

# Chapter 27

## Best Customer Experience in E-Retailing: A Knowledge-Based Empirical Model

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### ABSTRACT

*The main purpose of the research is to empirically test a model for assessing the association between outcomes as well as antecedents of online customer experience (OCE) in e-commerce websites in the case of KSA. The theoretical implications of customer online shopping behaviour have largely been discussed in the previously conducted studies however less consideration has been provided to the antecedents of e-retailing shopping and its effect on customer online shopping experience pertaining to KSA. The study has incorporated a quantitative method under which the data has been collected through primary sources using the survey. The sample of 150 respondents has been incorporated who provided their responses through a survey questionnaire. The questionnaire consisted of 13 questions and included five-point Likert scale in order to incorporate responses. The technique of analysis incorporated demographic analysis, correlation analysis and SEM model using SPSS and SmartPLS. It was identified that providing efficient online shopping experience through Tele-presence, ease of use and perceived benefit has a significant positive impact on consumer shopping experience pertaining to the shoppers of KSA.*

### 1. INTRODUCTION

With the advancement in the technology, the competition in businesses is also increasing and in this essence, the emergence of e-retailing is prominent (Rose et al., 2012; Srikanth and Dhanapal, 2011). E-retailing can be deemed as a phenomenon which incorporates sales through online or electronic channels of the products and services (Dixit, 2016; Sarkar and Das, 2016). Therefore, with technological integration, the businesses are found to be keen to incorporate effective management strategies that can result in better customer experience (CE) (Hicks, 2018). The concept pertaining to customer experience deriving

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from online channels is now regarded as online customer experience (OCE) as stated by the research of (Salehi et al., 2013; Bleier et al., 2019). It has been due to the fact that better customer experience with the brand can lead to higher performance. Rose et al. (2011) in this essence stated that OCE is one of the significant factors that is affecting the aggregate performance of the organisations. Hence, this research is aimed to test a model empirically for assessing the association between outcomes and antecedents of OCE in e-retailing shopping website and the impact of those antecedents on CE in the case of Kingdom of Saudi Arabia (KSA). There are limited researches that have underpinned KSA's case, for instance; the research of Palací et al. (2019) considered the subject of customer satisfaction's (CS) antecedents and fragmented them into effective and cognitive tradition. Besides, the research of Rose et al. (2012) analysed OCE's antecedents' effect on OCE while considering the dimension of repurchase intention in the case of Malaysia. However, the researches in the same context on KSA are limited, therefore, the following research has addressed this gap due to increase in KSA's online shopping appetite of shoppers. According to a survey conducted by Mastercard (2014), there was a rise in online shopping in KSA and as per statistics at least every person e-shopped in a year. Therefore, this study has been focused on finding the antecedents of e-retail market and creating an empirical model to show the relationship of these antecedents with OCE as well as the impact of the former on the latter considering KSA which will be beneficial for the upcoming e-retailers to devise their strategies and the existing one to mend them. The main objectives of the research paper are stated as follows:

- To study the concept and idea of online customer engagement;
- To identify the components of online customer engagement;
- To assess the relationship between the factors of OCE associated with e-retailing based on antecedents and outcomes variables in the case of KSA.

## **2. LITERATURE REVIEW**

### **2.1. Online Customer Experience**

According to the study conducted by Novak, Hoffman and Yung (2000), the concept of customer experience is the subjective and internal response of the customers that are received by the indirect or direct connection with the company. Customer experience has also been regarded as the psychological construct in the literature that is also associated with customer involvement with the company or a brand. On the other hand, the study of Rose et al. (2012) professed that online customers often experience the receiving of sensory data on the website of the brand in the form of video, visual imagery and content-based information. It has also been posited in the research of Lim and Ayyagari (2018) that customer interprets and makes assumptions about the data for available on the websites and creates perceptions about the products and service of the brands. The study further explained that these perceptions and interpretations create overall OCE in either a positive or negative manner. The study of Yarimoglu (2014) has regarded OCE as the notion of total time spent by the customer on a single website that further affects their repurchasing behaviour. Therefore, the theoretical underpinnings of OCE have been associated with a customer experience which has been largely discussed in the literature.

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