

**DEMOCRATIC AND POPULAR REPUBLIC OF
ALGERIA**

**MINISTRY OF HIGHER EDUCATION AND
SCIENTIFIC RESEARCH**

Ecole Supérieure de Commerce

A Dissertation Submitted in Partial Fulfillment of the Requirements for
Master's Degree in Commercial Sciences
Specialty: Marketing and Communication

**THE INTERACTION AMONG
PSYCHOLOGICAL FACTORS THAT
CONTRIBUTE TO ONLINE PURCHASE
DECISION**

CASE STUDY: OUEDKNISS ALGERIA

Submitted by:
Sarah Almas

Supervised by:
Dr. Yahia Boukerch

Training address: Ouedkniss Algeria, Ben Omar Kouba- Algiers. Algeria
Training period: from February 13th 2023 to May 18th 2023

2022/2023

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Dedication For

My parents, who taught me,

Adel Chebel, who inspired me,

Dr. Yahia Boukerch , who
guided me,

My brother Younes, who
encouraged me.

Acknowledgements

I am deeply indebted to my supervisor dr. Yahia Boukerch for their invaluable guidance, expertise, and continuous encouragement throughout this research journey. Their patience and insightful feedback have played a pivotal role in shaping the direction and quality of this thesis. I am grateful for their mentorship and the opportunity to learn from their vast knowledge and experience.

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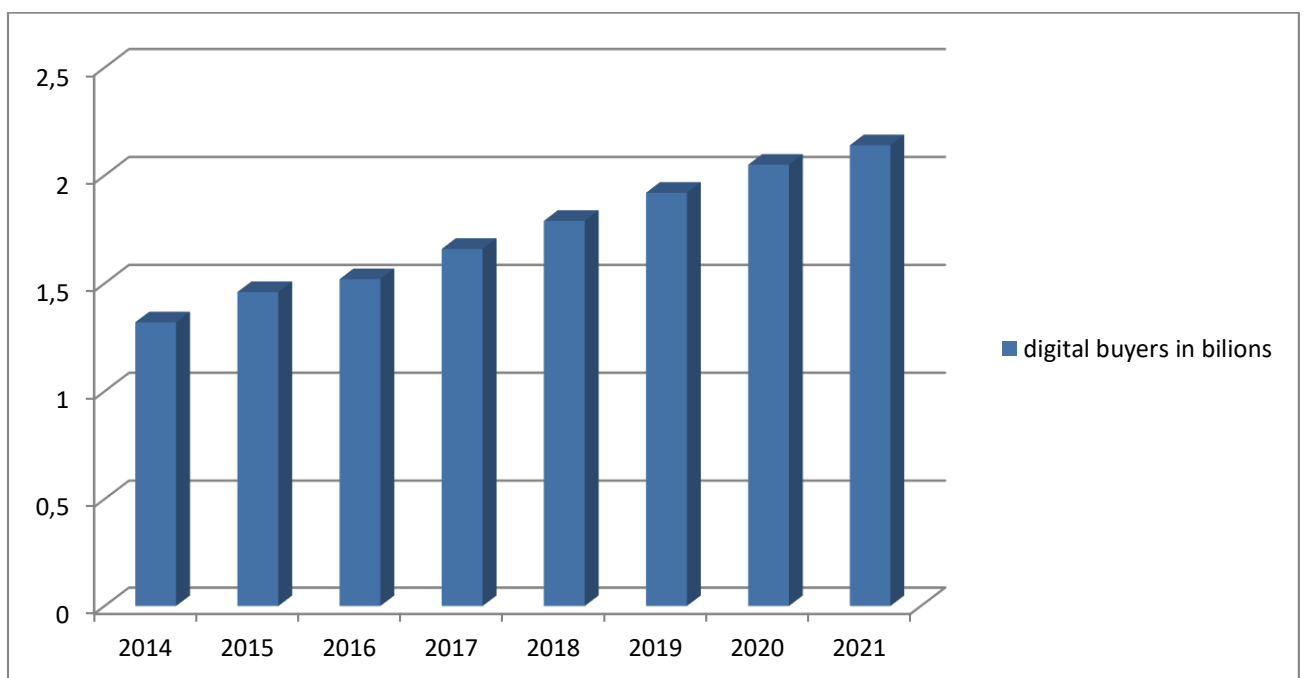


General Introduction

General Introduction

“Online shopping is becoming increasingly popular worldwide. In 2021, there were an estimated 2.14 billion digital buyers, and this number is expected to grow to 2.5 billion by 2025” (Coppola, 2021). Accordingly, digitalization that refers to the process of using digital technologies to transform business operations, products, and services, has become increasingly important for both companies and clients that should adapt to this revolution. The adoption of digitalization by businesses and clients has been a major trend in recent years, thus, many companies started selling their products and services online, on the other hand consumers, started buying online those products and services.

Figure 1 : Number of digital buyers worldwide from 2014 to 2021 (in billions)



Source: www.statista.com

Using the internet and digital technologies has become part of billions of people’s daily lives. For instance, shopping online has appeared as one of the most popular internet applications. Hence, online purchasing has created numerous challenges in the field of marketing research, and more particularly in the field of consumer behavior (Pomirleanu et al., 2013).

Consumer behavior is the study of how people make decisions about what to buy, why do they buy it, and how to use it. It involves not only products, but also services, ideas and experiences. The study of consumer behavior helps marketers to understand their target market and develop effective marketing strategies. By analyzing consumer behavior, marketers can identify consumers' needs, wants, and preferences and tailor their marketing messages and products to meet those needs.

General Introduction

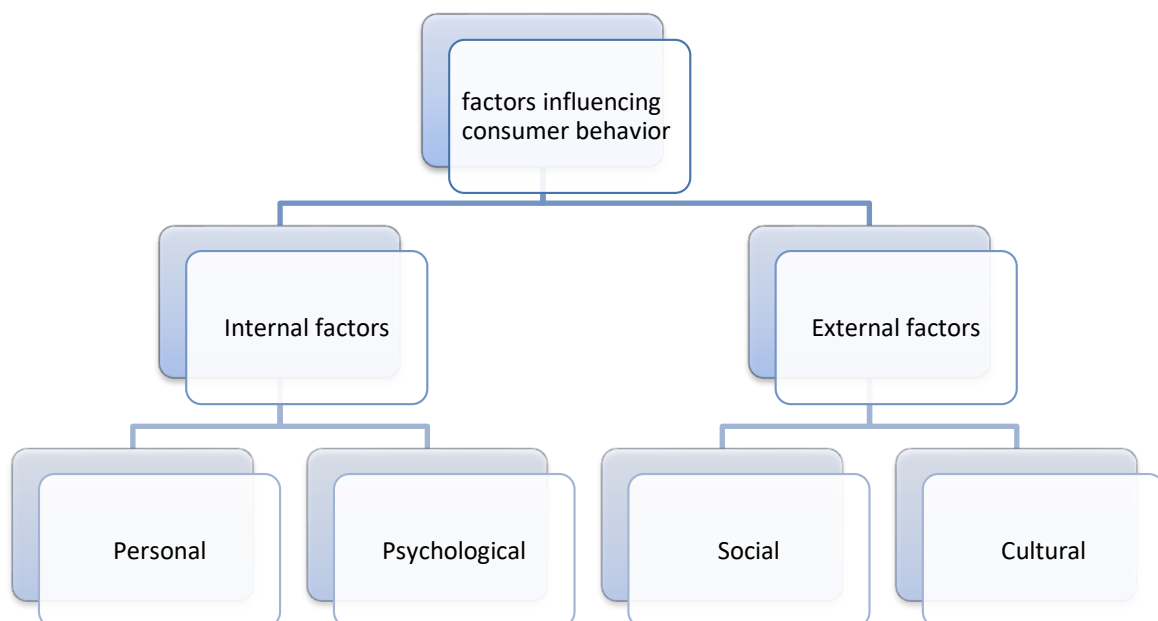
According to Solomon "Consumer behavior is the activities that consumers engage in when searching for, evaluating, purchasing, using, and disposing of products and services." (Solomon, 2019). Moreover, Srinivasan defined Consumer behavior as "the study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company." (Srinivasan, 2019).

On the other hand, the online consumer behavior refers to how individuals behave when they shop or make purchases online. This includes everything from browsing and searching for products or services to making purchases.

Based on Kim & Lennon "Online consumer behavior encompasses the entire customer journey, from initial product research to post-purchase feedback and reviews." (Kim & Lennon, 2013). Along with the definition of Li et al "Online consumer behavior refers to the actions and decision-making processes that consumers exhibit when engaging in online shopping activities, such as browsing, searching, and purchasing." (Li et al., 2019, p. 206).

Successful enterprises comprehend the art of harnessing various elements that impact consumer purchasing behavior, enabling them to market their products efficiently and optimize sales. Research indicates that there are typically four primary factors influencing consumer buying behavior: cultural, social, personal, and psychological factors (Durmaz, 2014).

Figure 2: Factors affecting consumer behavior



Source: Personal effort

General Introduction

In today's competitive and globalized markets, comprehending the psychology underlying online consumer behavior is crucial to remain competitive (Martinez-Ruiz & Moser, 2019, p. 1). The psychological factors that influence an individual's decision to make a purchase are further categorized into the individual's motivations, perceptions, attitude, emotion, trust, perceived risk.

The psychological factors are:

1. Motivation

According to Trehan (2009), motivation refers to an active internal state of need that drives goal-directed behavior aimed at fulfilling that need. Motives, in turn, can be described as enduring, powerful, and long-lasting internal stimuli that stimulate and guide behavior toward specific objectives.

The initial stage of the purchasing process involves the recognition of a need. A need can be characterized as the absence of something beneficial or useful. Individuals may be motivated to purchase a product for reasons such as convenience, style, prestige, self-pride, or to align with others (Khan, 2007). Marketers who possess an understanding of the factors that generate motivation can potentially devise marketing strategies to influence consumers' motivation to engage with, consider, and process information pertaining to their brand or advertisement (Smoke, 2009).

2. Perception

Perception can be described as the cognitive process that enables individuals to become aware of their surroundings and attribute meaning to them through sensory perception. It is important to acknowledge that each person perceives their environment uniquely. Connolly (2010) defines perception as the way consumers comprehend the world around them based on sensory information they receive. In response to stimuli, consumers subconsciously assess their needs, values, and expectations, utilizing this evaluation to choose, organize, and interpret the stimuli. Taylor (2006) emphasizes the significant impact of the marketplace's perception of a brand or industry, which motivates prominent brands to dedicate extensive efforts to cultivate a positive general perception surrounding them and their industry.

