached in Appendix A. These items were graded on a five-point scale ranging from strongly disagree (1) to strongly agree (5). Previous studies had scientifically validated the items in the study. Following appendix A lists the specifics of the questionnaire items (Berman 2006) used three items. Referred to appendix 1.

The data was analyzed using IBM-SPSS for descriptive analysis and SEM-PLS v.3.0 for structural equation modeling (SEM). According to Shahzad, Zulfiqar et al. (2022), the two primary reasons for using the SEM-PLS v.3.0 (partial least square method) are to provide an accessible and practical way of dealing with multiple relationships at the same time while delivering statistical efficiency. When transitioning from exploratory to confirmatory analysis, it's also essential to thoroughly assess the mediation and moderation using Hayes's micro process. The standard deviation value for each example was employed to determine engaged replies. Unengaged replies have a low standard deviation (SD 0.5). To assess the normality of variables, we used skewness and kurtosis values. The validity of a factor's items was checked for convergent

validity are inextricably linked. Factor loading less than 0.3 is eliminated, as are reverse (inverse) loading factors. The concept of reliability is used to assess the internal consistency of measuring scales and provide evidence for combining the items into composite indicators of variables. It is calculated using SPSS to estimate Cronbach's alpha for each variable. (Hox and Bechger 1998) argue that the appropriate alpha value cutoff is greater than 0.60. The elements on the scales designed to lower the reliability score were eliminated.

In our research, we utilized SEM since it is the best method for dealing with theories that include latent variables with driven causality of relationships. SEM is a combination of both measurement and analysis models, as well as structural models, the structural models allow us to evaluate the connections defined in the hypotheses (Hoyle 1995). Specifically, we used path coefficients to examine each association's strength, direction, and relevance. The goodness of fit indices was also checked to evaluate the model as a whole. In the validation section, the indexes' criteria are detailed. The correlation between observable variables (constructs, items, or indicators), latent variables (unobserved variables, factors), and measurement errors is the subject of CFA, which is a hypothesis-driven or theory-driven procedure (Brown 2015). CFA allows us to determine which factors are loaded on which indicators based on previous research hypothesis, and whether they adhere to what was expected based on the theoretically per-established factor structure and corroborated by current data. Convergent and discriminant validity tests were used to ensure that observed variables within constructs are correlated or more consistent with variables in the model in other constructs. The maximum shared variance (MSV), average shared variance (ASV), and average variance extracted were calculated using Excel Stat Tools (AVE) (Gaskin, 2012). If AVE is significantly larger than 0.5, a convergent validity issue arises; however, a discriminant validity issue arises when MSVAVE and ASVAVE are used together (Gaskin, 2019). The R^2 , f^2 , and path coefficients are used in the result analysis to determine model structure. The indexing ranges of R^2 determine the explanatory strength of the variables: 0.17 to 0.21 is a weak determiner, 0.45 to 0.04 is a moderate determiner, and 0.19 is a higher determiner. In the same approach, a weak f^2 criterion of 0.15 is considered fair,

while a strong R^2 criterion of 0.12 is considered the strongest.

3. Results

3.1 Demographics of the Respondents

The respondents shared their perceptions and real experiences from direct and indirect e-stores in 346 questionnaires. The respondents' ages ranged from 18 to 50 and older. In this study, 31.5 percent (109) of respondents were female, while 68.5 percent (237) were male. The income levels of the respondents were divided into four categories, ranging from "over \$1000 to above \$5000." Most respondents (82.4 percent) were single, with 17.6 percent married (Details can be viewed in **Table 5-2**). The frequency distribution of participants' number of visits is shown in **Table 1**.

According to the **Table 1**, the majority of people visited more during the week (42.2%), followed by monthly (30.6%), followed by once in several months (17.6%) and every day (9.5 percent). Based on results, the majority part of the participants who frequently purchase weekly are 43.1% followed by monthly 35.8 percent, 15.9% purchase once in several months and 5.2% purchase every day. We calculated Cronbach's alpha for each variable to determine its reliability and test the measurement scales' internal consistency. The Cronbach's Alpha value for each variable was greater than 0.6. Convergent and discriminant validity have been observed using confirmatory factor analysis, as some researchers have recommended (Fornell and Larcker 1981, Hair, Sarstedt et al. 2012). See **Table 2**.

