

Final Project 1

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The Impact of Online Customer Experience on Repurchase Intention in Saudi Arabia's E-commerce

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1. Chapter 1: Introduction

1.1. Research Background

The development of internet technologies and digital platforms has changed the e-commerce sector in Saudi Arabia considerably. It has changed not only the way people buy products and services, but also how they communicate and interact with online retailers. Many consumers now prefer online shopping because it is convenient, easily accessible, and gives them more flexibility. The growth of e-commerce in Saudi Arabia has also been supported by the increasing number of internet and smartphone users, the development of secure online payment methods, and the digital transformation initiatives introduced under Vision 2030 (CST, 2023). Because of these developments, online retailers are becoming more concerned with the experience they provide to customers, especially as competition between e-commerce businesses continues to increase.

Online customer experience can be understood as the way customers view and evaluate their interactions with an online store while going through the purchasing process. This experience is not limited to one part of the website. It can involve the website's design, how easy it is to find information or move between pages, the quality of the information available, payment security, customer service, and the way products are delivered (Rose et al., 2012). When these aspects work well, customers may have a more positive impression of the online retailer. According to Klaus (2013), a good customer experience can contribute to satisfaction and trust, which can later affect customers' loyalty and future behavior.

Repurchase intention is another important issue for e-commerce businesses. It refers to the customer's intention to buy from the same online retailer again in the future (Hellier et al., 2003). For an online business, getting a customer to return and purchase again can be just as important as attracting a new customer. Research has indicated that customers who have a satisfactory experience with online shopping are more likely to return to the same website and make another purchase (Anderson & Srinivasan, 2003). Fang et al. (2014) also reported that satisfaction developed from positive online experiences has a significant relationship with customers' intention to repurchase.

The e-commerce market in Saudi Arabia is growing rapidly, but this does not necessarily mean that retaining customers is easy for online retailers. Customers have many choices and can move between different online stores when they are not satisfied with their experience. Therefore, attracting customers for their first purchase is only part of the challenge. Businesses also need to give customers reasons to return and continue purchasing from them. Understanding whether and how the online customer experience affects repurchase intention can therefore help e-commerce businesses improve their relationships with customers and compete more effectively.

However, although online customer experience has received increasing attention, there are still relatively limited studies that examine its relationship with repurchase intention specifically in the Saudi Arabian e-commerce sector. The Saudi online market has its own characteristics and is continuing to develop as more consumers depend on digital platforms for shopping. This makes it important to examine how customers' experiences during online shopping may influence their decision to

purchase from the same retailer again. More research in the Saudi context can help provide a better understanding of this relationship.

Based on this issue, the present study examines the impact of online customer experience on repurchase intention in Saudi Arabia's e-commerce sector. The study may provide useful information for e-commerce businesses and marketers about the importance of the customer experience in encouraging customers to return. It may also provide insights that can support the development of strategies aimed at improving customer satisfaction, building stronger relationships with customers, and increasing repeat purchases.

1.2. Research Problem

The growth of e-commerce in Saudi Arabia has made the way customers experience online shopping an important issue for retailers. Many online businesses are working on their websites, payment security, and customer service to provide a better experience. However, getting customers to come back and buy again is still not easy. Previous studies have discussed customer satisfaction and consumers' online shopping behavior, but fewer studies have looked directly at the effect of online customer experience on repurchase intention in Saudi Arabia's e-commerce sector. For this reason, this study examines the relationship between customers' online experiences and their decisions to purchase again.

1.2.1. Theoretical Gaps

Previous research has looked at online customer experience and consumer behavior, but there is still not much research on how online customer experience is connected to repurchase intention in Saudi Arabia's e-commerce sector. A large part of the existing research has been carried out in other cultural and market settings. Because

of this, more research is needed to understand this relationship in the Saudi e-commerce context.

1.2.2. Practical Gaps

Although e-commerce has grown a lot in Saudi Arabia in recent years, there is still limited research on how customers' experiences when shopping online may affect their decision to buy again. Much of the research available has been carried out in other countries and markets, so its findings may not fully reflect the Saudi market. More studies are therefore needed to understand the Saudi context and provide useful insights that can help online retailers build customer loyalty and encourage customers to return and purchase again.

Accordingly, this study seeks to answer the following question:

How does online customer experience impact consumers' repurchase intentions in Saudi Arabia's e-commerce sector?

1.3. Research Significance

This study is useful from both a theoretical and practical point of view. Theoretically, it adds to what is already known about consumer behavior in the Saudi e-commerce market by examining whether customers' experiences when shopping online affect their decision to purchase again. The study also focuses on Saudi Arabia, which has not been covered as much in earlier research. On the practical side, the findings can help online retailers and digital marketers better understand what customers expect from their online shopping experience. This may help businesses improve customer satisfaction, maintain good relationships with their customers, and encourage them to make more purchases in the future, supporting business growth over time.

