

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 increasing development of internet technologies and digital platforms has significantly transformed the e-commerce sector in Saudi Arabia, changing how consumers interact with online retailers and influencing their purchase intentions. E-commerce has become an essential channel through which consumers purchase products and services due to its convenience, accessibility, and flexibility. In Saudi Arabia, the growth of e-commerce has been accelerated by increased internet penetration, widespread smartphone usage, secure online payment systems, and the government's digital transformation initiatives under Vision 2030 (CST, 2023). As a result, online retailers are increasingly focusing on improving customer experiences to attract and retain customers in a highly competitive market.

Online customer experience refers to customers' overall perceptions and evaluations of their interactions with an e-commerce platform throughout the purchasing process. It includes various factors such as website design, ease of navigation, information quality, security, customer service, and delivery performance (Rose et al., 2012). A positive online customer experience enhances customer satisfaction and trust, which are considered critical determinants of customer loyalty and future purchasing behavior (Klaus, 2013).

Repurchase intention, defined as a customer's willingness to make future purchases from the same online retailer, is an important indicator of business success in e-commerce (Hellier et al., 2003). Previous studies have shown that customers who enjoy positive online shopping experiences are more likely to revisit an online store and engage in repeat purchasing behavior (Anderson & Srinivasan, 2003). Similarly,

Fang et al. (2014) found that customer satisfaction resulting from positive online experiences significantly influences repurchase intention.

Despite the fact that Saudi Arabia's e-commerce sector continues to grow rapidly, retaining customers remains a major challenge for online retailers. While attracting first-time customers is important, long-term business sustainability depends on encouraging repeat purchases. Therefore, understanding how online customer experience influences repurchase intention is essential for e-commerce businesses seeking to strengthen customer relationships and maintain a competitive advantage.

Even though online customer experience is increasingly important, limited studies have specifically examined its impact on repurchase intention within the Saudi Arabian e-commerce context. This gap highlights the need for further research to understand the factors that shape customers' repurchase decisions in the country's evolving digital marketplace.

Accordingly, this study aims to investigate the impact of online customer experience on repurchase intention in Saudi Arabia's e-commerce sector. The results are expected to contribute valuable implications for e-commerce businesses, marketers, and policymakers in developing strategies that enhance customer satisfaction, strengthen customer loyalty, and encourage repeat purchasing behavior.

1.2. Research Problem

The rapid growth of e-commerce in Saudi Arabia has increased the importance of delivering a positive online customer experience to attract and retain customers. While online retailers invest in improving website quality, security, and customer service, encouraging repeat purchases remains a significant challenge. While earlier research has investigated customer satisfaction and online shopping behavior, limited research has specifically explored the impact of online customer experience on repurchase intention in Saudi Arabia's e-commerce sector. Therefore, this study seeks to examine how online customer experience influences consumers' repurchase intentions.

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1.2.1. Theoretical Gaps

Although previous studies have examined online customer experience and consumer behavior, limited research has explored the relationship between online customer experience and repurchase intention in Saudi Arabia's e-commerce sector. Most existing studies were conducted in different cultural and market contexts, highlighting the need for further theoretical investigation within the Saudi e-commerce environment.

1.2.2. Practical Gaps

Although the e-commerce industry in Saudi Arabia has expanded considerably in recent years, there is still a lack of research that specifically investigates how customers' experiences during online shopping affect their willingness to make future purchases. Much of the available literature has focused on other countries or markets, which limits the relevance of those findings to the Saudi environment. This highlights the need for studies that provide insights tailored to Saudi Arabia, enabling online retailers to strengthen customer loyalty and encourage repeat purchases.

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

The importance of this research lies in its theoretical and managerial contributions. From a scholarly perspective, the study expands current knowledge regarding consumer behavior in the Saudi e-commerce market by exploring how customers' online experiences shape their intentions to purchase again. It also provides evidence

from the Saudi context, which remains relatively underrepresented in previous studies. From a practical standpoint, the results may offer valuable insights for online retailers and digital marketers seeking to enhance customer satisfaction, strengthen long-term relationships with consumers, and design initiatives that foster repeat buying and sustained business growth.

1.3.1. At the theoretical level

Existing studies have examined online customer experience, customer satisfaction, and consumer behavior in various contexts; however, limited attention has been given to how online customer experience influences repurchase intention in Saudi Arabia's e-commerce sector. This study addresses this gap by examining the relationship between online customer experience and repurchase intention, thereby contributing to a deeper understanding of consumer behavior in the country's rapidly growing e-commerce environment.