Table 2. Demographics of the respondents

	Demographic	Frequency	Percent	Cumulative Percent
Age	18-23	32	9.2	9.2
	24-30	178	51.4	60.7
	31-40	123	35.5	96.2
	41-50	12	3.5	99.7
	> 50	1	0.3	100.0
Gender	Male	237	68.5	68.5
	Female	109	31.5	100.0
	< \$ 1000	169	48.8	48.8
Income	\$ 1000-\$ 2000	97	28.0	76.9
	\$ 2001-\$ 3000	45	13.0	89.9
	\$ 3001-\$ 4000	21	6.1	96.0
	\$ 4001-\$ 5000	7	2.0	98.0
	Above \$5000	7	2.0	100.0
Status	Single	285	82.4	82.4
	Married	61	17.6	100.0
Visit	Visit Everyday	33	9.5	9.5
	Weekly	146	42.2	51.7
	Monthly	106	30.6	82.4
	Once in several months	61	17.6	100.0
Purchase	Purchase Everyday	18	5.2	5.2
	Purchase Weekly	149	43.1	48.3
	Purchase Monthly	124	35.8	84.1
	Purchase Once in several months	55	15.9	100.0
	Total	346	100.0	

Additionally, the AVE square value must be less than the significance of the conceptual model (Fornell

and Larcker 1981). **Table 2 and 3** demonstrate the discriminant validity of study's AVE (square root of

the correlation), as well as R^2 and f^2 . Variable loadings of 0.7 were discovered, consistent with the study's assumptions and similar related constructs. (Fornell and Larcker 1981) Determined that its right index has an AVE of 0.5 Cronbach's Alpha, which measures

the internal consistency reliability of each construct, should be greater than 0.7, and the study's discriminant validity should be used to assess the distinctive properties of the latent variables.

Table 3. Reliability and Validity

Constructs	OL	VIF	α	CR	AVE	R^2	F^2
Disconfirmation	0.760	1.408	0.731	0.848	0.652	0.177	0.215
	0.867	1.730					
	0.791	1.421					
Customer Risk	0.866	1.923	0.825	0.894	0.739		
	0.882	1.841					
	0.830	1.834					
Customer Satisfaction	0.816	1.614	0.809	0.887	0.724	0.457	0.046
	0.882	2.046					
	0.853	1.804					
Perceived Uncertainty	0.822	1.180	0.829	0.894	0.737		
	0.889	1.530					
	0.864	1.470					
Expectancy behavior	0.724	2.676	0.752	0.843	0.573		0.156
	0.768	3.034					
	0.760	2.053					
	0.773	2.394					
Repurchase Intention_	0.881	1.362	0.894	0.926	0.759	0.128	
	0.895	1.697					
	0.826	1.645					
	0.881	1.424					

Table 4. Discriminant Validity (Fornell-Lacker Criterion)

Constructs	1	2	3	4	5	6
Customer Risk	0.860					
Customer Satisfactory	-0.303	0.851				
Disconfirmation	-0.111	0.425	0.806			
Expectancy Behavior	-0.194	0.557	0.343	0.756		
Perceived Uncertainty	-0.101	0.310	0.271	0.250	0.871	
Repurchase Intention	0.139	-0.144	0.075	-0.178	-0.038	0.863

3.2 Results of hypotheses

The transmission electron Smart-PLS technique was used to run and evaluate the hypotheses to confirm all. Among all the 9 proposed projections only 1 did not meet the study expectation see Table 4. The H1: ($\beta = -0.182$, $SD = 0.072$, $t = 2.509$, and $p > 0.012^{**}$) EB on RI has a significant negative impact. The H2: ($\beta = -0.138$, $SD = 0.080$, $t = 1.716$, and $p > 0.087$) not significant. The H3: ($\beta = 0.477$, $SD = 0.049$, $t = 9.661$,