1.3.1. At the theoretical level

Previous studies have discussed online customer experience, customer satisfaction, and consumer behavior in different settings. However, there is still limited research on whether the online experience customers receive affects their intention to purchase again in Saudi Arabia's e-commerce sector. This study focuses on this area by looking at the relationship between online customer experience and repurchase intention. In doing so, it aims to provide a clearer view of consumer behavior within Saudi Arabia's fast-growing e-commerce market.

1.3.2. At the practical level

The results of this study may help e-commerce businesses, retailers, and marketers understand better how the online experience can affect customers' decisions to purchase again. These findings can also be useful when developing ways to improve the overall customer experience and satisfaction, build stronger customer loyalty, and encourage customers to return and make another purchase. In addition, the study could provide a useful starting point for other researchers who are interested in online customer experience and repurchase behavior in the Saudi e-commerce market.

1.4. Research Questions

- How does the ease of using a website affect customers' intention to make another purchase in Saudi Arabia's e-commerce sector?
- What effect does online customer service have on customers' intention to repurchase?
- How does the quality of product information influence customers' intention to purchase again?
- In what way does the delivery experience affect customers' intention to repurchase?

- How do customers' perceptions of security and privacy influence their intention to make future purchases?

1.5. Research Objectives

The following research objectives have been developed to answer the research question:

- To examine the impact of online customer experience on repurchase intention in Saudi Arabia's e-commerce sector.
- To examine the influence of website usability on customers' repurchase intention in Saudi Arabia's e-commerce sector.
- To investigate the effect of online customer service on customers' repurchase intention.
- To assess the influence of product information quality on customers' repurchase intention.
- To examine the effect of delivery experience on customers' repurchase intention.
- To investigate the influence of perceived security and privacy on customers' repurchase intention.

1.6. Research Hypotheses

The following hypotheses are formulated to investigate the influence of online customer experience on customers' repurchase intention in Saudi Arabia's e-commerce sector:

H₀₁: Website usability does not significantly influence repurchase intention.

H₁₁: Website usability significantly influences repurchase intention.

H₀₂: Customer service quality does not significantly influence repurchase intention.

H₁₂: Customer service quality significantly influences repurchase intention.

H₀₃: Transaction security does not significantly influence repurchase intention.

H₁₃: Transaction security significantly influences repurchase intention.

H₀₄: Delivery performance does not significantly influence repurchase intention.

H₁₄: Delivery performance significantly influences repurchase intention.

H₀₅: Post-purchase support does not significantly influence repurchase intention.

H₁₅: Post-purchase support significantly influences repurchase intention.

1.7. Research Model

Figure 1 presents the proposed research model.



Figure 1. Proposed conceptual model of the study.

1.8. Research Methodology

For this study, a quantitative approach will be used to examine whether online customer experience has an effect on consumers' intention to purchase again in Saudi Arabia's e-commerce sector. This approach fits the purpose of the research because the study will collect numerical data and use it to examine the relationships between the selected variables. A cross-sectional design will also be followed. In other words, the questionnaire will be given to participants during one period rather than collecting responses from them over a long period. This will help the researcher understand customers' views of their online shopping experiences and whether those experiences are connected to their decision to buy again from the same online platforms.

The participants will be Saudi Arabia residents who have purchased a product or service through an e-commerce website or a mobile shopping application during the past six months. Having recent online shopping experience is important because participants need to be able to evaluate the different parts of their experience. Since it is difficult to identify all online shoppers in Saudi Arabia and there is no complete list of them, the study will use convenience sampling. Respondents will therefore be selected based on their availability and willingness to complete the questionnaire. The expected sample is about 384 completed responses, based on the sample size guidelines provided by Krejcie and Morgan (1970). This sample is expected to provide enough data for the statistical analysis used in the study.

The questionnaire will be prepared through Google Forms and distributed online. Different methods will be used to reach participants, including social media, email, and messaging applications. This will make it possible to reach online shoppers from different areas of Saudi Arabia. The questionnaire will contain two sections. The first part will ask about participants' basic information, including their age, gender,

educational qualification, and how often they shop online. The second part will cover the main variables of the research: website quality, service quality, trust and security, customer engagement, and repurchase intention. For these questions, participants will use a five-point Likert scale, from 1, which means “Strongly Disagree,” to 5, meaning “Strongly Agree.” The questions will be adapted from measurement scales that have already been used and validated in previous studies. Before the questionnaire is used with the main sample, a pilot test will be carried out. This will help identify unclear questions and check the consistency and reliability of the questionnaire.