3. Attitude

Attitude towards a behavior refers to the extent to which an individual holds a favorable or unfavorable evaluation of a particular behavior. In the context of online shopping, attitudes encompass a consumer's positive or negative sentiments regarding engaging in the process of making purchases on the internet (Delafrooz et al., 2009). Consumers' attitudes directly influence their willingness to make purchases. Jun and Jaafar (2011) define attitude towards a

General Introduction

behavior as an individual's assessment of a specific behavior involving an object or outcome. For instance, an individual may have a strong dislike for using a computer to play online games, where the behavior is using the computer for gaming and the individual's emotional disposition represents the attitude towards it.

4. Emotion

According to Gross (2014), emotions can be defined as subjective experiences that result from the intricate interaction of biological, psychological, and social factors. These emotions play a role in regulating both oneself and the surrounding environment.

According to Barrett "Emotions are constructed experiences that result from the integration of multiple sources of information, including sensory inputs, contextual cues, and prior knowledge." (Barrett, 2017).

5. Perceived risk

Consumers tend to perceive a higher level of risk when making purchases online compared to traditional retail formats. This perceived risk can be described as the potential for negative outcomes and uncertainty associated with engaging in online shopping (Ko et al., 2010). Various scales have been employed to capture the concept of perceived risk by assessing individuals' perception of potential harm. This perception of risk negatively affects consumers' willingness to make online purchases. It is important to note that not all consumers perceive the same level of risk and costs associated with electronic commerce. While some buyers view e-commerce as a risky and expensive method of purchasing, others recognize the advantages it offers, such as easy access to information, product comparisons, and pricing (Masoud, 2013).

6. Trust

The term trust is not considered as a short-term issue, but as considered as one of the important and significant long-term barriers in the e marketing, as it influences consumers' willingness to share personal information, make transactions, and engage in repeat business with online retailers.

According to Yang and Huang (2013), online trust refers to the degree of confidence that online users place in an entity operating online. This level of trust is influenced by their perception of the entity's trustworthiness, reputation, and past behavior. According to Liu Online trust is the expectation that an online entity will act in a responsible and ethical manner, and that it will protect the user's interests and information (Liu et al., 2010).

General Introduction

In conclusion, online consumer behavior is a complex field that involves the study of how consumers interact with the online environment when making purchasing decisions. Various factors, such as trust, emotions, attitudes, perceived risks, motivation and perception can influence online purchase behavior. With the increasing importance of e-commerce and online shopping, businesses must understand the psychological factors that influence online consumer behavior to create effective marketing strategies and build long-term customer relationships. Online consumer behavior is a crucial field of study that, in the digital age, has important ramifications for businesses, marketers, and researchers.

2_ Research problem

How do psychological factors contribute to the purchase decision of the online consumers?

2-1_ sub questions

- 1- Do affective phenomena have a positive impact on the online buying experience?
- 2- Can cognitive functions enhance the customer experience in a positive manner?
- 3- Does the interaction between affect and cognition in the experience with the Ouedkniss website suggest that cognition precedes affect?

2-2_ hypothesis

- 1- Affective phenomena namely attitude, emotion and motivation influence online buying experience with Ouedkniss positively.
- 2- Cognitive functions influence customer experience positively.
- 3- When it comes to experience with Ouedkniss website the interaction between affect and cognition take place first and next affect.

3_The importance of the research:

3-1_For Academics:

- A deeper understanding of the psychological processes that underlie consumer behavior.
- By studying consumer psychology, researchers can gain insights into how consumers perceive, evaluate, and choose products and services.
- Can help academics to develop more effective marketing strategies, product designs, and consumer policies.

General Introduction

3-2_For practitioners:

Marketers need to understand the psychological factors that consumers are using in making their online purchase decision to be able to compete successfully in the marketplace. Once marketers understand this behavior, they can formulate marketing plans designed to help their online product or service be the one that consumers choose, which should lead to an increased bottom line for the business. In addition, once marketers understand what is driving consumption, they may also be able to influence buying decisions, creating a demand for a product or service.

4_Reasons of choosing the research:

4_1-Objective reasons:

- The investigation of this topic will enhance the understanding of consumer behavior in the online context and will help decision makers choose and execute the right courses of actions.
- The paramount importance of this topic and the need for companies to understand the decision-making process of their consumers in order to achieve its strategic objectives.

4_2-Subjective reasons:

- Being passionate about human psychology and I am studying marketing therefore, I chose consumer psychology.
- Developing our knowledge in the field of psychology to better understand the decision making process.

5_Research objectives:

- Understanding the factors that contribute to online purchase decision.
- Examine customer experience, including satisfaction and loyalty of consumers.
- Having a deep understanding into the online consumer behavior.
- This research aims to understand the interaction among the psychological factors and its contribution to the purchase decision of the online consumers.

6_Research methodology:

To answer the main research question, primary and secondary research is required.

General Introduction

A documentary research aims to build a solid theoretical knowledge of the main subject that is based on: previous research, books, articles, documents and thesis. Therefore, they will provide a high level of understanding of it and its various aspects.

Having theoretical knowledge is obviously not enough. Therefore, quantitative research will be conducted. Data will be collected through an online questionnaire and analyzed through the SPSS statistical software.

To test the research hypotheses, a multiple regression analysis will be performed.

We are going to use factors analysis to analyze surveys, and to see the similarities and oppositions between the factors that contribute to the decision making of customers.

In hypothesis testing to determine whether the research has an effect on the population of interest we are going to use the t –test.

We are also going to use the hierarchical regression to show if our variables explain a statistically significant amount of variance in the purchase decision making (dependent variable).

7_ Time table:

Chapter	Deadline to finish literature review	Drafting	
		Start	End
1_ General introduction	September 18, 2022 – November 17, 2022	October 17, 2022	November 14, 2022
2_ Chapter one	November 20, 2022 – April 27, 2023	November 27, 2022	April 27, 2023
3_ Chapter two	April 27, 2023 – May 27, 2023	April 27, 2023	May 27, 2023
4_ Training	February 13, 2023 – May 30, 2023	February 13, 2023	May 30, 2023
5_ Conclusion	May 30, 2023 – June 1, 2023	May 30, 2023	June 1, 2023
6_ References	May 21, 2023 – May 27, 2023	May 21, 2023	May 27, 2023

8_ Research structure:

The research will be divided into two chapters and an introduction as it follows

General Introduction

An introduction: contains a general introduction that provides an overview about the topic, the purpose is to help the reader get background information about it. The focus of the research is discussed and justified. In addition, the overall research aim and research objectives are identified. Furthermore, the reasons of choosing the topic and the research methodology appears in this part. At the end, an outline of each chapter of the research is attached.

Chapter one: is allocated to the literature review regarding the interaction among the psychological factors that contribute to purchase decision. The aim is to prove that the existing work in the field is studied with insight. The review of literature presents in a clear and coherent manner the work done by others concerning the research topic. Also, a variety of relevant sources are cited.

Chapter two: The second chapter consists of the empirical study. It will begin with a presentation of Ouedkniss company, which will be chosen as a case study to employ what, have been discussed in the first chapter. The first section will be a general introduction about Ouedkniss website and company. Then, section two describes the methodology of the descriptive research and which information will be used to design the questionnaire that will be run in the survey. Finally, section three will present the test of our hypothesis and the results of the empirical research.

A conclusion: encompasses a comprehensive overview of the research, including a recapitulation of the entire study, a summary of the findings and conclusions, recommendations, and personal reflection. It also acknowledges the limitations of the research. It aims to address the following key questions: What insights have been gained concerning the research objectives? And what conclusions have been reached by the researcher?



**Chapter one:
Psychological factors of
consumer behavior**

Chapter one : Psychological factors of consumer behavior

This chapter represents the theoretical part of the study, it is divided into three sections all of which address different subjects, yet, they are interconnected to serve a common purpose.

Hence, this chapter appears as the theoretical part of the study, that speaks for clearly and congruently the previous studies carried out in the field of online consumer behavior, examines the psychological factors influencing it, along with decision making and its interaction with the consumers purchasing behavior. Also, it will review the customers experience and its strategies.

This theoretical part focuses on this main research objectives:

- Enhance the understanding on consumer behavior in the online context.
- Investigate the way psychological factors influence online purchase behavior.
- Identify the interaction between decision making and the online purchase behavior.
- Clear up the critical differences between customer service and experience.

Moreover, by attaining the objectives mentioned above, a significant contribution to the research is attempted. The psychological factors underlying online purchase decision will be evaluated.

First of all, a simple presentation and definition of the consumer behavior and the online consumer behavior will be stated, and then we will describe the psychological factors of the online purchase behavior. In the second place, the decision making science and theories will be investigated. Finally, a brief definition of customer experience and its difference from customer services, and its different strategies.

By the end of this chapter, a critical understanding of key psychological factors that influence online purchase decision is acquired to be better informed in these areas, and there will emerge a clear understanding of previous empirical and theoretical research in the field of online consumer behavior and customer experience.

Section one: consumer behavior online and offline.

Consumers are a vital part of the economy, they are individuals who purchase things of daily use, which can be products or services, and they consume it according to their needs, preferences and buying power.

The study of consumer purchase behavior examines how individuals make decisions about, using, evaluating and disposing of goods, services, activities and idea in order to satisfy their needs and wants.

1.1 Definition of offline consumer behavior

According to Solomon consumer behavior is defined as the study of the ways in which individuals, groups, or organizations choose, obtain, utilize, and dispose goods, services, experiences, or concepts and ideas to meet their needs, and the resulting effects of these actions on both the consumer and society (Solomon et al., 2014).

There exist several definitions of this topic:

- Consumer behavior is a field of study that analyzes the goods and services individuals purchase and utilize, as well as how these acquisitions impact their everyday existence. Additionally, it investigates the methods that consumers utilize when acquiring, consuming, and disposing of products, services, experiences, and ideas to fulfill their wants and requirements (Noel, 2009).
- According to Kotler and Keller (2016), consumer behavior can be defined as the examination of how individuals, groups, and organizations make choices, engage in the purchasing process, utilize, and ultimately discard goods, services, ideas, or experiences in order to fulfill their needs and desires (p. 179).
- Based on Qazzafi (2019), Consumer behavior refers to the actions and buying decision-making processes of individuals who acquire goods and services for personal consumption. It encompasses the decision-making process and physical activities that individuals undertake when assessing, obtaining, utilizing, or disposing of goods and services.
- To put it simply as mentioned by Hoyer & Maclins, consumer behavior is the collective decisions made by human decision-making units over a period of time

regarding the acquisition, consumption, and disposal of goods, services, time, and ideas (Hoyer & MacLins, 2008).

Furthermore, the study of consumer behavior pertains to the behaviors and choices undertaken by individuals and households when it comes to acquiring goods and services. Additionally, understanding buyer behavior is crucial for businesses looking to develop effective marketing strategies and increase sales.