1.3.2. At the practical level

The findings of this study may assist e-commerce businesses, retailers, and marketers in understanding how online customer experience influences consumers' repurchase intentions. The results can support the development of strategies to enhance customer experience, improve customer satisfaction, strengthen customer loyalty, and encourage repeat purchases. Furthermore, this study may serve as a useful reference for future research on online customer experience and repurchase behavior in Saudi Arabia's e-commerce sector.

1.4. Research Questions

- How does website usability influence customers' repurchase intention in Saudi Arabia's e-commerce sector?
- How does online customer service influence customers' repurchase intention?
- How does product information quality affect customers' repurchase intention?
- How does delivery experience influence customers' repurchase intention?
- How do perceived security and privacy affect customers' repurchase intention?

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.

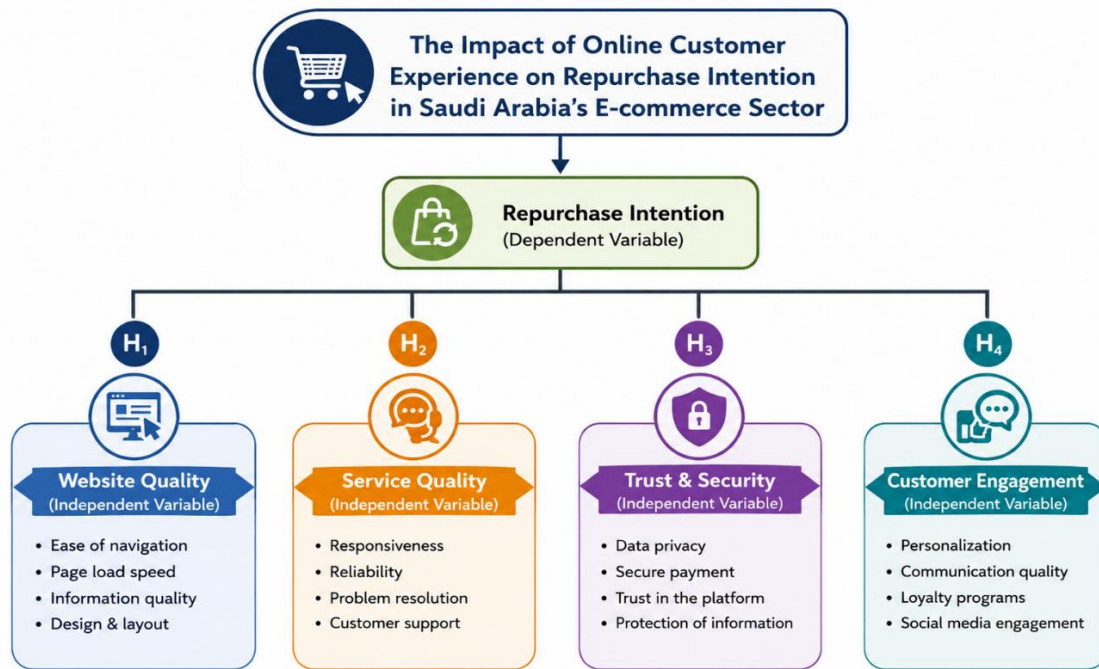


Figure 1. Proposed conceptual model of the study.

1.8. Research Methodology

This study will adopt a quantitative research approach to investigate the influence of online customer experience on consumers' repurchase intention in Saudi Arabia's e-commerce sector. Since the research seeks to measure the relationships between specific variables using numerical data, a quantitative method is considered the most appropriate. The study will employ a cross-sectional research design, whereby information is collected from participants at a single point in time. This design allows the researcher to examine customers' perceptions of their online shopping experiences and evaluate how these experiences affect their intention to make future purchases from the same e-commerce platforms.

The target population includes customers residing in Saudi Arabia who have purchased products or services from e-commerce websites or mobile shopping applications within the last six months. Participants are expected to have sufficient experience with online shopping to assess different aspects of customer experience. As there is no comprehensive list of online shoppers available, a convenience sampling method will be adopted to recruit respondents who are readily accessible and willing to participate in the study. Based on the sample size guidelines proposed by Krejcie and Morgan (1970), the research aims to obtain approximately 384 completed questionnaires, which is considered adequate for generating reliable statistical results.