Once the responses have been collected, they will be coded and entered into SPSS for analysis. The demographic data will be presented using frequencies and percentages. Means and standard deviations will also be calculated to give an overview of the main study variables. Cronbach’s Alpha will be used to check whether the questionnaire items have acceptable internal consistency. Pearson correlation will then be used to see whether there are relationships between the variables. Multiple regression analysis will follow to examine how strongly the different parts of online customer experience can explain or predict consumers’ repurchase intention. The hypotheses will be tested at a significance level of 0.05.

Ethical issues will also be taken into account during the study. Participation will be optional, and respondents will be informed about the purpose of the research before answering the questionnaire. The survey will not ask for information that can directly identify participants, so their identities will remain anonymous. The responses will be kept confidential and used only for academic purposes. The researcher will be the only person with access to the collected data, and the results will be reported as overall findings rather than as information about individual respondents. Following these procedures will help protect participants and maintain the reliability and transparency of the research.

1.9. Scope of The Study

This study looks at the connection between online customer experience and repurchase intention in Saudi Arabia's e-commerce sector. It focuses on whether the different parts of an online shopping experience can affect a customer's decision to buy again from the same online platform. The study will consider consumers who have already made purchases through online retail websites or mobile shopping applications available in Saudi Arabia.

The study will cover five main areas of online customer experience:

Website quality: This includes how easy the website is to use and navigate, its overall design, and whether customers can find clear and accurate product information.

Service quality: This covers aspects such as customer support, the handling and fulfillment of orders, and the customer's experience with delivery.

Trust and security: This includes the safety of online payments, protection of customers' personal information, and the level of trust customers have in the online retailer.

Customer engagement: This refers to activities such as personalized communication, special or promotional offers, and interaction between customers and businesses through digital platforms.

Repurchase intention: The study will also examine how the above aspects of online customer experience are related to customers' willingness to purchase again.

In terms of location, the research will only cover the Kingdom of Saudi Arabia. The study is also limited to the e-commerce industry and will include businesses that provide products or services through online platforms. Only people who have previous experience with online shopping will be considered as participants.

Traditional physical stores and other brick-and-mortar retail settings are outside the scope of this study.

The results are expected to give e-commerce businesses a better understanding of the factors that can improve customers' online experiences and encourage them to return and make additional purchases. The study may also add to existing research by providing evidence about the factors associated with repurchase intention among online consumers in Saudi Arabia.

1.10. The Suggested Project Structure

To make the research easier to follow and keep the different parts connected, the study is organized into eight main sections. Each section covers a different part of the research process (Midocean University, 2026).

Introduction

The first section introduces the study and gives some background about the topic and the context of the research. It explains the research background and problem, discusses why the study is important, and presents the research questions, objectives, hypotheses, and scope of the study.

Literature Review

The second section looks at research that has already been carried out on topics related to online customer experience. It covers areas such as website quality, electronic service quality, trust and security, customer engagement, customer satisfaction, and repurchase intention. This section also points out areas that have not been sufficiently covered in previous research and explains the need for the current study.

Research Methodology

The third section describes how the research will be carried out. It explains the research approach and design, the population and sampling method, and the way the questionnaire will be prepared and distributed. It also describes how the study variables will be measured and which statistical methods will be used to analyze the collected responses.

Data Analysis and Findings

The fourth section focuses on the results obtained from the collected data. It provides information about the participants and presents the main descriptive and inferential statistical results. The proposed hypotheses are also tested and evaluated in this section.

Discussion of Findings

The fifth section discusses what the results mean and compares them with findings from previous studies and relevant theories. It considers the effect of the different online customer experience dimensions on repurchase intention in Saudi Arabia's e-commerce sector. The section also discusses what the findings may mean for e-commerce businesses in practice.

Conclusion and Recommendations

The sixth section brings together the main findings of the research and presents the overall conclusion. It also gives recommendations that may help e-commerce businesses improve their customers' online experiences and retain them for a longer period. Possible areas for future research are included as well.

References

The seventh section lists the academic sources used throughout the study. This includes journal articles, books, reports, and other sources cited in the research. The references are presented according to the required APA style.

Appendices

The final section provides additional materials related to the research. These may include the questionnaire, participant information sheet, consent form, pilot study materials where applicable, and other documents or information that support the study.

2.Chapter 2: Literature Review

2.1. Introduction

This chapter looks at earlier research on online customer experience and repurchase intention in e-commerce. It focuses on the main ideas and theories used to explain customers' experiences while shopping online and how these experiences may affect their decision to buy from the same platform again. The chapter also looks at the different parts of online customer experience and considers the areas that have received less attention in previous research. These studies help provide a basis for understanding the connection between online customer experience and repurchase intention (Rose et al., 2012; Lemon & Verhoef, 2016).