1.2 Definition of online consumer behavior

Development of the Internet has strongly impacted the worldwide marketing environment and the Internet has provided companies with the ability to expand their business reach through e-commerce.

Digitalization has influenced all aspects of daily lives, as well as, the development of the internet has built a new consumer profile which is referred as the 'online consumer'. Hence, comprehending online purchasing behavior is crucial for businesses to thrive in the contemporary market.

Liu and Liang (2021) define online consumer behavior as the series of activities encompassing product or service search, selection, purchase, and evaluation conducted within a virtual environment (p. 24).

Furthermore, Baltar & Brunet have described the online purchase behavior as "the psychological, social and behavioral aspects of consumers when they interact with websites, online communities and social networks" (Baltar & Brunet, 2012, p. 261).

Hence, there exist some definitions for the online buyer behavior:

- Online shopping behavior pertains to the act of buying goods or services via the internet, which involves a series of five steps: problem identification, information search, product option evaluation, purchase decision-making, and post-purchase assistance (Baubonienė & Gulevičiūtė, 2015).
- As claimed by Shareef et al., (2016): online consumer behavior is a field of study that examines how individuals, either alone or as part of a group, engage in the processes of selecting, purchasing, and utilizing goods and services via online channels.

Furthermore, it focuses on the entire purchasing process, which may occur entirely or partially online, starting from the initial stages of information gathering and continuing until product usage and evaluation.

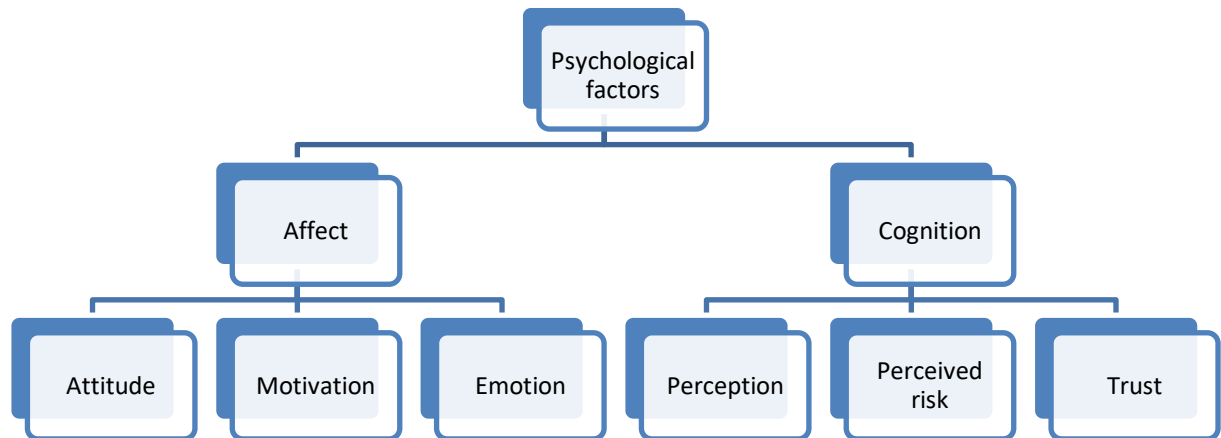
- The behavior of consumers online, whether they are purchasing or utilizing a product, or both, is highly intricate and increasingly challenging to comprehend and measure, primarily due to the widespread use and implementation of modern technology by both consumers and marketers (Shareef et al., 2016).

The online purchase behavior indicates the overall actions and attitudes of consumers in the online context when they interact with products, services and brands. It includes a wide range of activities such as: searching for information, sharing reviews and engage in buying products and services. Therefore, understanding online consumer behavior is important for businesses, especially those that operate in the online field.

1.3 Psychological Factors that Influence Consumer Behavior

Psychological factors play a crucial role in aiding online customers who lack familiarity with vendors or online transactions in mitigating concerns about fraud and doubts regarding the credibility of websites and vendors. Among the prominent psychological factors that impact consumer behavior.

The most noteworthy ones include motivation, emotion, trust, perception, attitude, and perceived risk. Consequently, these factors can be categorized into two groups: affect and cognition.

Figure 1- 1: the psychological factors that contribute to online consumer behavior

Source: Personal effort.

1.3.1 Consumers' affect

Affect is a term used in psychology to describe the experience of feeling or emotion, particularly related to mood or emotionality. Moreover, Affect can be observed through a variety of indicators, such as facial expressions, tone of voice, and body (Boukerch, 2019).

Buck (2000) provides a formal definition of affect as the direct familiarity with feelings and desires, which is derived from measurable neurochemical systems evolved through natural selection. These systems serve as phylogenetic adaptations, functioning to inform the organism about crucial bodily events relevant to self-regulation (Buck, 2000, p. 47). Moreover, affect refers in general to emotions and feeling responses, people experience it in their bodies and that's the reason it seems to be a part of the person.

Affect includes several elements that are:

1.3.1.1 Attitude

According to Hoyer and MacInnis, an attitude can be defined as a comprehensive assessment that reflects the level of liking or disliking individuals have towards an object, issue, person, or action. Attitudes are acquired through the process of learning and have a tendency to persist over a prolonged duration. They also represent the overall evaluation of something based on the collection of associations associated with it. This is the reason why people have

attitudes toward brands, product categories, ads, people, stores, activities, and so forth (Hoyer & MacInnis, 2012, p. 122).

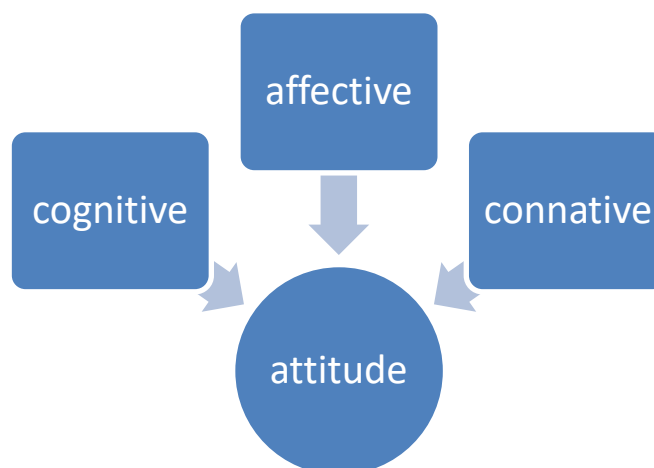
There exist many other definitions:

- Attitudes are often regarded as a summary assessment of objects, individuals, or topics, ranging from favorable to unfavorable, and are therefore recognized as the concept of evaluation. (Cialdini et al, 1981).
- According to Hansen (2008): The attitude that consumers hold towards online shopping has a positive correlation with their inclination to purchase products through online channels. Moreover, consumers may associate their personal values with their attitude towards the behavior of buying products online.
- Attitudes regarding online shopping refer to a consumer's favorable or unfavorable emotions associated with the act of making a purchase online (Delafrooz et al., 2009).

According to Hoyer and MacInnis, (2012) attitudes are important because they guide three functions which are:

- Cognitive function how attitudes influence our thoughts.
- Affective function how attitudes influence our feelings.
- Conative function how attitudes influence our behavior.

Figure 1- 2: Attitude's functions



Source: personal efforts.

Attitude represents an individual's overall evaluation, whether positive, negative or neutral of an object, person, event or an issue. It has built over time and influenced by an individual experiences, beliefs, values and behaviors.

1.3.1.2 Motivation

Based on Griskevicius & Kenrick, (2013): Motivation is the key impetus behind human actions and behaviors. It is a fundamental aspect of human psychology that significantly impacts the degree of dedication, perseverance, and success individuals demonstrate in pursuing their objectives and ambitions.

According to Rahmidani: Motivation is a vital element in elucidating consumer behavior, as it establishes the underlying causes of why consumers choose to make particular purchases (Rahmidani, 2019).

- Motivation is the inner force that guides behavior towards fulfilling a specific need or desire. There are multiple factors that can influence motivation, including but not limited to personal values, past experiences, cultural norms, and social influences (Ying et al., 2021).
- As per Hoyer and MacInnis (2012), motivation is characterized as an internal state of heightened arousal where the directed energy is focused on accomplishing a specific objective. The motivated consumer is infused with energy and prepared to actively participate in activities that align with their goals (p. 50).
- In accordance with Hoyer and MacInnis (2012), personal relevance acts as the primary motivator. The level of personal relevance is influenced by how pertinent something, such as a brand or advertisement, is to consumers. This relevance fuels their motivation to process information, make decisions, and take actions. Personal relevance is perceived when it aligns with consumers' values, needs, goals, and emotions.
 - Self-concept: It refers to our self-perception and how we believe others perceive us. It represents our mental image of ourselves.
 - Values: These are beliefs about what is right, important, or good. Consumers are more motivated to pay attention to and process information when it is relevant to their values and beliefs.

- Goals: Goals are specific desired outcomes or end states that individuals strive to achieve.
- Needs: Needs are internal states of tension caused by a discrepancy between an ideal or desired physical or psychological state (Hoyer & MacInnis, 2012, p. 50)

Figure 1- 3: Maslow's hierarchy of needs



Source: kotler & keller_ 2016, p.188.

1.3.1.3 Emotion

He et al. (2021) describe emotion as a complex psychological state that encompasses diverse physiological and cognitive responses. These responses include feelings, behavioral manifestations, and physiological changes.

Boukerch (2019) states that there exist six fundamental emotions, which are anger, fear, sadness, enjoyment, disgust, and surprise. These emotions are considered basic due to their innate nature, evolutionary shaping, distinct facial expressions, and universal presence across various cultures (p. 24).

In addition, emotions can influence consumer loyalty and engagement with a brand over time. Moreover, emotions can also influence how consumers perceive the value of a product or service (Dewi & Hartono, 2019).

According to Olarte; emotion plays a crucial role in the behavior of consumers. Consumers often make decisions based on their emotional responses to various stimuli, including advertising messages, product features, and brand reputation. Therefore, it is important for marketers to strategically use emotions in their advertising and branding efforts to cultivate positive associations with their products or services (Olarte, 2017).

1.3.2 Cognition

As stated by Kotzebue: Cognition is a term used to describe the mental processes involved in acquiring and using knowledge, information, and understanding. It encompasses various mental activities such as perception, attention, memory, reasoning, and problem-solving, language comprehension, decision-making, and logical thinking (Kotzebue et al., 2020; Turmudi & Susanti, 2018).