$p > 0.005^{**}$) is confirmed. The H4: ($\beta = 0.171$, $SD = 0.054$, $t = 3.178$, $p > 0.002^{**}$) confirmed the study. H5: ($\beta = -0.193$, $SD = 0.047$, $t = 4.047$, and $p > 0.005^{**}$). The H7: ($\beta = .425$, $SD=0.060$, $t = 7.118$, and $p > 0.005^{**}$) and H9: ($\beta=0.176$, $SD = 0.067$, $t = 2.611$, and $p > 0.009^{*}$) both confirmed. The H6 and H8 shows mediation and moderation shall be evaluated further in **Table 5 and Fig. 2.**

Table 5. Results of the Hypotheses

S/N	Hypotheses	β	Mean	SD	t-value	p-value	Inference
H1	Expectancy Behavior -> Repurchase Intention	-0.182	-0.185	0.072	2.509	0.012	Significant
H2	Customer Satisfactory -> Repurchase Intention	-0.138	-0.139	0.080	1.716	0.087	Not Sign.
H3	Expectancy Behavior -> Customer Satisfactory	0.477	0.477	0.049	9.661	0.000	Significant
H4	Perceived uncertainty -> Customer Satisfactory	0.171	0.172	0.054	3.178	0.002	Significant
H5	Customer Risk -> Customer Satisfactory	-0.193	-0.194	0.047	4.064	0.000	Significant
H7	Customer Satisfactory -> Disconfirmation	0.425	0.432	0.060	7.118	0.000	Significant
H8	Moderating Effect 1 -> Repurchase Intention	0.128	0.140	0.056	2.307	0.021	Significant
H9	Disconfirmation -> Repurchase Intention	0.176	0.171	0.067	2.611	0.009	Significant

Note: ** $p < .05$ and * $p < .005$

Table 6. Mediation of CR on RI

Total effect of X on Y	Beta	SE	t-value	p-value	Inference Indirect effect
	-0.1053	0.0441	-2.386	0.018	
Direct effect of X on Y	0.059	0.0415	1.4422	0.156	-0.1643
Total effect of X on Y	0.5783	0.034	17.24	0.005	
Direct effect of X on Y	0.561	0.036	15.51	0.005	0.0179

Partially mediated the effects of Customer risk and Expectancy behavior on customer satisfaction. This shows less expected satisfaction from consumers in

the wave of the lockdown when online shopping was utilized.

