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The Impact of Website Characteristics on E-Commerce Website Success: An Empirical Study from the Egyptian Consumer Perspective

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Abstract

With increasing competition and evolving e-consumer expectations, it is crucial to understand the factors that contribute to e-commerce websites' success in attracting and retaining customers. The most experienced e-commerce companies are beginning to realize that the key determinants of success or failure are not simply an online presence or offering products at a low price, but also possessing a high-quality website that meets consumers' needs. **Purpose:** 1) Assessing the impact of website characteristics on the success of e-commerce websites. Website characteristics considered in this study include ease of use, customer reviews, customer service, security and privacy, content quality, visual appeal, and customization. 2) Developing a comprehensive and measurable model to provide straightforward criteria that ensure e-commerce website success through a deeper understanding of the influence of website characteristics. **Originality/Value:** Despite the rapid growth in internet penetration and the rise of e-commerce companies, to the author's knowledge, this is the first empirical study to assess the impact of website characteristics on the success of e-commerce websites from the perspective of Egyptian consumers. Consequently, this research aims to fill this gap by proposing a new model to help e-commerce websites attract more customers and increase traffic. **Design/Methodology/Approach:** A quantitative approach was employed to examine the impact of website characteristics on the success of e-commerce websites. Data were collected through a questionnaire adapted from previous studies. The research sample comprised 400 consumers from Alexandria city, Egypt, who constantly purchase their needs from e-commerce platforms, in order to identify the characteristics that attract them to these websites. **Process of Data Analysis:** The process of data analysis includes validity testing, reliability testing, normality testing, factor analysis, sampling adequacy, the absence of common method bias, descriptive data analysis, correlation analysis, and regression analysis. All these

analyses were carried out using the SPSS software. **Findings:** The findings of this study showed that ease of use, content quality, and security & privacy are highly significant factors that directly influence e-commerce website success from the perspective of the Egyptian consumer. **Research Limitations:** This study was conducted in Alexandria city. Future research studies may extend the currently studied geographical dimensions and examine more governorates to increase the generalizability of the findings. Furthermore, while the proposed model largely explains the role of website characteristics in the success of e-commerce sites, it is important to investigate other influencing factors. Future studies could explore such factors that may contribute to a more comprehensive model. **Practical Implications:** The findings of this study can assist e-marketing managers in formulating their marketing strategies that improve their websites' performance. Additionally, they help them to pay more attention to the factors that increase consumer satisfaction, strengthen competitive advantage, and ultimately contribute to the overall success of e-commerce websites.

Keywords

E-Commerce, Website Evaluation, Website Success, Content Quality, Customer Reviews

1. Introduction

In the current digital age, technological advancements have radically transformed business paradigms, particularly in the e-commerce industry. E-commerce platforms have become a primary channel through which many companies sell their products and services. This is because the internet has emerged as one of the most important and most convenient tools for reaching a wider geographic market for buying and selling goods and services.

In this highly competitive environment, many e-commerce companies have failed to survive in the open market, making it essential for such businesses to check how well their websites meet their buyers' requirements, as well as to understand the factors that make their websites successful in attracting consumers and converting non-buyers into actual buyers (Pérez-Montoro & Codina, 2017).

The success of e-commerce websites is highly dependent on website quality (Chen & Cheng, 2009). A website is the first impression of an online business. Hence, e-commerce businesses must necessarily focus more on improving website characteristics to boost customer retention and differentiate themselves from competitors (Khalil et al., 2019).

In fact, how to attract online consumers to buy products has become an important issue. In online stores, consumers cannot touch or try on products. Therefore, a good-looking website will bring a pleasant user experience, and the usability of the website will create a positive attitude toward an online store (Phan & Pilik, 2018). Therefore, the site characteristics are expected to have a strong influ-

ence on the motivation to use the e-commerce website (Chau et al., 2002). In confirmation of this, Shin et al. (2013) stated that a key success for an e-commerce business is to have a good website and effective e-marketing.

A study by Liang and Tuban (2011) confirmed that website quality and its associated activities significantly influence consumer decision-making. Similarly, Alhider & Alharbi (2018) emphasize that webpage design—particularly graphics, ease of use, and up-to-date information—creates an emotional impact on customers, thereby attracting more users. In the same vein, Lee and Kozar (2012) highlight the critical role of website design in user engagement. Moreover, Karatepe et al. (2005) suggest that delivering high-quality websites enhances customer satisfaction and strengthens an organization's competitive advantage.

In line with this concept, Tan and Wei (2006) stated that good web design is relevant for e-commerce companies to survive in the extremely competitive environment. Chiagouris and Wansley (2000) stated that a successful organization in selling over the internet requires attractive websites and offers excellent services on the web.

Despite growing interest in e-commerce, there remains a need for a more in-depth understanding of how website characteristics affect the e-commerce platform's success. Therefore, to fill this gap, this study aims to develop a comprehensive model that enables e-commerce companies to identify the key characteristics that a website should have from the user's perspective. These characteristics are critical in shaping the user experience and have a direct influence on consumer satisfaction and purchasing decisions.

Generally, it can be argued that identifying and understanding these characteristics will help in developing appropriate online marketing strategies to attract new consumers and retain existing ones. Furthermore, the findings of this research will provide actionable insights for e-commerce practitioners, marketers, and e-commerce businesses striving to improve their online platforms in a highly dynamic and competitive digital environment.

2. Overview of the World E-Commerce Market

E-commerce has become a fundamental component of global retail. Online buying and selling goods have undergone a radical transformation since the advent of the internet, driven by consumers' growing desire to benefit from the convenience and advantages of electronic transactions. As global internet access and usage continue to expand rapidly—now exceeding five billion users worldwide—the number of individuals making online purchases continues to rise steadily.

By the end of 2026, global e-commerce retail sales are expected to exceed US$ 4.3 trillion, and this figure is projected to reach higher levels in the coming years (E-commerce worldwide-statistics & facts report. Retrieved April 17, 2026, from https://www.statista.com/topics/871/online-shopping). In addition, the global e-commerce market as a whole was valued at US$ 31.22 trillion in 2025 and is projected to reach US$ 73.47 trillion by 2030, which indicates the evolution of this

channel from a mere digital alternative to primary retail infrastructure (E-commerce market size and share research with trends and analysis report. Retrieved April 28, 2026, from https://www.mordorintelligence.com/industry-reports/global-ecommerce-market).

This extensive connectivity has enabled consumers to shop online more easily, boosting the growth of e-commerce platforms. In addition, the widespread adoption of smartphones, the expansion of electronic payment systems, and advancements in digital infrastructure have significantly accelerated the growth of e-commerce, especially among young people, who are the driving force behind the e-commerce market. With millions of e-commerce websites available, the challenge to create successful e-commerce websites has become more competitive and intense.