2.2. The Independent Variable

Online customer experience is basically the way a customer views their experience with an online store from the time they enter the website until after they receive their order. It can include different steps, such as looking for a product, checking the information provided, placing an order, receiving the delivery, and getting help if there is a problem after the purchase. All of these steps can affect the customer's opinion of the online retailer and their decision about whether to use the same platform again.

There are different things that can shape this experience. For example, customers may find an online store easier to deal with when the website is simple to navigate and the customer service is available when they need help. Payment security is another important part, especially when customers have to provide personal or financial information. Delivery time and the support provided after receiving the order can also affect how customers feel about the retailer. When these parts of the

shopping process work properly, customers may feel more comfortable and have a better overall experience (Lemon & Verhoef, 2016; Rose et al., 2012).

The experience customers have with an online retailer can also affect the relationship they develop with that retailer. A customer who finds the shopping process easy and reliable may be more satisfied and more likely to trust the business. Over time, this can make the customer more willing to return to the same website and purchase again. For e-commerce businesses, this is important because customers have many other options, making it necessary to provide an experience that encourages them to stay with the same retailer (Klaus, 2013).

In this research, online customer experience is the independent variable. To study it, five dimensions are considered: website usability, customer service quality, transaction security, delivery performance, and post-purchase support. These dimensions represent the main parts of the online shopping experience that will be examined among customers in Saudi Arabia. The study will then look at whether these aspects of the experience have an influence on customers' repurchase intention.

2.3. The Dependent Variable

Repurchase intention is about whether a customer would choose to buy from an online store again after having already purchased from it. A customer may decide to return to the same website, or they may look at other stores instead. For e-commerce businesses, customers coming back is important because it can show that they are willing to continue dealing with the same retailer and can be linked to customer loyalty.

What happens during the first purchase can play a part in this decision. If ordering a product is straightforward, the service is dependable, and the customer gets what they expected, there is a greater chance that they will use the same store again. The situation can be different when customers face problems. For example, a late order, poor support, or worries about the safety of a payment may make them think twice before buying again. Previous studies have linked these types of experiences with customers' future purchasing decisions (Hellier et al., 2003; Anderson & Srinivasan, 2003).

There are also other things that may affect a customer's decision to return, including satisfaction, trust, perceived value, and the overall quality of the shopping experience. A customer who feels that a retailer is reliable and offers good value may have fewer concerns about making another purchase from the same platform. For this reason, keeping current customers is an important issue for e-commerce companies, especially since maintaining existing customers can be more cost-effective than constantly looking for new ones (Chiu et al., 2009).

In the present study, repurchase intention is the dependent variable. It is the outcome being examined in relation to customers' online experiences. The study will investigate whether customers who have a better experience with e-commerce platforms in Saudi Arabia are more likely to return to those platforms and purchase again.

2.4. The Relationship Between The Independent and The Dependent Variables

Customers' experience while shopping online can affect whether they decide to buy from the same website again. If the customer is comfortable with the website and the purchase goes well, they may choose to come back instead of trying another

online store. This is especially important for e-commerce because customers can find many other stores with just a few clicks.

Some parts of the online shopping experience can have a role in this decision. A website that is easy to use can make the shopping process easier for the customer. Customers also care about the safety of their payments and personal information. Delivery is another part of the experience, as problems with receiving an order may affect the customer's opinion of the store. Customer service can also matter when a customer needs help with an order. Support after the purchase is another factor that may affect whether the customer wants to use the same store again. Good experiences in these areas can make customers feel more confident about the retailer (Rose et al., 2012; Anderson & Srinivasan, 2003).

Trust and satisfaction can develop from the experiences customers have with an online retailer. When customers receive good service and do not face many problems, they may become more comfortable with the same platform over time. However, a bad experience can have a different effect. For example, if the service is poor or the shopping process does not meet the customer's expectations, the customer may decide to look for another store (Lemon & Verhoef, 2016).

For this reason, previous research generally shows a positive relationship between online customer experience and repurchase intention. In this study, customers who have a better experience when shopping online are expected to be more willing to return to the same e-commerce platform and make another purchase in Saudi Arabia.

2.5. Conclusion

This chapter looked at previous studies about online customer experience and repurchase intention in e-commerce. It discussed the main ideas related to the topic and how different parts of online shopping can affect a customer's decision to buy again from the same platform. From the studies reviewed, it can be seen that customers are more likely to return when their shopping experience is convenient, safe, and reliable. A good experience can also help businesses keep their customers and build a longer relationship with them. Overall, the literature shows that online customer experience can have an important effect on repurchase intention. These previous studies provide a useful starting point for the current research and help explain the expected relationship between the study variables in the Saudi Arabian e-commerce sector.

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