- According to Latif et al: Consumer behavior is greatly influenced by cognition that encompasses a range of mental processes, such as perception, attention, memory, decision making , and examine how they influence consumer choices (Latif et al., 2016).
- Consumer behavior is a complex process that involves several mental processes, such as evaluation of alternatives, decision-making, and problem-solving, ultimately leading to purchasing behavior. Cognition forms the foundation for these mental processes and is thus crucial in understanding consumer behavior (Corte et al., 2015).
- Additionally, Cognition plays a crucial role in shaping consumers' perceptions of products and services, as well as their attitudes towards brands, and the development of belief systems (Shu-Yin, 2019).

Cognition is a range of mental processes includes all forms of higher mental processes (conscious and non-conscious). Therefore, all the activities and alternatives made by consumers including decision making, solving problems, and the buying behavior are cognitive.

1.3.2.1 Perception

Jakunskiene & Kazlauskiene (2022) had defined perception as: “a critical aspect of consumer behavior that influences how individuals interpret information and make sense of the stimuli they encounter in their behavior including marketing messages, product labels, and packaging” (Jakunskiene & Kazlauskiene, 2022, p.1588).

Humans are constantly gathering information about the world around them through many different senses such as sight, hearing, touch, smell, and taste. This sensory information is used by the brain to form perceptions about objects, people, and events. Perceptions influence a person's thoughts and actions and lead to the formation of opinions (Ahmad & Bruno, 2021).

- Perception has a significant impact on consumer behavior since it influences the attitudes and actions of consumers when it comes to buying goods or services (Taufiqurrahman, 2021).
- Moreover, perception can be shaped by a multitude of factors, ranging from individual experiences and beliefs to cultural values, social norms, and marketing strategies. (Basrowi & Utami, 2021).
- In addition, Perception is a significant determinant of consumer behavior as it allows individuals to assess the value, quality, and relevance of products or services available in the market (Tung, 2021).

Individuals actively engage in perceiving stimuli and objects within their surrounding environments, which includes the digital world. At the same time, perception can be viewed as a process of interpreting and organizing sensory information in a way that allows the brain to understand and navigate the surrounding world (Cetină et al., 2012).

1.3.2.2 Perceived risk

According to Barnes et al. (2007, p. 12), perceived risk is described in terms of its components, namely Uncertainty and Consequences, also known as "dimensions of loss." It is believed that these elements are independent of each other. In this context, Uncertainty pertains to the likelihood that a customer anticipates making an incorrect decision that does not align with their shopping objectives.

According to Al-Nasser et al. (2014), the concept of risk in online shopping refers to the potential of experiencing negative consequences when striving to achieve a desired outcome. It involves a mixture of uncertainty and the possibility of significant outcomes (p. 131). There exist many other definitions such:

- Perceived risk is regarded as a crucial concept in consumer behavior, particularly in the context of online shopping, where consumers face greater uncertainty (Aref & Okasha, 2020).
- The perception of risk can decrease consumers' willingness to purchase products online (Barnes et al., 2007).
- According to various authors, the perceived risk associated with E-commerce has a negative impact on consumers' online shopping behavior, their attitude towards using E-commerce, and their intention to adopt it (Zhang et al., 2012).

Perceived risk is associated with the online buying that is not found in traditional commerce and this due to several reasons, including: the lack of personal contact with sales person, the inability to value the quality of the product directly and security of payment.

1.3.2.3 Trust

Moorman et al. (1993, p. 82) define trust as “a willingness to rely on an exchange partner in whom one has confidence.” Morgan and Hunt (1994, p. 23) adopt a similar perspective by defining trust as the state where one party demonstrates confidence in the reliability and integrity of their exchange partner.

According to Vos et al (2014): To overcome the challenges of risk, trust can be considered as a solution. In the context of electronic commerce, multiple factors affect a buyer's trust, and a successful approach to building trust typically involves a multidisciplinary approach. The adoption and growth of e-commerce are heavily influenced by the level of trust established between buyers and sellers.

- Trust is formed when an individual holds the belief that the people they rely on will exhibit integrity, benevolence, and capability in a socially acceptable way (Ku, 2012).
- Trust can be described as a conviction that an individual or organization can depend on the word or commitment made by another individual or organization, and it can

facilitate the establishment or continuation of a relationship between them (McKnight and Chervany, 2002).

- Trust can be defined differently depending on the field of study. In psychology, trust is typically defined as a disposition to trust, while sociology tends to focus on institution-based trust. Social psychology, on the other hand, often refers to trusting beliefs and intentions. (McKnight and Chervany, 2002).

Trust is an important element in the success of online businesses. Hence, it plays a role in facilitating the customer relationships and encourages the users to use online services more extensively.

1.4 The interaction among the factors

Understanding consumer behavior in the online environment requires an understanding of the complex interaction of psychological factors that affect online purchase behavior.

Perception, motivation, attitude, perceived risk, trust, and emotion are the psychological factors that have an impact on an online purchase behavior and making decisions toward products, services and brands. Hence, motivation is the driving force behind a customer's decision to make a purchase. It can be influenced by a variety of factors, including personal needs, desires, and goals. Perception refers to how the customer interprets and understands the information about the product or service; attitudes refer to the customer's overall evaluation of the product or service, which can be influenced by their beliefs, values, and experiences, while Emotions are a powerful driver of consumer behavior. People make many purchases based on their emotional responses to products and services. Positive emotions such as joy, excitement, and love can make customers more likely to purchase a product, while negative emotions such as anger, sadness, and fear can deter them from buying. . The perception of risk is the subjective evaluation or assessment of the potential harm or negative consequences associated with the decision of buying online When customers perceive high levels of risk, they may be less likely to purchase a product or service; on the other hand, online trust is a belief or confidence in the reliability, honesty, and credibility of a product, service, or an organization; a lack of trust can significantly impact a customer's willingness to make a purchase. On the other hand, a strong sense of trust can lead to increased customer loyalty and repeat purchases.

Chapter one : Psychological factors of consumer behavior

For instance, a consumer's motivation to purchase a product may drive them to seek out information about it through online reviews, which can then influence their attitude towards the product and then lead their perception to have the product. Positive emotions associated with the product or the service can increase their likelihood of remembering it in the future then create a sense of trust in the customer's mind. In the other hand, this increased trust can in turn lower the perceived risk of purchasing the product or service. Similarly, a customer's motivation to purchase a luxury car may be influenced by their perception of the brand and the social status it represents, while a customer's motivation to purchase a bottle of water may be influenced by their immediate need for hydration.

The interplay of these factors can result in a complex and dynamic process that determines whether a consumer makes a purchase or not. Therefore, understanding the interaction among psychological factors is critical for businesses and marketers to design effective online marketing strategies and provide a positive shopping experience for their customers.

In summary, the study of consumer behavior focuses on the actions individuals take when purchasing products and services. The evolution of the internet has created a new customer profile and a new field of study focused on online consumers, which examines the overall attitudes and behaviors of consumers when making purchases online. Hence, we have explored the psychological factors that influence online purchase behavior, which we can categorize into affect and cognition. These factors include attitude, motivation, emotion, perception, perceived risk, and trust. We have also analyzed the interplay between these factors, highlighting how they work together to shape consumers' online purchasing decisions.

Section two: decision making

Numerous decisions are made every day. Hence, decision making is a fundamental aspect of human behavior and it plays a significant role in the both personal and professional life, whether deciding what to wear, what to eat, or even choosing a career path. Decision making involves the ability to choose between two or more alternatives.

However, consumers are making their decisions according to their needs, wants or problems, therefore, they start gathering information about products, services, or brands, then evaluate them to ultimately arrive at a decision regarding whether to make a purchase or not.

Consumer behavior and decision-making are closely linked, as consumer behavior is the study of how people buy, use and dispose of products, while decision-making is the process of making a choice or selecting a course of action.

2.1 Definition of decision making

Robbins and Judge (2017) define decision-making as the systematic process of recognizing and choosing a particular course of action to resolve a specific problem or seize a particular opportunity. This process relies on utilizing the most reliable information and exercising sound judgment (p. 156).

Hence, according to Thaler & Sunstein, (2008): The process of decision making is a multifaceted cognitive and emotional process that encompasses several stages, including problem identification, information gathering and evaluation, alternative generation, and ultimately, selecting the most suitable course of action that aligns with the decision maker's goals and objectives.

There exist several for this topic:

- Decision making refers to the act of selecting among various options and arriving at a conclusion or solution that is considered to be the most suitable and effective in a given context (Robbins and Coulter, 2016).
- As mentioned by Lumenburg (2011): to make a decision, an individual resolves uncertainty and ambiguity by selecting a course of action that aligns with their beliefs, values, and preferences.

- Decision making is the cognitive process of selecting a suitable course of action from among multiple available options based on the decision maker's objectives and available information. It entails a thorough examination and assessment of various alternatives, considering their advantages and disadvantages, and choosing the most fitting one that aligns with the decision maker's goals and values (Daft and Marcic, 2010).
- The ability to make decisions is a crucial cognitive ability that is necessary in various personal and professional contexts. Decision making can be simple and routine or complex and critical, and it involves carefully evaluating available information, weighing options, and selecting the best choice that aligns with the decision maker's goals and objectives (Bazerman and Moore, 2013).

Overall, decision making is a fundamental aspect of human behavior. Consumers are constantly making decisions about what products, services or brands to purchase. Hence, understanding this process may play a significant role in both personal and professional life.

2.2 Decision making as a separate science

The science of decision-making is a cross-disciplinary area of study that investigates the cognitive, psychological, and behavioral mechanisms that underpin human decision-making. It incorporates ideas and knowledge from various fields, such as psychology, neuroscience, economics, and computer science, to explore how individuals arrive at decisions and how they can be optimized (Ariely, D. 2010).

Hence, Kahneman & Tversky had defined: "Decision science as the study of how people make decisions, both individually and in groups, and how decisions are influenced by cognitive, social, and emotional factors" (Kahneman & Tversky, 2000, p. 3).

Many researchers had outlined decision science, are:

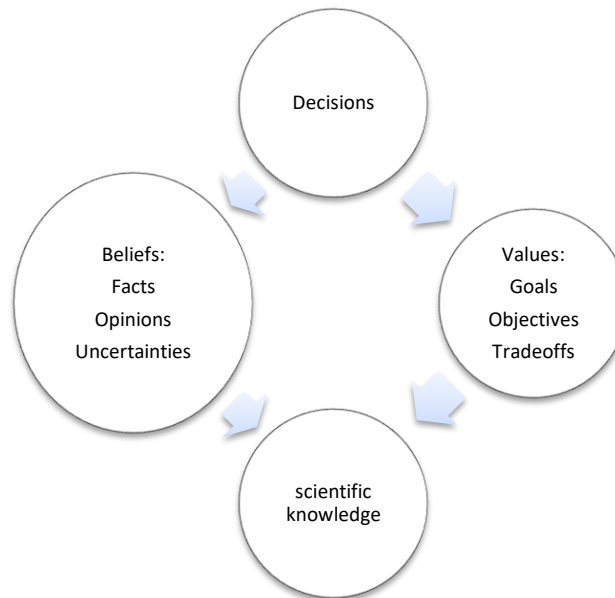
- Payne et al. (1993, p. 2) have provided a description stating that decision science is an interdisciplinary field that encompasses various academic disciplines such as psychology, economics, and computer science. Its focus is to investigate the processes involved in decision-making by individuals and organizations.