3. Literature Review

Website success in the e-commerce industry is a crucial concern (Ongsakul et al., 2020). Consequently, multiple perspectives have emerged to identify the key factors that drive this success. Although these perspectives share the view that websites should satisfy user expectations, they differ in defining the factors of success, with each study highlighting metrics that align with its specific context. Moreover, evaluating the success of an e-commerce website remains challenging, as it represents a multidimensional concept that can be evaluated from different perspectives (Palmer, 2002; Molla & Licker, 2001). Therefore, understanding the factors that influence the success of e-commerce websites is a critical issue for ensuring their long-term sustainability and competitiveness in the digital marketplace, as well as for enabling e-commerce website managers to allocate resources efficiently and design effective online strategies to compete in the online market. Accordingly, each of the proposed factors is discussed below.

3.1. Ease of Use

Ease of use has been defined as the quality of a user's experience when interacting with a website, often measured by the ease with which the user can obtain the desired information (Palmer, 2002). Verhagen and Dolen (2011) stated that ease of use is an important predictor of website success. Tarafdar & Zhang (2005) confirmed this in their study, indicating that it will lead to an increase in online transactions. In the same context, Davis (1989) concluded in his study that website success is driven by ease of use and the ability to easily navigate a website. Besides, Desmet and Hekkert (2007) stated that a good design must provide not only beauty and appeal, but also high levels of ease of use.

Flavian et al. (2009) stated that ease of use leads to high levels of customer satisfaction and loyalty towards the website and, consequently, website success. According to Setyorini and Nugraha (2016), ease of use is considered an important element in a website's success. This is consistent with the results of research by Wijaya et al. (2018), which found that ease of use positively affects repurchase intention. It implies that ease of use has a large direct impact on users' intention

to keep using the website, highlighting the significance of ease of use in promoting e-commerce website success. Accordingly, the following hypothesis is proposed:

H1: Ease of use significantly affects e-commerce website success.

3.2. Customer Reviews

With the increase in online transactions, the role of customer reviews as a source of information is becoming increasingly important. Customer reviews are comments that customers leave on the seller's website; they often concern product quality and performance (Filieri, 2015). They are significant for online buyers because they are submitted by other consumers like them, making them more trustworthy than seller-created information (Chen & Xie, 2008). Customer reviews on e-commerce platforms are highly important, as they play a crucial role in helping potential customers evaluate both the reliability of the seller and the quality of the products. These reviews offer significant perspectives on the experiences of other individuals about both the products and the retail companies. Consequently, it helps buyers make informed and safe purchasing decisions (Zaharia 2019). In this context, Simamora & Islami (2023) stated that consumers trust information provided by customer reviews more than that provided by marketers about the product for a simple reason that e-tailers rarely provide negative aspects about the product, while customers provide honest reviews and candid opinions about the product or service.

Customer reviews are a key source of information for online shoppers, as they can use it to make more informed purchases (DeAndrea et al., 2018). Zhu et al. (2020) argue that customer reviews are more reliable when they are written by actual consumers who have used the item before. It represents a reflection and a record of customers' opinions, assessments, and experiences. Consequently, their influence and importance in e-commerce have increased (Bhatnagar and Papatla, 2019). Therefore, the researcher promotes this factor to be one of the proposed factors that affect e-commerce website success. Consequently, the following hypothesis is proposed:

H2: Customer reviews significantly affect e-commerce website success.

3.3. Customer Service

The exponential growth in the number of online retailers in recent years has heightened the importance of the customer service quality they provide. The customer service of websites primarily aims to assist online customers in completing transactions effectively and efficiently as interactions between buyers and sellers occur without direct, face-to-face contact (Kwaku & Antwi, 2021). Leonnardo et al. (2017) stated that customer service quality is a complete evaluation by customers of the services provided by the site. Ngoc Duy Phuong & Thi Dai Trang (2018) defined customer service quality as the customer's attitude formed through a long-term evaluation of a website's service performance. Rust et al. (2002) argued that to establish customer loyalty, organizations have to change their focus from

the aspect of exchange and transactions to the aspect of providing high-quality customer service.

Murphy and Sashi (2018) concluded in their study that the quality of customer service provided has a significant impact on customer satisfaction. Fullerton (2011) emphasized that the greater a website's ability to facilitate communication with its customers, the higher their satisfaction levels and the more frequently they revisit the site. Hsu et al. (2011) further asserted that the quality of customer service plays a significant role in influencing customers' online purchasing decisions. Gaberamos and Pasaribu (2022) noted that high-quality customer service enhances customers' purchase intentions. Additionally, Zhou et al. (2009) reported that customer service quality is a key determinant of whether customers will make future purchases on the website. Therefore, providing high-quality online service can foster a positive perspective among consumers, which in turn leads to website success. Based on the above justification, the following hypothesis is proposed:

H3: Customer service quality significantly affects e-commerce website success.

3.4. Security and Privacy

With the development of technology, e-customers view security and privacy as important indicators of e-commerce service satisfaction. This statement is supported by a study conducted by Fullerton (2011), who noted that e-user satisfaction is strongly related to security and privacy practices. Fallows (2005) argues that a secure website is necessary for e-commerce to thrive. In the same context, Szymanski & Hise (2000) stated that security in online transactions and the protection of personal information is very crucial in an online purchasing system. They argue that the more secure the website, the higher the customer satisfaction.

Security has been defined as protection from conditions or events that could cause a threat to data or Internet resources, whether through destruction, modification of data, fraud, or misuse. Lallmahamood (2008) defined privacy as the ability of the website to secure customers' personal data from being violated. Suki et al. (2002) noted that e-customers' privacy concerns stem from issues such as the unauthorized use of credit card information, the potential sale of their data to third parties, the sharing of personal details with other businesses without consent, and the risk of data being accessed by hackers or identity thieves.

Ettwein and Guay (1998) found that the ability to provide a secure site will have a better chance at convincing a potential customer to buy from that site than other sites. Lian and Lin (2008) stated that effectively addressing security and privacy concerns is a key factor influencing customers' willingness to make repeat purchases from the website. Therefore, security and privacy positively influence revisiting the website. Based on this explanation, the following hypothesis is proposed:

H4: Security and privacy significantly affect e-commerce website success.

3.5. Content Quality

Content quality is widely recognized as a fundamental dimension of website char-

acteristics. Singh and Sook (2002) referred to it as the "king dimension" of any website, emphasizing its role as the primary source of value for customers. Abadi et al. (2023) stated that content quality involves providing authentic, unbiased, and error-free information that enables customers to gain a complete understanding of the product and avoids any misleading content. Hurme (2005) defined it as the provision of information that helps consumers make well-informed decisions when shopping online. Yang et al. (2006) found that quality content positively influences consumer trust and increases user engagement. In a study by Hasanov and Khalid (2015), the authors concluded that content quality is a key factor in evaluating overall website quality and has the greatest influence on customer satisfaction.