Data will be gathered through a structured online questionnaire designed using Google Forms. The survey will be distributed electronically through social networking platforms, email invitations, and messaging applications to reach a broad range of online shoppers across Saudi Arabia. The questionnaire will consist of two sections. The first section will collect demographic information, including respondents' age, gender, educational qualification, and frequency of online shopping. The second section will measure the study constructs, namely website quality, service quality, trust and security, customer engagement, and repurchase intention. Each statement will be evaluated using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire items will be adapted from previously validated measurement scales reported in the literature. Prior to the main survey, a pilot study will be conducted to assess the clarity, consistency, and reliability of the instrument.

The collected data will be coded and analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistical techniques, including frequencies, percentages, means, and standard deviations, will be used to summarize respondents' demographic characteristics and describe the main study variables. The internal consistency of the questionnaire will be evaluated using Cronbach's Alpha. To examine the relationships among the variables, Pearson correlation analysis will first be conducted, followed by multiple regression analysis to determine the extent to which the dimensions of online customer experience predict consumers' repurchase intention. All hypotheses will be tested using a significance level of 0.05.

Ethical considerations will be observed throughout every stage of the research. Participation in the survey will be entirely voluntary, and respondents will receive a brief explanation outlining the purpose of the study before completing the questionnaire. No personal identifiers will be requested, ensuring that participants remain anonymous. All information collected will be treated as confidential and will be used exclusively for academic research purposes. Access to the data will be limited to the researcher, and the findings will be presented only in aggregated form. Following these ethical practices will enhance the credibility, transparency, and trustworthiness of the research process.

1.9. Scope of The Study

This research explores the relationship between online customer experience and repurchase intention within Saudi Arabia's e-commerce sector. Specifically, it examines how different aspects of customers' online shopping experiences influence

their willingness to purchase again from the same e-commerce platform. The study focuses on consumers who have previously completed purchases through online retail websites or mobile shopping applications operating in Saudi Arabia.

The research is limited to the following dimensions of online customer experience:

The influence of website quality, including ease of navigation, website design, and the availability of accurate product information.

The effect of service quality, such as customer support, order fulfillment, and delivery performance.

The role of trust and security, including payment security, privacy protection, and confidence in the online retailer.

The impact of customer engagement, including personalized communication, promotional offers, and interaction with customers through digital platforms.

The influence of these online customer experience dimensions on customers' repurchase intention.

The geographical scope of the study is restricted to the Kingdom of Saudi Arabia, while the industry scope is confined to the e-commerce sector, including businesses that sell products or services through online platforms. The study considers only customers who have prior experience with online shopping and does not include traditional brick-and-mortar retail environments.

The findings of this research are expected to provide valuable insights for e-commerce businesses seeking to improve the online customer experience and encourage repeat purchasing behavior. In addition, the study may contribute to the existing literature by providing empirical evidence on the factors that influence repurchase intention among online consumers in Saudi Arabia.

1.10. The Suggested Project Structure

To ensure the research is presented in a logical and coherent manner, the study is divided into eight main sections, with each section addressing a specific stage of the research process (Midocean University, 2026).

Introduction

The first section provides an overview of the research by introducing the study topic and explaining the context in which it is conducted. It presents the research background, identifies the research problem, discusses the significance of the study, and outlines the research questions, objectives, hypotheses, and scope.

Literature Review

The second section examines previous academic studies and theoretical perspectives related to online customer experience, website quality, electronic service quality, trust and security, customer engagement, customer satisfaction, and repurchase intention. It also identifies gaps in the existing literature that justify the need for the present study.

Research Methodology

The third section explains the methodological procedures adopted in the research. It describes the research approach, research design, target population, sampling method, questionnaire development, data collection procedures, measurement of variables, and the statistical techniques used to analyze the collected data.

Data Analysis and Findings

The fourth section presents the statistical analysis of the collected data. It summarizes the characteristics of the respondents, reports the descriptive and inferential statistical results, and evaluates the proposed research hypotheses.

Discussion of Findings

The fifth section interprets the research findings by relating them to previous empirical studies and established theories. It discusses how different dimensions of online customer experience influence customers' repurchase intention within Saudi Arabia's e-commerce sector and highlights the practical implications of the results.

Conclusion and Recommendations

The sixth section summarizes the major outcomes of the study and draws the overall conclusions. It also provides recommendations for e-commerce businesses to improve customers' online experiences and strengthen customer retention. Suggestions for future research are also presented.

References

The seventh section contains all books, journal articles, reports, and other academic sources cited throughout the research, prepared according to the required APA referencing style.

Appendices

The final section includes supplementary materials used during the research process, such as the questionnaire, participant information sheet, consent form, pilot study documents (if applicable), and any additional supporting information.

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