- Keeney & Raiffa "Decision science is the application of mathematical and computational techniques to the study of decision making, with the goal of improving the quality and effectiveness of decisions" (Keeney & Raiffa, 1993, p. 1).
- In addition, the study of decision-making encompasses various methodologies, such as normative, descriptive, and prescriptive models. Normative models aim to determine the optimal decision-making process that results in the best possible outcome. Descriptive models, on the other hand, investigate how people make decisions in real-life situations. Lastly, prescriptive models aim to enhance decision-making by providing approaches and methods for making improved decisions (Ariely, D. 2010).

The decisions individuals make, whether in personal, public, or business contexts, are influenced by the beliefs and values held by the decision maker. Science has the potential and responsibility to assist decision makers by influencing and shaping their beliefs. Most decisions are made quickly, based on feelings, past experiences, associations, habits, trivial consequences, or obvious preferences (Kahneman, D. 2011).

Furthermore, the majority of decision-making theories propose that decisions are or should be grounded on two fundamental principles: beliefs and values. The beliefs of a decision maker mirror their perceptions of reality, encompassing factual information, opinions, and the uncertainties that surround them. Beliefs can and should be informed by science. Here is a figure show the theories of decision science:

Figure 1- 4: Framework for linking decisions to scientific knowledge through models of beliefs and values.



Source: Kahneman, D. 2011.

In summary, the science of decision-making has important practical applications in a wide range of fields, including business, public policy, healthcare, and law. By understanding the cognitive and behavioral processes that underlie decision-making, researchers and practitioners can develop strategies to help people make better decisions and improve outcomes.

2.3 Decision making process

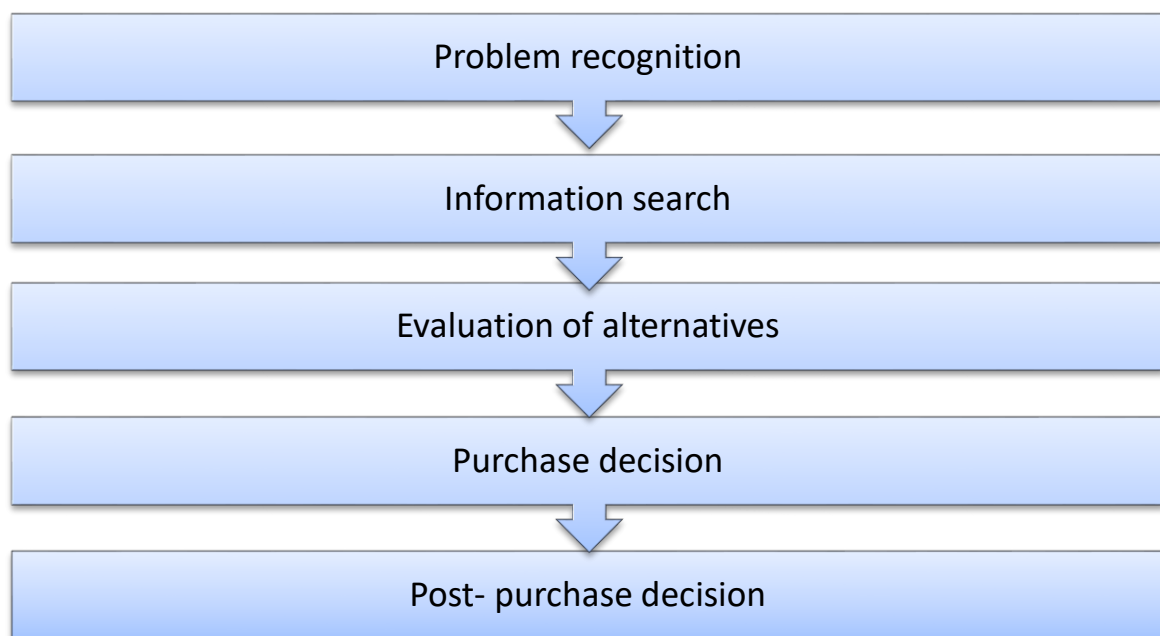
According to Lumenbrug (2011): The process of decision-making by consumers to purchase goods or services involves several stages before, during, and after the transaction. This process is crucial for sellers and marketers as it enables them to sell their products effectively in the market.

Decision making process is an essential aspect of daily life. Consumers are constantly faced with choices from different alternatives of products, services or brands. The process of making a decision involves a series of steps, each of which is critical in ensuring that the decision they made is an informed and rational choice.

Smart companies try to fully understand customers buying decision process by providing a list of key consumer behavior questions marketers should ask in terms of : who, what, when, where, how and why. Hence, they developed a “stage model” of the process (figure 1.5).

Kotler & Keller (2012) in their book describe the traditional model of consumer decision-making process "Five-stage model of the consumer buying process" (Figure 7), that involves five steps that consumers move through when buying a product or service.

Figure 1- 5: five stage model of the consumer behavior



Source: kotler & keller 2012.p.194.

2.3.1 Problem recognition

The first step in the decision-making process is to identify the problem or situation that requires a decision, it also known as “need recognition”. This involves recognizing that there is a problem that needs to be addressed or a decision that needs to be made. Hence, in the need recognition, the companies can find out the need of the consumer and creates marketing strategies (Kotler & Keller 2016, p. 195; Kotler et al. 2017, p. 155-156.).Once the problem is identified, the next step is to gather information relevant to the problem.

2.3.2 Information search

The second step is to gather all the available information. This includes researching, gathering data, and consulting with experts if necessary. The more information consumers have, the better they can understand the problem and the potential outcomes of their decisions.

According to Kotler et al. (2017), consumers have access to a variety of sources for obtaining information. These sources encompass personal connections (such as family, friends, neighbors, and acquaintances), commercial channels (including advertising, salespeople, dealers and manufacturers, websites and mobile platforms, packaging, and displays), public outlets (such as mass media, consumer rating organizations, social media, online searches, and peer reviews), as well as experimental methods (involving examining and using the product) (p. 156).

2.3.3 Evaluation of alternatives

To evaluate the available options is the third stage of the process. It comes after the information; when consumers collect the information of a product or a brand then they rank the product or brand and next step is evaluate it. This involves looking at each alternative in detail and considering its feasibility, risks, benefits, and potential consequences. It is important to evaluate each alternative objectively and impartially to ensure that we make an informed decision.

Understanding consumer behavior can be challenging, but marketers concentrate on key steps. Firstly, consumers aim to satisfy their needs and wants, and secondly, they seek additional benefits from the chosen brand (Kotler & Keller, 2016, p. 197).

2.3.4 Purchase decision

The fourth step is to make a decision. Once consumers have evaluated all the alternatives, they need to choose the one that best meets their needs and objectives. It is important to remember that there is no single "correct" decision, but rather the best decision given the available information and circumstances.

Consumers purchase the brand or product which they give the highest rank in the evaluation stage. The decision of purchase is also impacted by the surrounding environment. .

2.3.5 Post-purchase decision

The post-purchase decision is the fifth and the last stage of consumer buying behavior begins once a consumer has made a purchase. At this stage, the consumer evaluates their satisfaction with the product or service, comparing their expectations before the purchase with their actual experience.

The notion of a satisfied or dissatisfied consumer revolves around the alignment between consumer expectations and their perceived product. When a consumer's expectations align with their perceived product experience, satisfaction is likely to occur. Conversely, if there is a mismatch between consumer expectations and their perceived product experience, it can lead to consumer dissatisfaction (Kotler et al., 2017, p. 157).

In summary, the decision making process is an essential aspect that marketers should understand to develop their business. Hence, buying decision making is a structured approach that involves identifying the problem, gathering information, evaluating alternatives, making a decision and then the post-purchase decision. By following this stages consumers can make informed and rational decisions that will help them achieve their goals and objectives to satisfy their needs and wants.

2.4 Decision making theories

Decision making, the process of choosing a course of action from among multiple alternatives, is a fundamental aspect of everyday life. Hence, there are multiple theories to explain and understand how individuals make decisions, and among these numerous theories have been developed to explain and understand the decision-making process, two of which are normative and descriptive theories. Normative theories prescribe how individuals should make decisions, while descriptive theories describe how individuals actually make decisions.

2.4.1 Normative theories

According to Lercel & Huppy (2020): Normative decision theory concerns the identification of guidelines for making correct decisions. It entails creating and justifying principles of comparative assessment and selection among competing options, proposed as regulations that individuals or societies should or may prefer to adhere to. Additionally, it addresses the consequences of these principles, both in the abstract sense and with respect to particular kinds of decision scenarios.

The aim of normative theories is to provide guidelines for individuals facing risky decisions. The behavioral models based on Expected Utility Theory (EUT) emphasize the rationality of decisions. These theories are not focused on how people behave in reality or empirical experiments. One such theory is Subjective Expected Utility Theory (SEUT). Additionally, EUT can be supported by its effectiveness in many cases (Suhonen, N. 2007).

Normative theories provide a framework for decision making that is based on logic, rationality, and an idealized set of principles. One example of a normative theory is expected utility theory, which proposes that individuals make rational decisions based on the anticipated outcomes and their probabilities. In contrast, descriptive theories focus on observing and explaining the actual decision-making behavior of individuals. These theories aim to describe the factors that influence decision making, such as heuristics and biases. An example of a descriptive theory is prospect theory, which suggests that individuals' decisions are influenced by their attitudes towards risk and the way in which options are framed (Cui, 2017).

2.4.2 Descriptive Theories

While normative theories present an idealized model of decision making, descriptive theories recognize that individuals may not always behave rationally or logically.

From a descriptive standpoint, our focus lies in understanding how individuals make decisions, both rational and non-rational, in real-life situations. Empirical experiments have served as the foundation for these theories, demonstrating that people's behavior often deviates from normative theories.

As stated by Suhonen (2007): Descriptive decision theories explain how decisions are made in real-life situations by individuals, taking into account their cognitive limitations, heuristics, biases, and emotions. They seek to understand how individuals make decisions in practical settings, which may differ from the normative models of decision-making. Behavioral decision theory and prospect theory are two examples of descriptive decision theories.