Athapaththu & Kulathunga (2018) noted that well-organized content enhances customers' purchase intentions, as the provided information largely shapes their decisions. A study by Sam and Sharma (2015) examined the factors influencing consumers' decisions to shop online and found that the availability of valuable website content plays a significant role in shaping purchase decisions. The findings of Ghazali et al. (2021) also confirmed the positive effect of content quality on purchase intention.

In summary, consumers' purchasing decisions in online marketplaces are greatly influenced by the quality of content provided. High-quality content fosters trust and confidence among customers, enabling them to make well-informed decisions that meet their needs while reducing the likelihood of dissatisfaction with their purchases (Fernandes et al., 2022). Accordingly, the following hypothesis is proposed:

H5: Content quality significantly affects e-commerce website success.

3.6. Visual Appeal

Visual appeal refers to the effective design and presentation of product information, including layout elements such as font size, color, videos, animations, and imagery (Wang & Dai, 2013). Various factors contribute to the visual appeal of a website, such as the number and dimensions of online images, the choice of background, consistent typography, and color usage (Callahan & Koenemann, 2000). Professionally designed websites can attract consumers, foster positive attitudes, and enhance their satisfaction.

In one study conducted by Liu et al. (2013), they found that visually attractive websites enhance users' satisfaction with online purchases. Similarly, Wells et al. (2011) noted that visual appeal has a significant influence on online buying behavior. In line with this, Dai & Salam (2010) found that websites with aesthetically pleasing interfaces provide better online shopping experiences, build trust, and strengthen relationships with online vendors.

Sharma & Kitchens (2004) stated that the visual appearance presented to users plays a crucial role in determining the website's success in attracting a large number of visitors. In the same context, Ajjan & Hartshorne (2008) noted that a visu-

ally appealing website attracts consumers and increases their satisfaction. Furthermore, Mottiwalla (2007) emphasizes the importance of factors such as colors, graphics, and animations as relevant dimensions of e-consumer satisfaction.

In summary, a well-designed website can influence customers' online purchasing decisions by enhancing their attitudes and building trust. Accordingly, in the e-commerce context, website aesthetics are expected to play a significant role in the website's success. Therefore, the researcher proposes the following hypothesis:

H6: Visual appeal significantly affects e-commerce website success.

3.7. Customization

In today's business world, customization has become a strategic tool for businesses looking to enhance customer satisfaction and foster customer loyalty (Al-Hashem et al., 2022). With the vast amount of customer data available, companies can tailor their products and services to meet the specific needs and preferences of their customers (Khalik et al., 2023). Tyrväinen et al. (2020) defined website customization as providing tailored content and services that are specifically designed by leveraging consumer databases and modifying offerings to align with consumer preferences, while Ansari & Mela (2003) defined site customization as the extent to which suppliers either customize the website to appeal to users or enable the users themselves to customize the content. Similarly, Da Silveira et al. (2001) defined customization as a system that uses information technology and flexible processes to deliver individually customized products and services at a cost near that of mass-produced items.

Wolniak & Grebski (2023) stated that customization can positively influence customer attitudes towards the website, increase emotional attachment, and foster repeat business. Puneet (2023) added that when a company takes the time to personalize interactions, whether in customer service, marketing, or product offerings, it signals that they are attentive to the individual's preferences and needs. Consequently, this level of attention results in higher satisfaction levels, as customers feel a stronger connection to the website. Onibokun et al. (2023) added that when customers feel understood and valued, they are more likely to return to the website. Similarly, Dash et al. (2021) found that product and service customization increased customer satisfaction and user retention rates in online retail. Talaat et al. (2022) stated that customized products and services led to greater convenience and customer satisfaction, as they did not have to spend time searching for products or services that suited their needs. Based on these findings, this study hypothesizes:

H7: Customizing products and services significantly affect e-commerce website success.

3.8. E-Commerce Website Success

The success of e-commerce websites is a multidimensional concept, assessed using various indicators such as user satisfaction, sales volume, customer retention, re-

peat purchases, repeat visits to the website, and revenue growth (Laudon & Traver, 2021). According to Morales-Vargas et al. (2020), a successful e-commerce site is one that not only can meet consumers' needs but also fulfills user expectations. Lee & Kozar (2006) emphasize that success indicators should focus on website effectiveness, noting that a site may be technically sound yet still fail if it does not achieve its intended purpose.

Hsu et al. (2011) add that the biggest challenge encountered by every online retailer is to convert the website visitor into a buyer. This can only be achieved through the website's success in convincing the visitor to make an actual purchase. Aladwani & Palvia (2002) also confirmed that the success of a website stems primarily from its suitability to the needs of the consumer and its distinction from other websites. Ongsakul et al. (2020) described website success as a website's ability to effectively communicate its intended messages to consumers and visitors. On the other hand, Torkzadeh and Dhillon (2002) have focused on consumers' perceptions of the perceived value of website features to judge the success of an e-commerce website. Zviran et al. (2006) concluded in their study that achieving online customer satisfaction is a crucial factor in the success of an e-commerce website.

