


# The Impact of Attitude Towards Online Shopping in Strengthening the Relationship Between Online Shopping Experience and E-Customer Engagement

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## ABSTRACT

In the last few years, it is clear that changes in technologies have altered the ways people shop across the globe, particularly through the Internet. Online shopping experience represents one of these ways, presenting opportunities for people to shop online. However, online store owners are quite concerned about how online shopping experiences seem to influence customer attitudes. In this regard, this research investigates the relationships between the online shopping experience, the attitude towards online shopping, and e-customer engagement. A survey questionnaire was distributed to 342 online customers shopping in Saudi Arabia, through Google form survey procedure. The application of SPSS, and structural equation methods shows two results. On the one hand, providing a positive online shopping experience leads to cultivating a favorable attitude toward online purchasing, and consequently improving e-customer engagement. Gender, on the other hand, has no effect on the impact of online buying experience, and attitude towards online shopping on e-customer engagement.

## KEYWORDS

Attitude Towards Online Shopping, E-Customer Engagement, Customer Online Shopping, Saudi Arabia, Online Shopping Experience

## INTRODUCTION

Online shopping has become a dominant form of shopping in the 21st century, growing tremendously due to the rise of internet access and convenience, especially during the COVID-19 pandemic. It has become a convenient option for consumers who prefer to shop from the comfort of their homes or

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offices (Erjavec & Manfreda, 2022; Shao et al., 2022). According to (Coppola et al., 2021), in 2020, retail e-commerce sales worldwide amounted to 4.28 trillion United States (U.S.) dollars, and this was projected to grow to 5.4 trillion U.S. dollars in 2022. Despite its convenience, not all consumers have embraced online shopping with open arms.

Previous studies (Agrawal & Mittal, 2022; Akroush & Al-Debei, 2015; Barari et al., 2020; Brodie et al., 2011; Ho et al., 2022; Izogo & Jayawardhena, 2018a, 2018b; Kawaf & Tagg, 2017; Kim et al., 2013; Lin et al., 2011; Mosteller et al., 2014; Pappas et al., 2014; Utami et al., 2022) have mentioned that some theories, such as flow theory (Mirvis, 1991), the technology acceptance model (Davis, 1989), and the theory of planned behavior (Ajzen, 1991), have been used to investigate online purchasing. This research has emphasized the significance of online shopping experience (OSE), attitude toward online shopping (ATOS), and attitude toward online shopping (E-CE) as even more difficult concerns in the setting of online purchasing. Firstly, OSE is crucial for online shopping as it helps in building a solid connection between customers and their retailers. Engaged customers are most likely to return to the retailer and suggest it to others. E-CE also provides valuable feedback to the retailer, which can assist them in enhancing their products and services. Also, it can aid in increasing brand loyalty and customer satisfaction, which are essential for the long-term success of the retailer. Secondly, the ATOS determines the customer's overall evaluation of their shopping experience. A positive ATOS can result in greater customer satisfaction, loyalty, and retention. It may also result in favorable word-of-mouth marketing, which can attract new customers to the retailer. Customer trust, satisfaction and loyalty can all suffer because of a poor ATOS. Thirdly, the E-CE contributes to the establishment of a solid relationship between the online shopper and the retailer. Engaged customers have a greater probability of making additional purchases and promoting these online stores to others. E-CE also provides valuable feedback to the retailer and helps to increase brand loyalty and customer satisfaction, which can help them improve their products and services.

Despite these promising results, these studies have not made the connection between these theories to build models for online shopping. Indeed, Table 1 emphasizes current literature shortcomings, such as an absence of research exploring the relationships between OSE, ATOS, and E-CE, and the moderating role of ATOS. Therefore, this study aims to fill these gaps of existing literature on online shopping by investigating the relationships between OSE, ATOS, and E-CE. More specifically, it aims to examine whether ATOS as a moderator strength the relationship between OSE and E-CE. Based on the above discussion, the following are the research questions for the study that came up: which connections exist between OSE, ATOS, and E-CE; and what is the moderating role of ATOS

**Table 1. Summary of research results**

	OSE	ATOS	E-CE	OSE & E-EC	OSE, ATOS, & E-CE
ABI/INFORM Global					
Scholarly journals	36,289	15,008	648	694	None
Relevant	36,289	15,008		None	
Science Direct					
Scholarly journals	48,683	12,985	21,670	4,106	None
Relevant	48,683	12,985	21,670	None	
Academic Search Complete – EBSCO					
	391	187	169	6,112	None
Relevant	391	187	169	None	

Note. Date: May 9, 2023; search period: 2000–2023.

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