There exist 3 types of descriptive theories:

- Prosperity theory

The prosperity theory of descriptive decision making suggests that individuals are influenced by emotional outcomes, rather than objective probabilities, when making decisions. According to this theory, individuals tend to be more risk averse when facing potential losses and more risk seeking when facing potential gains. This theory suggests that people's evaluations of their overall well-being, such as their perceptions of happiness and satisfaction, play a crucial role in the decision making process. Furthermore, the prosperity theory also proposes that people are influenced by their social norms and cultural backgrounds when making decisions (Chandler, 2017)

- Bounded rationality theory

Bounded rationality theory is a descriptive decision-making approach that recognizes the limitations of human cognitive abilities to process and analyze all available information before making decisions. Instead, decision-making is limited by factors such as time constraints, information availability and the cognitive abilities of individuals. This approach suggests that individuals may rely on heuristics or simplified decision-making strategies, in order to cope with these limitations. Bounded rationality theory posits that individuals make decisions based on the information provided, rather than being fully informed (Koshy, 2022).

- Multi attribute modal

The multi-attribute model theory of descriptive decision making is an approach to understanding how individuals make decisions in real-world situations. This theory suggests that individuals consider multiple attributes or factors when assessing different options and choose the alternative that they perceive to be the best fit based on these considerations (Wichary & Smolen, 2016).

In summary, normative theories prescribe how decisions should be made, while descriptive theories describe how decisions are actually made in practice. Both approaches provide valuable insights into decision-making processes and can be used to improve decision-making outcomes in different contexts

2.5 Decision making rules

Decision makers may use various decision rules and heuristics to find the best choice among alternatives. Decision rules are commonly categorized as either compensatory or non-compensatory in nature.

2.5.1 Compensatory decision rule

Based on Zhou & Zhang (2016): Compensatory decision-making involves evaluating all available options based on multiple criteria and selecting the option with the highest overall score. This means that a poor performance in one criterion can be balanced out by good performance in other criteria. In this type of decision-making, the decision maker compensates for poor performance in one area by considering good performance in others.

Multi-attribute utility models represent rational decision choices that fall under compensatory decision-making strategies. Compensatory decision making entails the identification of a set of attributes relevant to the decision, assigning a relative importance or weight to each attribute, calculating an overall score for each option based on the attribute weights, and ultimately selecting the option with the highest score. Compensatory decision making operates on the principle of maximizing utility, as it involves selecting options that yield the highest sum of weighted utilities. In compensatory decision-making, a negative value associated with one attribute can be offset by an equal or higher value associated with another attribute. For example, high rent (negative attribute) for one apartment may be compensated by the better location (positive attribute) of that apartment (Lee & Anderson, 2009).

2.5.2 Non compensatory decision rule

In contrast, Non-compensatory rules involve evaluating each option based on a single criterion at a time, and rejecting any option that does not meet a minimum threshold in each criterion. Thus, an option may be rejected even if it performs well in other criteria. (Skatova & Spence, 2018).

According to Lee & Anderson (2009): Non-compensatory decision rules are decision-making shortcuts that apply heuristics to evaluate alternatives quickly and with minimal effort. These rules allow for faster decisions but may result in some loss of accuracy. Non-compensatory decision rules are represented by strategies such as the elimination-by-aspect

strategy and the lexicographic rule. For instance, in a non-compensatory strategy, a high rent for one apartment may eliminate that option from consideration, even if it has a better location, since the high rent attribute cannot be compensated for by the better location.

Hence, both compensatory and non-compensatory rules have their advantages and disadvantages. Compensatory rules allow for more flexibility and can be useful when multiple criteria are important. Non-compensatory rules, on the other hand, are simpler and more straightforward, but may result in fewer options being considered. The choice between the two approaches ultimately depends on the specific decision-making situation and the preferences of the decision maker.

To sum up, we have developed an understanding of decision-making which is a fundamental aspect of human life as consumers are constantly making decisions about products, services, or brands. Furthermore, the science of decision-making has multiple applications in business, healthcare, law, and other fields. In this chapter, we explored the decision-making process, which involves problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Additionally, we studied the two main theories of decision-making, namely the normative and descriptive theories. Finally, we also discussed the two main decision-making rules, which are compensatory and non-compensatory decision rules.

Section three: Integrated customer experience (offline & online)

Establishing a strong customer experience has become a prominent goal in management. In a recent collaboration between Accenture and Forrester (2015), executives were surveyed about their primary objectives for the upcoming year, and enhancing the customer experience emerged as the top priority with the highest number of first-place rankings. Several companies, including KPMG, Amazon, and Google, have appointed chief customer experience officers, vice presidents of customer experience, or customer experience managers. These individuals are entrusted with the task of developing and overseeing the overall experience provided to their customers (Lemon & Verhoef, 2016).

Customer experience is an essential aspect of any business that deals with customers, regardless of its size or industry. It is the sum of all interactions that a customer has with a company, from the first contact to the final purchase and post-purchase support. Hence, to provide an excellent customer experience, businesses need to understand the needs and expectations of their customers. This can be achieved through various methods, such as customer surveys, feedback forms, and social media listening.

3.1 Definition of customer experience

According to Schmitt, Brakus, and Zarantonello (2015), every instance of a service exchange gives rise to a customer experience. Taking a holistic approach, customer experience encompasses the cognitive, emotional, sensory, social, and spiritual responses of the customer to all interactions with a business.

According to Meyer and Schwager (2007), the customer experience encompasses all aspects of a company's offerings, including the quality of customer care and any indirect interactions with the company (p. 2).

Numerous definitions of customer experience can be found in the literature. Our attention is directed towards the primary accepted definitions:

- Schmitt (1999): This approach adopts a multidimensional perspective and recognizes five distinct types of experiences: sensory experiences (related to the senses), affective experiences (related to emotions), cognitive experiences (related to thoughts and

mental processes), physical experiences (related to actions and behaviors), and social-identity experiences (related to social relationships and identity).

- Verhoef et al. (2009, p. 32) provide a clear definition of "customer experience" within a retailing context. They explicitly state that the customer experience is a multi-dimensional concept, emphasizing its holistic nature. It encompasses the customer's cognitive, affective, emotional, social, and physical responses to the retailer.
- Brakus et al. (2009, p. 53) propose a conceptualization of brand experience in their research. In their definition, they characterize brand experience as the subjective, internal consumer responses that encompass sensations, feelings, and cognitions. Additionally, they emphasize the behavioral responses triggered by brand-related stimuli that are integrated within a brand's design. Additionally, they identify and illustrate that brand experience comprises four distinct yet interconnected dimensions: sensory, affective, intellectual, and behavioral.

Customer experience is the overall interactions and touch points that a customer has with a brand or a company. Hence, customer experience is a critical aspect because it can have a significant impact on a business's success.

3.2 Components of customer experience

There are several elements of customer experience that have been identified by researchers and industry experts. These elements are:

3.2.1 Customer Journey

According to Han et al (2019): The term "customer journey" pertains to the different points of contact and exchanges that a consumer has with a company or brand throughout their buying process, starting from research and product browsing to purchase and post-purchase experiences, such as customer support and returns.

Businesses can enhance customer satisfaction, loyalty, and retention by examining the customer journey and scrutinizing each phase to pinpoint areas of dissatisfaction and develop solutions for improvement (Ta et al., 2022).

The customer journey is the overall experience a customer has with a company, from the first search to post-purchase support. Therefore, understanding the customer journey is critical to designing an experience that meets their needs and expectations.

3.2.2 Customer Need

As stated by Gibson: Customer needs refer to the problems or pain points that consumers seek to solve, typically resulting from frustrations or uncertainties associated with their experiences, which drive them to look for products or services that can resolve these issues (Gibson, 2022).

“Customer needs fall under one of three categories:

- **Functional needs:** Needs that focus on achieving a specific task or function. Customers seek solutions that enable them to engage in these activities.
- **Social needs:** revolve around the perception of a product or service. While these needs might not be at the forefront of a customer's mind, they can still impact their final decision.
- **Emotional needs:** These needs concentrate on feeling a certain way when using a product or service” (Li, X., & Liu, Y. 2014).

Understanding customer needs are a crucial factor in creating positive touch points throughout the customer journey. Organizations can use customer journey analysis and design thinking concepts to identify touch points across the customer journey where customers' needs arise. By identifying the needs of customers at each stage of their journey, businesses can tailor their products, services and interactions to meet those specific needs (Gibson, 2022).

3.2.3 User Experience

In the context of customer experience, UX refers to the complete experience that customers undergo while interacting with a business's products or services, such as websites, apps, and other digital interfaces. This experience encompasses the ease of use, functionality, and design of these interfaces. Building a favorable UX is crucial for delivering an excellent customer experience (Hassenzahl, M. 2010).

Furthermore, as noted by Loukides et al (2018): The term "user experience" pertains to the collective encounter of a person with a product or service. It encompasses elements such as user-friendliness, availability, visual appeal, performance, and overall contentment with the interaction.

3.2.4 Customer Service

According to Gao et al (2022): Customer service is an essential aspect of any business that involves meeting the needs and expectations of customers. This entails offering aid, assistance, and guidance to customers throughout the entire process, spanning from pre-purchase to post-purchase of a product or service.

Customer service involves a process in which the customer plays a significant role in the production process. The main objective of customer service is to ensure that customers have a positive experience; feel appreciated and assisted, and eventually become loyal and repeat customers (Elrahman, 2019).

Good customer service is not only about ensuring customers are satisfied with their experience, but also involves building long-lasting relationships that encourage customer loyalty and repeat business.

3.2.5 Brand Reputation

According to Keller: the reputation of a brand can impact the customer experience, as customers are more likely to have a positive experience with a company that has a good reputation for quality, reliability, and customer service. Building a strong brand reputation is essential to creating a positive customer experience (Keller, 2009).

3.2.6 Emotional Connection

Based on Pine & Gilmore: Creating an emotional connection with customers is a fundamental component of customer experience. This involves understanding and addressing the emotional needs of customers, and creating a personal connection that goes beyond just meeting their functional needs. Emotional connection can lead to increased customer loyalty and advocacy (Pine & Gilmore, 1998).

In summary, by analyzing these elements, businesses can focus on the needs and wants of their consumers and create a customer experience that is meaningful, memorable and rewarding, leading to increased customer satisfaction, loyalty, and revenue.

3.3 Types of consumers in customer experience

In the recent years, in a world of business, understanding customers' behavior is paramount to achieving success. One way to understand customers' behavior is by categorizing them into four main types: relationship-focused, value-focused, brand-conscious, and quality-driven. Each customer has unique needs, behaviors, and preferences, which can affect the way they interact with the company.