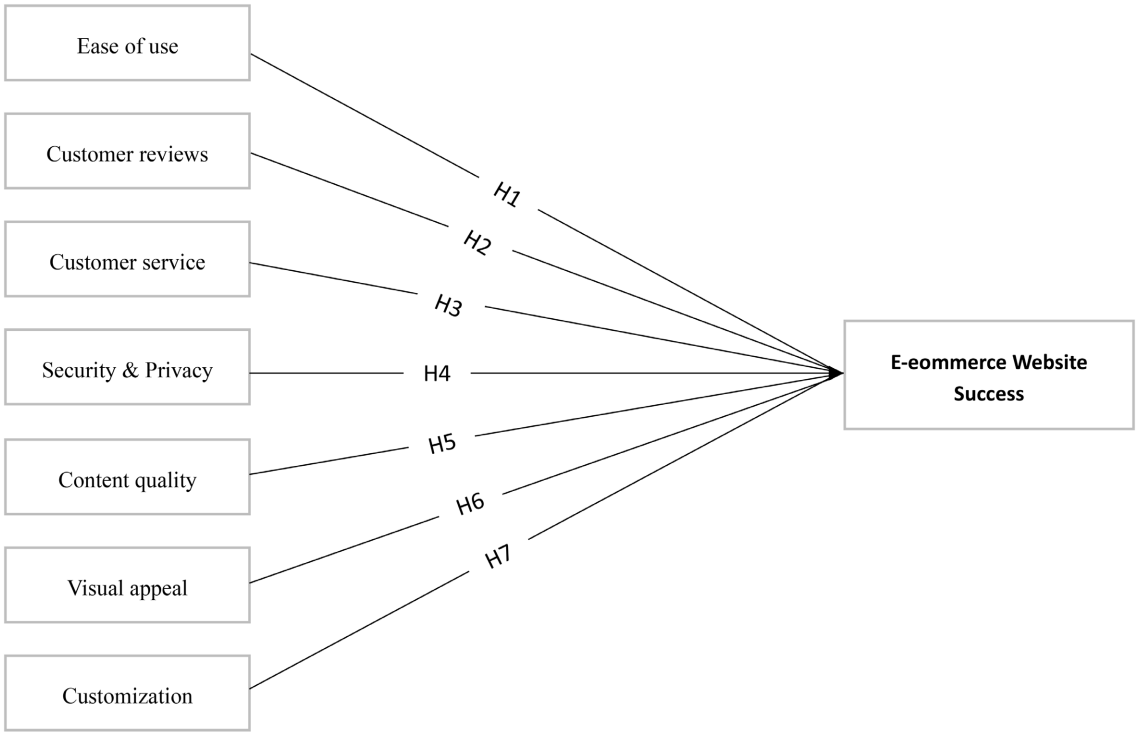
In short, a successful website should deliver to its audience whatever they are looking for and include detailed information about the products and services. In addition, it aims to meet customers' needs, preferences, and expectations to achieve their satisfaction. If it fails to do this, then the website may no longer be characterized as a successful one.

4. The Proposed Framework

Building on the previous explanation, a comprehensive conceptual framework has been developed to assess website success. The proposed framework aims to identify the key website characteristics that drive e-commerce platforms' success in attracting more customers and increasing traffic. This framework encompasses seven dimensions proposed by the researcher for evaluation: ease of use, customer reviews, customer service, security and privacy, content quality, visual appeal, and customization. These dimensions are assessed from the e-commerce customer's perspective using indicators measured on a five-point Likert scale. These indicators are derived from 28 items across the seven mentioned variables. This conceptual framework is illustrated in **Figure 1**.

5. Research Methodology and Instrument Design

This study adopts a quantitative approach to examine the impact of website characteristics on the success of e-commerce platforms. Accordingly, a survey method was employed. The target population comprised online shoppers in Alexandria city who have been using the internet for purchasing purposes for at least one year. The survey method offers several advantages, including rapid access to respondents, efficient data collection within a specified timeframe, a relatively



Source: compiled by the author.

Figure 1. The suggested framework.

high response rate, and the ability to complete the questionnaire without direct researcher involvement. Furthermore, Craig and Douglas (2000) identified surveys as one of the most effective tools for data collection in marketing research. Participants were asked to indicate the extent to which each statement reflected their perceptions and contributed to the success of e-commerce websites from their viewpoint. Responses were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The questionnaire distributed in this study comprised measurement items that had been previously validated in the literature, with minor modifications to align with the research objectives. Specifically, the ease of use construct was adapted from Park et al. (2012), while customer review items were derived from Harris and Goode (2010) and Kawaf and Istanbulluoglu (2019). The customer service items were adapted from Chung and Shin (2010), and the security and privacy items were based on Bonsón Ponte et al. (2015). Furthermore, the content quality construct was grounded in the IS Success Model proposed by DeLone and McLean (2003) as well as Wen (2012). The visual appeal scale was adopted from Park et al. (2007) and Dedeke (2016). Finally, the customization construct was adapted from Kaynama and Black (2000) and Jeon and Jeong (2015).

5.1. Instrument Refinement

A pilot study was conducted to verify the tool's feasibility and usability before proceeding with the main research. Thirty questionnaires were distributed to re-

spondents to be filled out, and to refine the data gathering instrument. Malhotra (2004) explains that the pilot test serves as a formal process for validating a questionnaire using a small sample. In the same context, Zikmund (2003) stated that the pilot stage enables researchers to identify and correct unforeseen issues before carrying out a full-scale survey. This stage also aims to confirm the instrument's validity and reliability following any necessary adaptations. According to Kumar & Advani (2005), when the data collection tool is well-designed, valid, reliable, and grounded in an appropriate literature review and statistical assumptions, the results can be generalized to a larger population. In this regard, the questionnaires were sent to 30 respondents to be tested and refined. Accordingly, some questions were adjusted to avoid misunderstandings.

5.2. Ensuring the Validity

Validity is the extent to which the questionnaire accurately measures what it is supposed to measure (Carmines & Zeller, 1979). Eriksson & Wiedersheim (1997) defined validity as: "the ability of a scale or instrument to measure what is intended to be measured." In the same context, Siregar (2014) stated that an instrument is a valid measure if it successfully measures the phenomenon. In this respect, content validity was employed in this study to ensure that the instrument was appropriate and that the items were clearly understood. To further verify the instrument's validity, the factor analysis was conducted using SPSS. The results of the factor analysis are presented in Table 1.

Table 1. Rotated component matrix results.

	Component						
Item	1	2	3	4	5	6	7
Ease of use 1	0.668						
Ease of use 2	0.622						
Ease of use 3	0.751						
Ease of use 4	0.671						
Customer reviews 1		0.697					
Customer reviews 2		0.871					
Customer reviews 3		0.743					
Customer reviews 4		0.613					
Customer service 1			0.639				
Customer service 2			0.654				
Customer service 3			0.691				
Customer service 4			0.707				
Security & Privacy 1				0.659			
Security & Privacy 2				0.733			

Continued

Security & Privacy 3	0.766			
Security & Privacy 4	0.698			
Content quality 1		0.807		
Content quality 2		0.759		
Content quality 3		0.772		
Content quality 4		0.686		
Visual appeal 1			0.681	
Visual appeal 2			0.811	
Visual appeal 3			0.782	
Visual appeal 4			0.644	
Customization 1				0.670
Customization 2				0.859
Customization 3				0.661
Customization 4				0.712

Extraction Method: Principal Component Analysis. Source: Primary collected data.

The results of the factor analysis indicate that the questionnaire demonstrates satisfactory factor validity, as the items accurately reflect the variables being measured. Accordingly, the instrument is fully representative of its intended constructs, and the statements are generally clear and understandable.

5.3. Ensuring the Reliability

The internal consistency reliability of the measurement model was evaluated using Cronbach's alpha. The rule of thumb for assessing Cronbach's alpha is that the values should be higher than 0.7 (Hair et al., 2017). In addition, Ghozali & Fuad (2014) stated that if the value of construct reliability is about/more than 0.7, it can be stated as reliable. Hoang and Chu (2008) add that Cronbach's Alpha coefficients of 0.7 to 0.8 are good. Furthermore, Nunnally (1978) stated that for research purposes, a Cronbach's alpha of 0.70 or higher is sufficient.