Moderation of CS on disconfirmation and RI

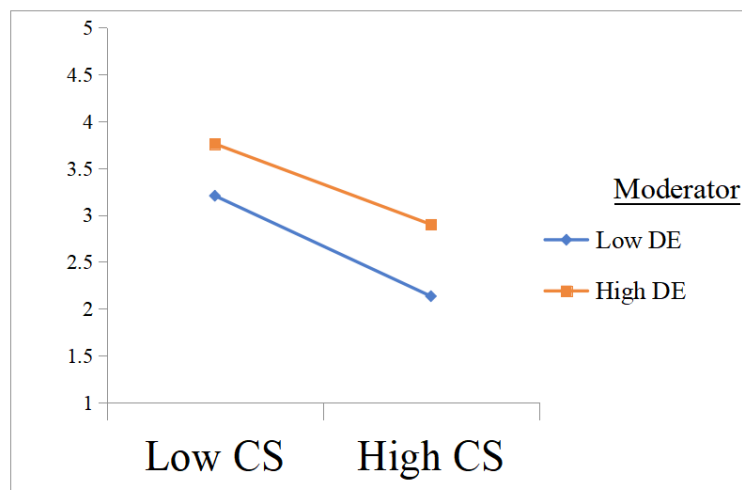


Figure 2. Moderation shows DE dampens a negative relationship between CS and RI

4. Discussion

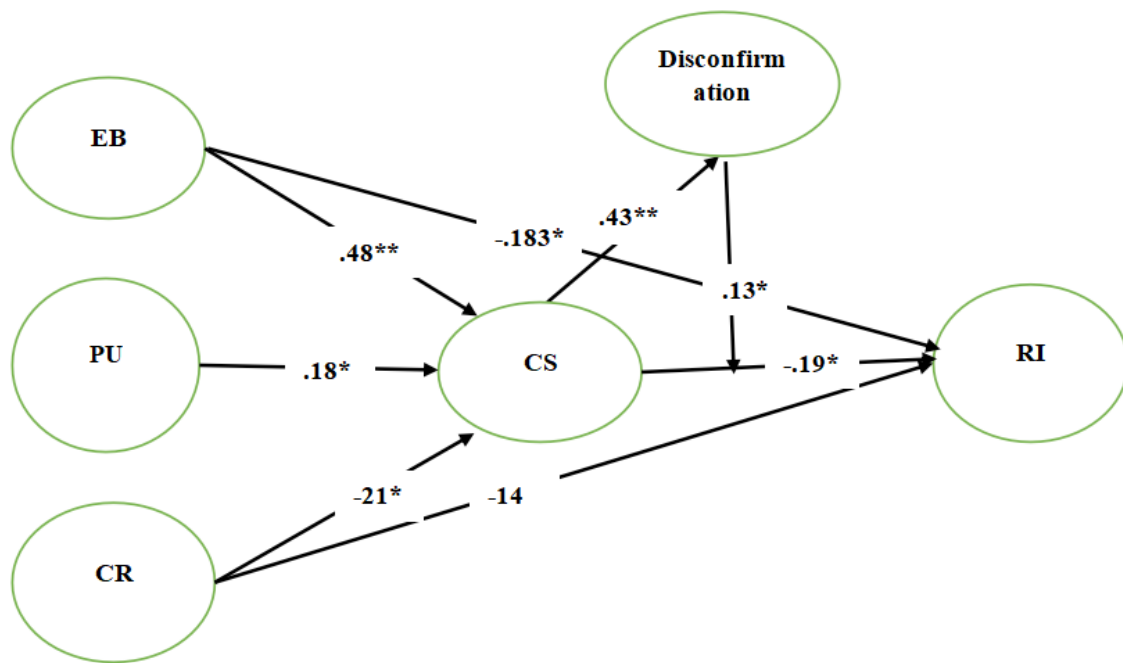
The major objective of this study is to fill the gap of expectancy disconfirmation on consumer behavioral satisfaction during online shopping during the pandemic.

The study hypotheses found that out of nine only one did not satisfy the study expectations. The H1: *Expectancy behavior has a positive effect on repurchase intention is confirmed*. It emerges that online purchase

expectancy was puffed up during the pandemic, and most shoppers had no alternative but to use e-stores. In light of this, expectancy behavior negatively met customer satisfaction as shown in **Fig. 3** of the path coefficient. Consistently, EDM innovativeness relative to citizens' determination of satisfaction, as disconfirmation theory in BSC E-commerce (Zhang et al., 2022; Elkhani & Bakri, 2016). H2: *Customer Risk has a negative affect on Repurchase Intention* was confirmed. Authorities and agencies did not take this indicated risk during online shopping care-off. A study of understanding customer risk relative to food safety, also considered service quality, value and repurchase intention. No moderating effect of risk perception and food quality is corroborative to this study (Seo & Lee, 2021). Nonetheless, as projected, customer risk could negatively affect online products' perceived quality, price, and value. H3: *Expectancy behavior has a positive effect on customer satisfaction* is also confirmed in **Fig. 3**. These findings is consistent with scholars (Ariffin, Yusof et al. 2016, Wilson, Keni et al. 2019). This result suggests that when consumers perceive expected high product quality, they are more likely to repurchase. H4: *Perceived Uncertainty has a negative impact on consumer satisfaction*. The study results found negligible customer risk and uncertainty having a negative impact on repurchase intention. Consumers are discouraged from shopping online when they perceive uncertainties, which affect the antecedents of their satisfaction and repurchase intentions. H5: *Customer Risk has negative affect on Repurchase Intention*. Accordingly, customers who never engaged in online shopping take risk to shop from an e-store will be hesitant to take such risks, this is aligned to these researchers (Tandon, Kiran et al. 2016, Bonnin 2020, Pandey, Tripathi et al. 2020).