3.3.1 Relationship-focused customers

The relationship-focused customers prioritize building a connection with the business and its employees. They place great importance on the interpersonal relationship between themselves and the staff, valuing excellent customer service and personalized experiences (Medrano et al., 2016).

3.3.2 Value-focused customers

Value-focused customers tend to place a high priority on getting the best possible deal for their money, and they are often attracted to discounts, promotions, and other cost-saving opportunities (Mahin & Adeinat, 2020).

3.3.3 Brand-conscious customers

According to Pather: Customers who are brand-conscious tend to show loyalty to specific brands that reflect their values and identity. They are often willing to pay a premium for these brands and are influenced by branding and marketing strategies (Pathar, 2017).

3.3.4 Quality-driven customers

As mentioned by Hamzah et al: quality-driven customers prioritize the quality and performance of products or services above other factors. They value reliability, durability, consistency, and are willing to pay a higher price for high-quality offerings (Hamzah et al., 2020).

By the end, understanding the different types of customers may create a successful business. By tailoring an approach to each type of customer, the company can build strong relationships, increase sales, and create loyal customers who will continue to return to the business.

3.4 Customer experience strategy

According to Singh and Singh: a customer experience strategy is a comprehensive plan that outlines the processes and strategies an organization intends to use to enhance customer satisfaction, drive loyalty, and increase profitability (Singh & Singh, 2018). It involves understanding and analyzing the customer's journey, identifying pain points, developing solutions to address those pain points, and continuously improving the overall customer experience (Grassi et al., 2022).

A customer experience strategy is a critical component of any successful business, and it has become even more important as customers expect more personalized and engaging experiences. Here are some steps to develop a customer experience strategy with references to support each step:

3.4.1 Define the target customer

Identifying and understanding the target customer is crucial for creating a customer experience that meets their needs and expectations. Research customer demographics, behaviors, preferences, and pain points to develop customer personas (Liu & Zheng, 2023).

3.4.2 Map the customer journey

Mapping the customer journey allows businesses to identify touch points, pain points, and areas for improvement. Customer journey mapping can be done through interviews, surveys, and other customer feedback methods.

3.4.3 Align internal processes and systems

Aligning internal processes and systems to support the customer experience is essential. This includes providing customer service training to employees, implementing customer

feedback mechanisms, and ensuring that internal processes are aligned with customer needs.

3.4.4 Develop a brand persona

Developing a brand persona helps businesses to create a consistent tone of voice, messaging, and visual identity that resonates with customers. This involves defining the brand's values, personality, and messaging guidelines.

3.4.5 Design customer interactions

Designing customer interactions that create a positive emotional connection is a critical component of a customer experience strategy. This includes providing proactive support, personalizing communications, and using customer feedback to improve interactions.

3.4.6 Measure and improve

Measuring and improving the customer experience is an ongoing process. Collecting customer feedback and using analytics to identify areas for improvement is essential. This includes implementing changes to enhance the customer experience and continuously monitoring metrics to measure the effectiveness of the strategy (Qutait, 2018).

Overall, a customer experience strategy is essential for creating a positive and consistent experience that meets customer needs and expectations. By focusing on the customer journey, aligning internal processes, and designing interactions that create an emotional connection, companies can differentiate themselves from competitors and build long-term customer loyalty.

3.5 Customer experience versus customer service

Customer experience and customer service are two crucial elements that contribute significantly to a company's success. While both concepts may seem similar, there are distinct differences between customer experience and customer service.

3.5.1 Customer service

According to Habiballah: customer service is the support and assistance provided to customers when they have a problem, question, or concern. It is usually reactive and focuses

on addressing customer issues and resolving them quickly and effectively (Habiballah et al., 2016).

Customer service refers to the direct interaction between customers and the company's representatives or employees, aimed at addressing a particular issue, concern or query of the customer. It typically involves providing assistance or support to customers and resolving their problems as quickly and efficiently as possible (Sousa et al., 2018).

3.5.2 Customer experience

On the other hand, customer experience encompasses a broader scope of interactions between customers and the company, encompassing all touch-points experienced by the customer in their journey, including pre-purchase to post-purchase interactions. Customer experience aims to create a positive overall impression of the company in the customer's mind, by offering them an exceptional product or service that exceeds their expectations and provides added value.

Customer service is more reactive in nature, responding to specific issues raised by customers, while customer experience is proactive and seeks to anticipate and exceed the expectations of the customers. Moreover, while customer service primarily focuses on problem-solving and issue resolution, customer experience is a holistic approach that encompasses all aspects of the customers' interaction with a company, such as browsing a website, visiting a store, making a purchase, receiving a product or service, and seeking support (Gerou, 2022).

Hence, this table summarizes the main differences between the topics:

Table 1- 1: the differences between customer experience and customer service.

Customer Experience	Customer Service
Focuses on the overall interaction between the customer and the company throughout the entire customer journey.	Focuses on addressing specific customer needs or issues at a particular point in time.
Considers all touch points and interactions a customer has with a company, including before, during, and after a purchase.	Addresses only the specific concerns or inquiries that a customer has at a particular moment

Chapter one : Psychological factors of consumer behavior

Emphasizes creating a positive and memorable experience for the customer, regardless of whether or not they have an immediate need or issue.	Emphasizes addressing a customer's current needs or concerns quickly and effectively to resolve their issue.
Involves understanding the customer's needs, wants, and expectations and tailoring interactions to meet those needs.	Involves providing a solution to a customer's problem or answering their question in a timely and efficient manner.
Is focused on building long-term relationships with customers by consistently delivering positive experiences.	Is focused on addressing the immediate needs of the customer in order to resolve their issue and move on to the next interaction.
Involves creating a customer-centric culture throughout the company to ensure that every interaction with the customer is positive and consistent.	Involves training customer service representatives to address customer needs and concerns in a professional and effective manner.

Source: (Meyer & Schwager, (2007); Bitner & Ostrom, (2008); Zeithaml et al., (2010)).

3.6 Impact of customer experience toward customer satisfaction and loyalty

Customer experience plays a critical role in the success of a lot of businesses. In today's highly competitive market, customers have more choices than ever before, and their experience with a company can make all the difference in their decision to return or recommend that business to others.

3.6.1 Customer satisfaction

- According to Kotler and Armstrong (2013), customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations.
- Rust and Oliver (1994) define customer satisfaction as an emotional response to an experience, based on a comparison of perceived expectations with actual experiences.

3.6.2 Customer loyalty

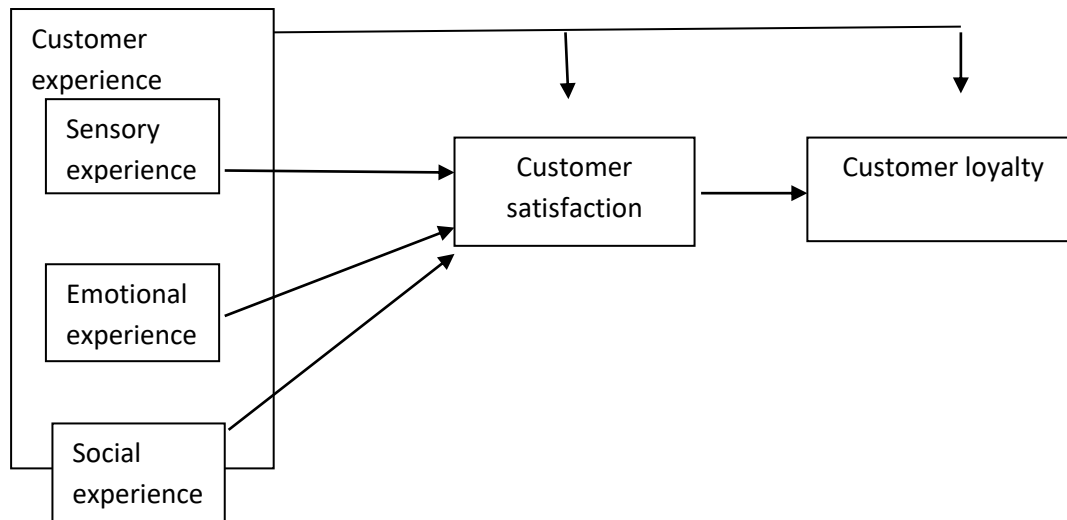
- According to Kotler and Keller (2016, p. 164) customer loyalty is "the degree to which a customer will consistently purchase a product or service from a particular company or brand over time, rather than choosing a competitor's offering."
- Oliver (1999) defines customer loyalty as a strong and lasting dedication to consistently repurchase or patronize a preferred product or service in the future, even when other options are available and marketing efforts may influence their decision to switch.

Providing a positive customer experience can lead to increased customer satisfaction and loyalty, which can result in increased revenue, reduced marketing costs, and a better brand reputation. Conversely, a negative customer experience can harm a business's reputation and lead to decreased revenue and customer retention (Chandra, 2014).

One of the most significant impacts of customer experience is on customer satisfaction. A positive customer experience can result in a greater satisfaction with a product or service, which can lead to increased loyalty and repeat business. When customers are satisfied with their experience, they are more likely to recommend the business to others, which can lead to new customers and increased revenue. On the other hand, a negative customer experience can result in decreased satisfaction, which can lead to lost customers and a damaged reputation (Nobar, & Rostamzadeh. 2018).

Customer experience also plays a critical role in building customer loyalty. A favorable customer experience has the potential to establish a powerful emotional bond between the customer and the brand, leading to enhanced loyalty and repeated patronage. When customers feel valued and appreciated, they are more likely to remain loyal to the business and continue to purchase its products or services. In contrast, a negative customer experience can result in lost loyalty and decreased revenue (Nobar, & Rostamzadeh. 2018).

Figure 1- 6 : relationship between concepts



Source: Chandra, 2014.

Overall, customer experience has a significant impact on businesses. Providing a positive customer experience can result in increased customer satisfaction and loyalty, reduced marketing costs, and a better brand reputation. Therefore, businesses should prioritize providing an exceptional customer experience to succeed in today's competitive market.

To sum up, we have explored the concept of customer experience which refers to the overall interactions and touch points between consumers and a brand or a company. We delved into the key components of customer experience, such as the customer journey, user experience, customer service, brand reputation, emotional connection, and the different types of customers, including relationship-focused, value-focused, brand-conscious, and quality-driven customers. Moreover, we analyzed the essential steps of customer experience strategy, which involves defining the target customer, mapping the customer journey, aligning internal processes and systems, developing a brand persona, designing customer interactions, and measuring and improving customer experience. Additionally, we highlighted the difference between customer service and customer experience and how customer experience can significantly impact customer satisfaction and loyalty.