Table 2 indicates that Cronbach's Alpha values for all variables exceed 0.7, demonstrating strong internal consistency reliability of the measurement model and confirming the overall validity of the instrument.

5.4. Research Sample Size and Data Collection

After ensuring the validity and reliability of the questionnaire, the researcher started stage two, which involves the distribution of 400 surveys to a sample of the Alexandria governorate population who have used e-commerce sites for purchasing for at least one year.

The researcher determined the estimated sample size by using the Cochran

equation (1963) and Sekaran (2003). This sample size is based on a 95 percent confidence level assumption, with a standard deviation of 0.5, and a 5 percent error. The result of the calculation was a sample size of 384. The questionnaire was distributed among 400 respondents. 46 responses were removed as the answers were not completed or the questionnaire was not returned. Thus, 354 responses were qualified for the final data analysis with a response rate of 88.50%.

Additionally, the researcher used the Kaiser-Meyer-Olkin (KMO) test to evaluate the adequacy of the sample for analysis. As presented in Table 3, the KMO value was 0.827, indicating that the sample size is sufficient.

Table 2. Reliability testing result.

Variable	Cronbach's Alpha	Result
Ease of use	0.865	Reliable
Customer reviews	0.853	Reliable
Customer service	0.872	Reliable
Security & Privacy	0.826	Reliable
Content quality	0.835	Reliable
Visual appeal	0.813	Reliable
Customization	0.824	Reliable

Source: Primary collected data.

Table 3. KMO and Bartlett's test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.827
Bartlett's Test of Sphericity	Approx. chi-square	1236.572
	Sig.	0.000

Source: Primary collected data.

5.4.1. Demographic Profile and Respondents' Information

Table 4 presents the descriptive statistics of the respondents' demographic characteristics.

Table 4. Respondents' demographic characteristics.

Characteristic	Number of Respondents	Percentages (%)
Gender		
Male	189	53.39
Female	165	46.61
Age		
18 - 25	112	31.64
26 - 40	161	45.48
41 - 60	59	16.67

Continued

Above 60	22	6.21
Income		
5000 - less than 12,000 L.E.	146	41.24
12,000 - less than 20,000 L.E.	109	30.79
20,000 - less than 28,000 L.E.	68	19.21
28,000 L.E and above	31	8.76
Education		
Intermediate education	151	42.66
Higher education	203	57.34
Online Purchasing Experience (Years)		
1 - less than 3	153	43.22
3 - less than 5	127	35.88
5 years and above	74	20.90

Source: primary data collected.

Table 4 shows that, among the sample pool of 354, the majority were male (53.39%), while the remaining were female (46.61%). In terms of age, the majority of respondents (45.48%) were aged 26 - 40, followed by 18 - 25 (31.64%), then 41 - 60 (16.67%), and those aged 60 and above (6.21%). About income, most of the respondents earn a monthly income between 5000 and less than 12,000 L.E., which formed (41.24%) of the total respondents. 30.79% earn a monthly income between 12,000 L.E. and less than 20,000 L.E., while 19.21% earn a monthly income between 20,000 L.E. and less than 28,000 L.E. Only 8.76% of respondents earn a monthly income of 28,000 L.E. and above. Regarding educational level, the results in the table show that more than half of the respondents have higher education; they account for 57.34% of the total, while those with intermediate education account for 42.66%. Considering respondents' online Purchasing experience, the largest proportion (43.22%) had between one and less than three years of experience, followed by (35.88%) with three to less than five years, while (20.9%) reported more than five years of experience.

5.4.2. Ensuring the Normality of Collected Data

A normality test is a statistical method used to determine whether a sample dataset follows a normal distribution, which is crucial for choosing suitable analytical techniques. Hair et al. (1998) emphasized the importance of testing for normality, noting that violation of this assumption may result in the incorrect rejection of the proposed model. In this study, the Shapiro-Wilk test was employed to examine the normality of the collected data. Previous studies by Mendes & Pala (2003) and Keskin (2006) have identified the Shapiro-Wilk test as one of the most powerful methods for assessing normality. As presented in Table 5, the Shapiro-Wilk test

results indicated that the data were normally distributed, as the p-values ranged from 0.093 to 0.213, all exceeding the 0.05 threshold. Therefore, the normality assumption was not violated.

Table 5. Normality tests: Shapiro-Wilk test.

	Shapiro-Wilk		
	Statistic	**df**	**Sig.**
Ease of use	0.132	354	0.161
Customer reviews	0.178	354	0.127
Customer Service	0.159	354	0.143
Security Privacy	0.110	354	0.213
Content Quality	0.163	354	0.132
Visual appeal	0.124	354	0.196
Customization	0.189	354	0.093

Source: Primary data processed

5.4.3. Ensuring the Absence of Common Method Bias

In quantitative research, common method bias (CMB) is a common occurrence. CMB occurs when survey data from a single source is collected at the same time. Kock et al. (2021) stated that common method bias can occur when both the independent and dependent variables are measured within one survey using the same response method. In addition, Common method bias arises if any of the variables account for a high covariance among all the variables (Agag, 2019). The presence of common method bias may seriously compromise a study's validity. Harman (1960) stated that common method bias exists if the principal constructs are significantly and highly correlated (Total variance extracted by one factor exceeds 0.50).

Table 6. Total variance explained Harman's single-factor test for common method bias.

Factor	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	8.472	22.819	22.819	8.472	22.819	22.819

Extraction Method: Principal Component Analysis.

The findings reported in Table 6 indicate that common method bias does not represent a serious threat to this study. The variance explained by a single factor is 22.819%, falling below Harman's recommended threshold of 50% (Harman, 1960). This outcome confirms that the collected data are not affected by common method bias. Consequently, the research model is reliable, and the data are considered adequate for further statistical analysis.

5.5. Statistical Analysis Used

In the following sections, the collected data will be analyzed using SPSS software. This procedure includes descriptive analysis to summarize and concisely outline the key features of the collected data and highlight the underlying patterns and trends within it. Also, correlation analysis will be used to discover the strength and direction of the relationship between all independent variables and the dependent variable. In addition, multiple regression analysis will be conducted to assess the relative importance of factors strongly influencing e-commerce website success, and these factors will then be used to build a linear prediction equation to predict the success of e-commerce websites in attracting and retaining customers.

5.5.1. Descriptive Analysis

Table 7. Descriptive analysis.