These findings add substantially to our understanding of customer satisfaction among new users of online e-shops. The H6, projection of mediation between expectancy behavior and customer risk found mixed reactions of partiality. This could be related to a lack of satisfaction of products quality, value for money, and perceived uncertainty negatively affecting customer satisfaction. Confirmation and regret are related to satisfaction and disconfirmation. Reusing intention is related to both regret and satisfaction. Moreover, satisfaction mediates regret's effect on

reuse intention. These findings are discussed in terms of their implications for theory and practice(Liao et al., 2011)system quality (SYQ. During the epidemic, consumer avoidance of interactions exposed them to integrate innovative online shopping among six developing countries in Africa, we discovered that most of the products were not good quality and sometimes advertised pictures and videos were deceptive. A high level of uncertainty avoidance negatively impacts the structure and accuracy of online information when it comes to the reliability dimension of service quality. In addition, the literature suggests organizations' brand and customer satisfaction did not meet adequate customer needs and support (Shamsudin, Razak et al. 2018, Hassan, Shamsudin et al. 2019). Additionally, earlier research revealed that consumers who buy a particular product or service significantly impact other buyers and vice versa when it comes to purchasing (Jain 2021). H7: *Customer satisfaction has a positive effect on disconfirmation*. Considering the magnitude of expected disconfirmation consumers go through after purchase, experience after purchase is valuable. Customer expectations versus actual performance. Literature divides disconfirmation into three types: positive, negative, and simple. Customers will become dissatisfied with a specific product or service when it does not meet their expectations. In the case of positive disconfirmation, a product's or service's perceived performance exceeds the customer's expectations. Furthermore, when a customer's expectation does not differ from the actual performance of the product or service, the perception of the performance is the same as the expectation, and thus simple confirmation occurs (Aigbavboa et al., 2017; Baumeister et al., 2001). Moreover, consumer judgment that appears in their experience of risk affecting positive satisfaction could be confirmation. H8: *Disconfirmation moderates between customer satisfaction and repurchase intention*. The study found disconfirmation dampens a negative effect of consumer satisfaction on repurchase intention. According to (Tandon 2021), Customers who are pleased with the product or service will be motivated to use online shopping continuously. H9: *Customer satisfaction is significantly related to disconfirmation to repurchase intention*. This is consistent with satisfactions connected to EDM as proposed in this study. See **Figure 3** below.



Note: EB = expectancy behavior; PU = perceived uncertainty; CR = customer risk; CS = customer satisfaction; RI = repurchase intention (Note: $^{**}p < .05$ and $^*p < .005$)

Figure 3. Path Coefficient of the Study

5. Conclusion

A significant difference was found between EDM and customer satisfaction with repurchase intention. Recognizing customer satisfaction, expectancy behaviors, product performance, and online shopping performance expectations. This study found significant positive of expectancy behavior on repurchase intention and perceived uncertainty on customer satisfaction. The study negative effects of developing countries use of online during the COVID-19 pandemic, thus improving online performance in Africa eminent. Customers' perceptions of the benefits of online shopping have drastically negative customer risk on customer satisfaction. According to the results, disconfirmation modifies consumers' satisfaction levels and their utility awareness of repurchase intentions, encouraging them to shop online, whereas society's attachment may cause customers' hesitation to shop online and enhance confirmation. The government can support e-commerce marketing during an expected pandemic by providing security. Developing countries are facing unexpected fraud in internet commerce, which is part of a knowledge gap that this study fills. Disgruntled customers threaten agencies and their reputation, according to earlier research, therefore, government

policy to regulate and handle complaints. As a result, the findings indicate negative impacts of risk and uncertainty due to the absence of government support for website security and assurances of punishment for fraud and cyber-attacks. The results confirm that internet managers and customers need to ensure customer satisfaction and happiness to survive in a competitive market. According to Grange, Benbasat et al. (2019), e-commerce develop and draws customers by promptly meeting their demands and requirements online. By engaging on awareness and education, including characteristics impacting consumers' purchase preferences from an e-store.

5.1 Theoretical Implications of the Study

Analyzing the data for this study, it was determined that this research significantly contributed to the theory of customer satisfaction and expectancy disconfirmation EDM. An essential contribution of this study is extended EDM by including customer satisfaction as a crucial driver of consumer repurchase intention in online shopping. Technology enhancement in mobile application networks and e-commerce development are necessary for effective online shopping priority. By implication, the service quality of the products and services in online shopping must

be enhanced by managerial service to boost customer satisfaction by influencing repurchase intentions. Management approach engagement could rebrand outline events to gain more repurchase intention with understanding of customer satisfaction and by building on existing knowledge to EDM and customer satisfaction. Further, managerial implication could be realized through customer behavior and risk towards customers' efforts, which could result in positive confirmation and devoid of uncertainty. To increase the number of purchases intentions, management could enhance customers' satisfaction and improve service satisfaction, retailers need to consider the risk taking as part entrepreneurship. Online marketers must emphasize the value, convenience, and other benefits of service. Quality products will increase customer satisfaction by enhancing more purchase intention channel enjoyment, fun, excitement, and satisfaction.

5.2 Limitations and future research

While this study has significant findings, it has some limitations and requires further research. First of all, this study only examined a few of the dangers associated with online shopping. Future research should investigate other hazards, such as quality and privacy risks. Secondly, this research examined online shopping in relation to the government regulatory framework and a conceptual model with specific theories. Thirdly, the findings of this study can be applied to other industries such as tourism and hospitality. It may be interesting to look at other fundamentals such as age, gender, education, relationship with agencies, or level of involvement with online purchasing to differentiate other elements. Because each country faces unique challenges as it grows and develops, the proposed framework can be applied to other emerging online markets. The evaluation can be performed within and between direct e-commerce stores to compare new and loyal customers. Future research could investigate indirect relationships and incorporate intermediaries and moderators into the proposed model. Alternative research methodologies can be used in subsequent studies to reduce any bias that may have occurred in this study.

Additionally, the study was limited in terms of methodology with more focused on quantitative data collection and analysis, an expanded case study could

be an added phenomenon in some context. While we geographically focused on data collected among the African continent and Asia, further work can include other boundaries. Majority of the customers were on trust factor relative to perceived uncertainty, future study can include customer e-commerce trust and certainty behaviors during crises.

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APPENDIX A.**APPENDIX A: STUDY QUESTIONNAIRE
(ENGLISH VERSION)****Online Consumer Satisfaction During COVID-19:
Perception of developing Country (Togo, Benin,
Mali, Cameroon, Ghana, and Nigeria)****Demographics of the respondents**

Age (years)

- 18-23
- 24-30
- 31-40
- 41-50
- 50 above

Gender

- Male
- Female

Income level \$

- < \$ 1000
- \$ 2001-\$ 3000
- \$ 3001-\$ 4000
- \$4001- \$ 5000
- Above 5000

Marital status

- Single
- Married

Preferred time of shopping

- Visit Everyday
- Weekly
- Monthly
- Once in several months

Purchase period

- Purchase Everyday
- Purchase Weekly
- Purchase Monthly
- Purchase Once in several months

Expectancy Behavior:

- I would always make shopping online.
- There is too much uncertainty associated with shopping on the internet.
- I would definitely engage purchasing
- Internet shopping risk in doubt.
- I have trust issues with online shopping.

Perceived Uncertainty

- The website provides information leave customers in doubt.

- The website provides timely information but unsatisfied.

- The website provides scanty information.
- Information provided are usually ambiguous.

Customer satisfaction

- I am satisfied with the overall service quality.
- I am satisfied with the professional competence exhibited by the brand and online services.
- I am satisfied with my online experience with employees.
- I (will) always come back for online product/service.

- I like the items purchased online.

Disconfirmation

- I cannot adequately judge the products' quality on the website/app.
- The actual quality of similar products is difficult to compare on the website/app.
- The quality of the products shown online is different from their description.
- Sometimes, the faulty and damaged product is delivered.
- Online transactions, especially card numbers, might not be secure when purchasing online.
- Sometimes, online shopping costs more money than in some place.
- Failed transactions cause considerable trouble in getting the money back.

Repurchase Intention

- Online shopping is compatible with my lifestyle.
- The online purchase gives the benefit of easy price comparison.
- I like to purchase online because of the broader pool of products/brands.
- Using the internet for online purchases is easy.
- I purchase online as I can get detailed product or brand information.

Customer risk

- I am concerned that somebody can find my private information on the internet.
- My personal information (mobile number, email) is prone to leak to other companies.
- The sites always follow my online shopping habits and history of purchases.
- Source of reference (Dash and Paul, 2025)