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Ease of use	354	1.75	5.00	4.632	0.6310
Customer reviews	354	1.75	5.00	4.189	0.7193
Visual appeal	354	1.50	5.00	3.790	0.6963
Content Quality	354	1.75	5.00	4.512	0.6727
Customer Service	354	1.75	5.00	4.037	0.8032
Customization	354	1.50	5.00	3.491	0.7018
Security Privacy	354	1.75	5.00	4.391	0.7428

The findings presented in Table 7 indicate that Ease of Use recorded the highest mean among all proposed website characteristics. This result suggests that Egyptian users perceive ease of navigation and simplicity of transaction completion as the most influential factors in the success of e-commerce websites. The relatively high mean score reflects strong agreement among respondents regarding its importance. In contrast, Customization reported the lowest mean among the proposed variables. This finding implies that respondents perceive the personalization feature as having less influence compared to other website characteristics.

In addition, the descriptive analysis showed that content quality, security & Privacy, customer reviews, and customer service showed relatively strong evaluations, highlighting the importance of content accuracy, data protection, and customer service staff interaction in shaping Egyptian user perceptions of e-commerce platforms.

Furthermore, the descriptive analysis revealed that the standard deviations of the study variables ranged from 0.631 to 0.803, indicating a good degree of homogeneity and relative agreement among Egyptian users regarding the influence of the variables under study on the success of e-commerce websites. These findings confirm the stability of the sample's trends and the absence of sharp differences in opinions, thus enhancing the reliability of the results and their suitability for

subsequent statistical analyses.

5.5.2. Correlation Analysis

Correlation analysis is a statistical technique used to examine and measure the relationship between two variables by determining both the strength and direction of their association. In this study, Pearson correlation coefficients were used to assess the strength and direction of relationships between the dependent variable (e-commerce website success) and each proposed independent variable. The findings of the correlation analysis are presented in Table 8.

Table 8. Results of correlation analysis (r).

		Ease of use	Customer reviews	Customer service	Security & privacy	Content quality	Visual appeal	Customization	E-commerce website success
Ease of use	Pearson Correlation	1							
Customer reviews	Pearson Correlation	0.461**	1						
Customer service	Pearson Correlation	0.629**	0.460**	1					
Security & privacy	Pearson Correlation	0.521**	0.582**	0.587**	1				
Content quality	Pearson Correlation	0.706**	0.443**	0.617**	0.664**	1			
Visual appeal	Pearson Correlation	0.508**	0.437**	0.426**	0.533**	0.543**	1		
Customization	Pearson Correlation	0.574	0.463	0.327	0.587	0.526	0.409*	1	
E-commerce website success	Pearson Correlation	0.839**	0.682**	0.621**	0.736**	0.792**	0.565**	0.473**	1

**Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis reveals that all independent variables are strongly and positively associated with the dependent variable. Ease of use demonstrates the strongest relationship with e-commerce website success (r = 0.839). This is followed by content quality (r = 0.792) and security and privacy (r = 0.736), while customization shows the weakest, yet still significant, correlation (r = 0.473).

5.5.3. Multicollinearity Test

Multicollinearity exists when two or more independent variables in a regression model are correlated. If there is a high degree of correlation, it is difficult to determine the contribution of each independent variable because their effects will be confounded. (Hair et al., 1995). In addition, the presence of multilinearity leads to impractical explanations of the results. As a result, it becomes difficult to accu-

rately determine the individual effects of each independent variable on the dependent variable (Hair et al., 2006). Furthermore, multicollinearity can lead to misinterpretation of the dependent variable in the prediction model, making the model unreliable (Frank, 2001; Hosmer et al., 2013).

To assess collinearity in the collected data, a multicollinearity test was performed to calculate VIF values. According to Hair et al. (2017) and Jamil et al. (2021), VIF values below 5 indicate no collinearity problems in the results. The results of the multicollinearity test are shown in **Table 9**.

Table 9. Results of multicollinearity test.

Independent Variable	Collinearity Statistics	
	Tolerance	VIF
Ease of use	0.427	2.341
Customer reviews	0.335	2.985
Customer Service	0.314	3.184
Security & Privacy	0.346	2.890
Content Quality	0.384	2.604
Visual appeal	0.296	3.378
Customization	0.279	3.584

Dependent Variable: E-commerce Website Success.

The results of the multicollinearity test indicate that no significant collinearity exists among the independent variables included in the study. The tolerance values ranged from 0.279 to 0.427, all exceeding the acceptable threshold of 0.20 as suggested by Menard (1995).

In addition, the Variance Inflation Factor (VIF) values were found to range between 2.341 and 3.584, which are well below the recommended maximum limit of 5 proposed by Hair et al. (2017).

Accordingly, the regression model can be considered appropriate for examining the relationships among the study variables. The absence of multicollinearity among the independent variables further supports the reliability of the model's predictive capability, thereby justifying the continuation of the regression analysis.

5.5.4. Multiple Regression Analysis

Regression analysis is employed to examine the effect of the proposed independent variables on the dependent variable. This statistical technique is used to investigate the predictive relationship between multiple independent variables and the dependent variable. In addition, regression analysis determines the extent to which each independent variable contributes to explaining variations in the dependent variable while controlling for the effects of other variables in the model. Furthermore, regression analysis provides important indicators such as beta coefficients, the coefficient of determination (R^2), and significance levels, which help

evaluate the explanatory power of the research model and identify the most influential predictors of the dependent variable.

In this study, multiple regression analysis was applied to assess the impact of website characteristics—namely ease of use, customer reviews, customer service, security and privacy, content quality, visual appeal, and customization—on e-commerce website success. The results of this analysis are listed in Tables 10-12, respectively.

Table 10. Model summary.

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate	Durbin-Watson
1	0.918	0.842	0.834	0.262	1.865

a. Predictors: (Constant), Customization, Content Quality, Customer reviews, Visual appeal, Security & Privacy, Ease of use, Customer Service. b. Dependent Variable: E-commerce Website Success.

- Table 10 provides a summary of the linear regression model, including key statistics such as R, R^2, adjusted R^2, the standard error, and the Durbin-Watson test.
- R value represents the strength of the relationship between the independent variables (collectively) and the dependent variable. The result of 91.8% indicates a very strong positive correlation, suggesting that variations in the dependent variable are strongly associated with changes in the independent variables.
- R^2 value of 0.842 suggests that the model's independent variables explain 84.2% of the variation in the dependent variable.
- To evaluate the robustness and consistency of the model, the Durbin-Watson test was employed to detect the presence of autocorrelation between residuals in a regression model. Ideally, Values between 1.5 and 2.5 are commonly accepted as the threshold for assuming no autocorrelation (Kryeziu & Durguti, 2019). In this study, the Durbin-Watson value is 1.865, placing it well within the acceptable range. Thus, the model can be considered stable and reliable.

Table 11. ANOVA.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141.645	7	20.235	321.190	0.000
	Residual	21.877	346	0.063		
	Total	163.522	353			

a. Predictors: (Constant), Customization, Content Quality, Customer reviews, Visual appeal, Security Privacy, Ease of use, Customer Service. b. Dependent Variable: E-commerce Website Success.

The ANOVA results show that the regression model is statistically significant,

as the value of (F) reached 321.190 at a significance level (Sig.) of 0.000. This indicates that the independent variables, when considered jointly, significantly influence the dependent variable. Accordingly, the overall model demonstrates adequate explanatory power and statistical significance that make it appropriate for testing the study's hypotheses and making predictions.

Table 12. Results of multiple linear regression analysis.

Predictor Variable	Unstandardized Coefficients (*b*)	Standardized Coefficients (β)	Sig.
(Constant)	0.153		
Ease of use	0.192	0.234	0.000
Customer reviews	0.121	0.153	0.000
Customer Service	0.143	0.172	0.000
Security & Privacy	0.162	0.198	0.000
Content Quality	0.183	0.217	0.000
Visual appeal	0.104	0.126	0.000
Customization	0.086	0.098	0.003

a. Dependent Variable: E-commerce Website Success.

- The findings presented in Table 12 indicate that all predictor variables are statistically significant, demonstrating their positive effect on e-commerce website success. Accordingly, all the proposed hypotheses are accepted.
- The standardized coefficients (β) reveal that ease of use is the most influential predictor of e-commerce website success (β = 0.234), followed by content quality (β = 0.217), while customization represents the weakest predictor (β = 0.098).
- Moreover, the positive standardized regression coefficients (β) indicate that e-commerce website success—the dependent variable—moves in the same direction as the independent variables move.
- The unstandardized regression coefficients show that a one-unit increase in ease of use leads to a 0.192 increase in e-commerce website success. Similarly, a one-unit rise in content quality results in a 0.183 increase in website success, whereas a one-unit increase in customization contributes to a 0.086 increase in website success.
- Based on these results, the multiple linear regression equation can be expressed as follows:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7$$

where a is a constant;

Y is the dependent variable (e-commerce website success);

X_1, X_2, X_3, X_4, X_5, X_6, and X_7 are the independent variables, which are (Ease of use, Customer reviews, Customer Service, Security & Privacy, Content Quality,

Visual appeal, and Customization), respectively.

β_1, β_2, β_3, β_4, β_5, β_6, and β_7 are the standardized coefficients for the previously mentioned independent variables.

So, the general regression model can be reformulated as follows:

Y = 0.153 + 0.234 ease of use + 0.153 customer reviews + 0.172 customer service + 0.198 security & privacy + 0.217 content quality + 0.126 visual appeal + 0.098 customization

5.5.5. Stepwise Regression Analysis

Stepwise regression is a statistical technique used in research to build an optimal regression model by selecting the most significant independent variables that explain the dependent variable. In addition, it helps identify the most influential variables while excluding those that contribute little to the model. Consequently, it improves the explanatory power of the model, reduces multicollinearity, and enhances predictive accuracy by retaining only statistically significant variables in the final regression equation. According to Smith (2018), the stepwise regression technique is used to reduce the list of explanatory variables to a concise collection of the most useful variables.

Therefore, to assess the most important variables that strongly influence e-commerce website success and to develop a linear prediction equation based on the candidate variables, stepwise regression analysis was conducted. The results of this analysis are presented in **Table 13**.

Table 13. Results of stepwise regression analysis.

Predictor Variable	Unstandardized Coefficients (*b*)	Standardized Coefficients (β)	Sig.
(Constant)	0.118		
Ease of use	0.176	0.193	0.000
Content quality	0.142	0.167	0.000
Security & privacy	0.127	0.135	0.000
Customer service	0.113	0.121	0.000
Customer reviews	0.105	0.109	0.000

a. Dependent Variable: E-commerce Website Success.

- The results of the stepwise regression analysis indicate that all independent variables included in the model have a positive effect on the e-commerce website success variable.
- The significance level (Sig.) for all variables was 0.000, indicating that the model is statistically significant and providing support for all proposed hypotheses.
- The standardized regression coefficients (β) show that ease of use is the strongest predictor of e-commerce website success (β = 0.193), followed by content

quality (β = 0.167), then security & privacy (β = 0.135), then customer service (β = 0.121), and finally customer reviews (β = 0.109).

- These results reflect the relative importance of variables in explaining the variance in e-commerce website success. Ease of use appears to be the most influential factor compared to the others, while customer reviews ranked last in terms of influence, although they remained statistically significant.
- Based on this information, the regression model derived from the stepwise analysis can be expressed as follows:
- E-commerce website success = 0.118 + 0.193 ease of use + 0.167 content quality +.135 security & privacy + 0.121 customer service + 0.109 customer reviews.

6. Findings and Discussion

This study aimed to identify the website characteristics contributing to the success of e-commerce websites and to determine the relative importance of each one in achieving this success. To accomplish this, seven potential factors were examined: ease of use, customer reviews, customer service, security and privacy, content quality, visual appeal, and customization. Additionally, the study sought to develop a mathematical model that could assist e-commerce website managers in predicting the success of their platforms.

Regarding the correlation analysis, results revealed that all independent variables are strongly and positively associated with the dependent variable. Ease of use demonstrates the strongest relationship with e-commerce website success, followed by content quality, then security and privacy, whereas customization shows the weakest association.

The stepwise regression analysis revealed that the final model retained five independent variables that were statistically significant in explaining variations in the dependent variable: ease of use, customer reviews, customer service, security and privacy, and content quality. The remaining variables were excluded because they were less influential and did not significantly improve either the explanatory power or efficiency of the model.

The significance values (Sig.) indicate that all retained variables are statistically significant, confirming that each contributes meaningfully to explaining the variance in the dependent variable. This supports both the robustness of the model and the proposed hypotheses.

Regarding the relative importance of predictors, the standardized coefficients (β) show that ease of use is the strongest predictor (β = 0.193), followed by content quality (β = 0.167), security and privacy (β = 0.135), and customer reviews as the least influential factor (β = 0.109).

ANOVA results indicate that the overall model is highly significant and possesses strong explanatory power.

7. Conclusion and Strategic Implications

The success of e-commerce websites has become a strategic priority and a major

concern for organizations operating in the digital marketplace. To better understand how Egyptian consumers evaluate the success of e-commerce platforms, it is essential to examine the factors that users perceive as key determinants of their effectiveness. Accordingly, this study aims to explore the primary factors influencing the success of e-commerce companies from the Egyptian consumer's perspective. More specifically, the factors related to website characteristics and their role in e-commerce website success.

To this end, the researcher collected a sample of 400 consumers in Alexandria Governorate in Egypt, who have been using e-commerce platforms for at least a year to purchase their needs, to identify the factors that attracted them to these sites. The sample size was determined using the Cochran equation and evaluated using the Kaiser-Meyer-Olkin Measure of Sampling Adequacy.

The findings show that ease of use, content quality, security and privacy, customer reviews, and customer service quality constitute key factors for e-commerce website success. These factors collectively contribute to improving the consumer experience, building trust, and increasing customer loyalty. This is reflected in customers making repeat purchases, recommending the website to others, and demonstrating greater resistance to switching to competing platforms.

7.1. Academic Implications

This study contributed to the literature and added new knowledge by proposing a model that explores the role of website characteristics on e-commerce website success, which has not been previously studied in the e-commerce literature. Hence, the model can be considered unprecedented.

To our knowledge, no study has combined the proposed factors into a single model. Previous studies have examined some factors individually, but this study used an integrated methodology, evaluating several factors simultaneously.

This study could mark the beginning of an interesting discussion in the e-commerce context on whether the proposed factors have a relationship with site profit. In addition, the findings will further open avenues for future research to explore more factors that can help marketers/practitioners.

7.2. Practical Implications

This study reveals the most important website characteristics that lead to e-commerce website success. Therefore, managers of such sites should pay more attention to these characteristics to ensure the success of their websites, thereby reducing the time, effort, and cost associated with paying attention to other factors that are not useful.

This research assists in finding a forecasting model for e-commerce website success to attract consumers. This enables companies operating in this field to improve their online marketing efforts and increase sales and profitability in an increasingly competitive digital marketplace.

This research provides valuable insights into the success factors of e-commerce

websites. The results of this research thus provide important contributions to e-retailers and e-commerce marketers in ensuring the success of their online platforms.

7.3. Managerial Implications

This study highlights the mechanisms of e-commerce websites' success from the consumer's perspective, helping marketing managers in the e-retail sector to formulate effective strategies that enhance customer satisfaction and foster long-term relationships with their clients. Additionally, the findings of this study assist website designers in focusing on key design features, thereby strengthening the competitive advantage of these websites.

The findings also provide helpful information for businesses looking to improve their website. Consequently, the results of this study can be used as a guide for e-commerce companies to face existing challenges and compete effectively in the online market.

Understanding these factors helps e-commerce managers create successful websites and build stronger customer relationships. In addition, it helps them reallocate their resources in a way that maintains existing customers and attracts more of them.

8. Recommendations

Based on the findings of this study, a set of recommendations can be proposed to help e-commerce website managers and developers to enhance their platforms. Focusing on the factors identified in this study will lead to the development of more effective and successful e-commerce websites.

The findings indicated that five key factors contribute to the success of an e-commerce website, with ease of use emerging as the most influential. Accordingly, website managers should prioritize creating simple and user-friendly navigation. In addition, the site should provide users with the information they need quickly and efficiently, as slow loading times may lead to frustration and increased bounce rates. Overall, quick, smooth, and enjoyable navigation increases customer satisfaction with the website and strengthens their purchasing intentions.

The study also found that content quality ranks second among the factors influencing e-commerce website success. This highlights the importance of providing accurate, up-to-date, accessible, and relevant information to foster trust in the website. Therefore, website managers should ensure that users have comprehensive details about the company, its products, and services. In addition, content should be regularly updated to keep customers informed about new offerings and promotions. Emphasis should also be placed on delivering sufficient and reliable information, as high-quality product details can help reduce the uncertainties that online consumers may experience.

Security and privacy were identified as the third most influential factors affecting e-commerce website success. Accordingly, e-retailers should work to mini-

mize consumers' perceived risks so that they feel safer and more confident when conducting transactions online. In this regard, the researcher recommends adopting a cash-on-delivery option, as it offers an experience similar to traditional shopping by allowing customers to inspect products before making payment and decline them if they do not meet expectations. Additionally, the use of third-party guarantees or assurance mechanisms (such as bank-issued guarantees) is suggested to protect customers' rights and ensure that payment is released only after the product is delivered in proper condition and as agreed. Such measures are expected to enhance consumer trust in online shopping and, in turn, contribute to the success of e-commerce websites in attracting and retaining customers.

The study also identified customer service as another significant factor influencing the success of e-commerce websites, ranking fourth in importance. Accordingly, e-commerce companies should maintain continuous communication with customers through multiple channels and implement an effective customer service management system to handle complaints and resolve them promptly. In addition, quick responses to customer inquiries and a robust on-site search function are essential. E-retailers should also offer a clear and reliable return policy within a specified period after delivery, as this can strengthen customer trust and foster long-term loyalty toward the website.

Moreover, the study found that customer reviews rank as the fifth factor influencing the success of e-commerce websites. Accordingly, e-retailers should establish effective communication systems that allow customers to share their opinions about product features and the quality of service provided. They should also encourage users to leave their reviews and display customer testimonials and ratings for products and services on the website.

In summary, businesses must pay attention to these factors to achieve success in the highly competitive online marketplace.

9. Limitations and Future Research Directions

Although this study offers valuable insights into the website characteristics that contribute to e-commerce website success, it is not without limitations. First, the sample was drawn from a single city, Alexandria, which may limit the generalizability of the findings. Future studies should include populations from different cities to gain clearer insights and more broadly applicable results. Additionally, the proposed model could be tested in various cultural and geographic contexts. Comparative studies could help to determine whether cultural differences influence consumers' perceptions of website success factors, thereby verifying the consistency and robustness of the findings.

Second, the proposed theoretical framework was tested within a specific context, which is e-commerce. Therefore, the results cannot be readily generalized to other electronic contexts such as e-education or e-banking. Future studies are encouraged to apply and validate the model across various digital sectors.

Finally, although the model explains a substantial portion of the determinants

of e-commerce website success, further research is needed to identify additional factors that may influence e-commerce website success, such as delivery services and product tracking, payment flexibility, mobile compatibility, and compensation systems. Exploring such factors could contribute to the development of a more comprehensive and robust model.

Ethical Consideration

This study adhered to the fundamental principles of scientific research ethics. An official request for approval was submitted to the University's Ethics Committee before data collection. Participation in the study was entirely voluntary, and respondents were given full freedom to either complete or decline the questionnaire. All responses were treated with strict confidentiality, and no personal data were disclosed. Additionally, all sources consulted in this research were properly acknowledged and cited in the references section. In line with these procedures, the researcher obtained an official approval code from the University's Scientific Research Ethics Committee to ensure full compliance with established ethical standards.

Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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