Conclusion of the chapter

In this chapter, we have explored offline consumer behavior, which encompasses the ways in which individuals employ to select and dispose of goods, services, experiences, concepts, and ideas in order to fulfill their needs and expectations. With the evolution of the internet, a new realm of research has emerged, specifically focusing on online consumers and their perspectives on purchasing products and services. Consequently, we have observed that various psychological factors, including motivation, emotion, attitude, perception, perceived risk, and trust, play a significant role in influencing online purchase behavior, with their interactions further shaping consumer decision-making.

On the other hand, we have developed an understanding of decision-making which is a fundamental aspect of human life as consumers are constantly making decisions about products, services, or brands. Furthermore, our exploration encompassed the decision-making process, covering problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. Additionally, we examined the normative and descriptive theories of decision-making and explored the two primary decision-making rules: compensatory and non-compensatory rules.

In what follows, we delved into the essential elements of customer experience and examined the various customer types that exist. We thoroughly studied the step-by-step process of developing a customer experience strategy and emphasized its substantial influence on customer satisfaction and loyalty.

Overall, it is vital for businesses to take into account the psychological factors, decision-making theories, and customer experience strategies when designing their marketing plans to attract and retain customers.

The next chapter provides comprehensive information regarding the research methods to be employed. This encompasses the chosen research strategy, techniques for data collection, sample selection, and an in-depth analysis and discussion of the findings from the empirical study, primarily focusing on the results derived from the quantitative research.



**Chapter two: The
interaction among
psychological factors**

Introduction

In the previous chapter, we established a theoretical foundation for our research. In this chapter, we focus on conducting an empirical study to examine the practical aspects of the theoretical concepts.

Our objective is to gain a comprehensive understanding of our topic and offer specific solutions for the issues at hand. Specifically, we concentrate on the interplay of psychological factors in relation to online purchasing behavior.

To achieve this, we conducted a quantitative study utilizing a questionnaire. The questionnaire was distributed to Ouedkniss customers through various social media platforms such as Instagram, Facebook, Whatsapp, and email.

Based on our approach, we have structured this chapter into three sections. The first section provides an overview of Ouedkniss. The second section details the methodology employed in our research. Finally, the last section presents the analysis of the collected questionnaire data. Through this analysis, we have obtained results and have explained the interaction among the psychological factors that influence online purchase behavior on the Ouedkniss website.

Section one : Research stimulus

1.1 General overview of Ouedkniss

Ouedkniss was the first Algerian free ads site; it was created in 2006 by five high school students (Hichem Soudah, Amine Benmouffok, Ahmed Bouaouina, Mehdi Mounis Bouzid et Djamel Eddine Dib).

At the time the five friends already dreamed of opening a free blog and ad site so that their friends and acquaintances could sell their articles there. It was an opportunity for them to take action particularly after the closing of the market on the Ouedkniss Street. It is in a cybercafé that the site is created and receives the name of Ouedkniss by reference to the market of their memories.

The site, in its beginnings, has not experienced any enthusiasm. With an average of 20 visitors per day in the first year, the site includes only a few ads, for the most part, posted by their friends and relationships. With word of mouth, activities increase in the second year. The participation of site managers in the fair dedicated to e-marketing gives a new boost to the site. The first peak is reached in this year with 2000 visitors in one day.

Ouedkniss experienced a real boom, with the entry to university of its founders. They quickly understood that it is the student mass that is most concerned by the site. So they advertise to their friends. In no time and without marketing effort, Ouedkniss became more and more known in the various universities before exploding at the national level. In addition, Ouedkniss job allows students to search and find work.

Ouedkniss is now a reference and ranks 1st free ads site in Algeria. Thus, thanks to Ouedkniss real estate, you can rent an apartment or put for sale land or houses. Find all brands and all models of mobile phone with Ouedkniss phone. Ouedkniss miscellaneous allows to pass miscellaneous advertisements between individuals.

Source: (CaWa) <https://www.cawa.fr/la-politique-commerciale-d-ouedkniss/>

1.2 About Ouedkniss

With 15 years of continuous growth, Ouedkniss is still:

- The first digital display in Algeria

Chapter two : the interaction among psychological factor

- First electronic market
- Leading classifieds site

The Algeria's largest portal of online classified ads:

Ouedkniss serves as the largest online community in Algeria, providing a platform for individuals to engage in buying and selling various products and services across numerous categories.

Established in 2006, Ouedkniss provides its users with a broad range of free classified ads: used cars, real estate properties for sale and for rent, phones to exchange, various types of fashion styles, job offers and much more.

Most recognized brand:

- Ouedkniss is the most recognizable brand on the Algerian E-commerce Market.
- 90% internauts in Algeria use Ouedkniss.
- 95% of Algerian internet users spontaneously mentioned it.

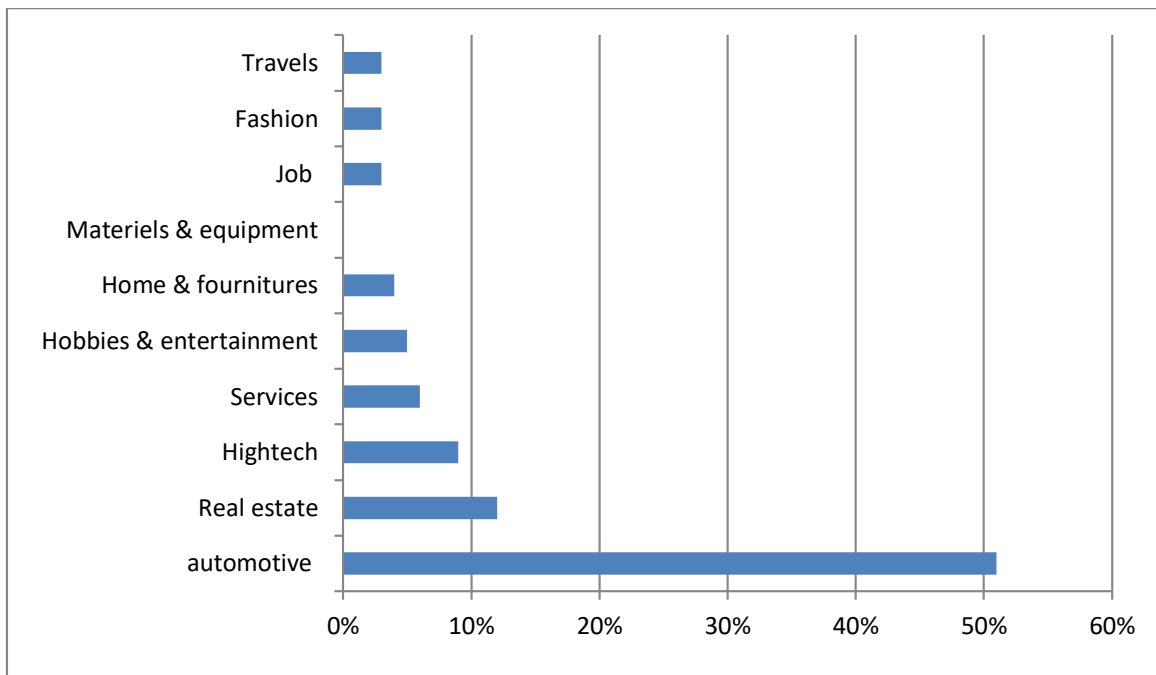
Ouedkniss in numbers:

- Traffic +30 million /month
- 35 million Visitors /month
- +30 000 Stores
- +1.7 million Products
- +400 million pages Viewed/ month

Source: https://gd.taiwantrade.com/uploads/download_file/626a31bbc58fd.pdf

Most frequently bought products from Ouedkniss:

Figure 2- 1: Most frequently bought products from Ouedkniss.



Source: taiwantrade.com.

Section two: research methodology

2.1 Research design

To align with the research questions at hand, this study utilizes a combination of exploratory and conclusive approaches.

2.1.1 Exploratory Research

This approach is employed in the study to gain a more precise definition of the research problem and to acquire a comprehensive understanding of the topic.

Creswell (2014) suggests that exploratory research is useful for gaining insights into a research problem that is not well understood, and for identifying potential variables or relationships that may be important for further investigation. Similarly, Babbie (2016) views exploratory research as an effective method for generating fresh ideas and hypotheses and evaluating the feasibility of conducting more extensive research.

In this study, it is imperative to employ exploratory research to gather more information for developing a reliable theoretical framework for the interaction between psychological factors that influence online purchase behavior. Exploratory research primarily employs two methods, namely qualitative research and secondary data analysis.

2.1.1.1 Secondary data

According to Kothari (2004), secondary data can be an efficient and cost-effective means of obtaining information, as it eliminates the need for researchers to conduct their own primary data collection. Similarly, Bryman (2015) highlights that secondary data can be particularly useful in situations where primary data collection is not feasible due to practical, ethical, or financial constraints.

Secondary data can be sourced from different resources, such as books, personal records, journals, newspapers, websites, and government documents, among others. They are generally considered to be more readily available than primary data and require relatively minimal research effort and manpower, especially with the widespread availability of electronic media and the internet.

2.1.1.2 Qualitative research

Qualitative research is a research methodology that aims to understand human behavior, attitudes, and experiences through the collection and analysis of non-numerical data. This approach involves a range of data collection techniques, including observation, interviews, focus groups, and document analysis, and emphasizes the exploration and interpretation of data rather than quantification (Braun & Clarke, 2013).

According to Creswell (2014), qualitative research is concerned with understanding the complexities of social phenomena and exploring the meaning that individuals attach to their experiences.

Qualitative research methods can be broadly divided into direct and indirect methods. Direct methods involve the use of techniques such as focus groups: where a small group of participants is interviewed in an unstructured manner, and depth interviews: which involve unstructured and personal interviews with a single respondent conducted by a highly qualified interviewer. Indirect methods, on the other hand, include projective techniques such as word association, sentence completion, picture response, cartoon test, role playing, and third person techniques.

2.1.2 Conclusive Research

According to Zikmund et al. (2013), conclusive research is focused on testing hypotheses, evaluating relationships between variables, and providing conclusive evidence to support or reject research propositions. Similarly, Sekaran and Bougie (2016) describe conclusive research as an approach that seeks to establish cause-and-effect relationships and provide clear and definite findings to address research objectives.

Conclusive research aims to provide conclusive and definitive answers to research questions or hypotheses, it involves the use of quantitative methods and statistical analysis to gather and analyze data

Conclusive research encompasses two primary types: descriptive and causal. Descriptive research can be subdivided into cross-sectional or longitudinal categories.

2.1.2.1 Descriptive research

Descriptive research is a research methodology that aims to systematically describe and document the characteristics, behaviors, or phenomena of a particular population or situation.

Chapter two : the interaction among psychological factor

It involves the collection of qualitative or quantitative data through methods such as surveys, observations, or existing records.

According to Neuman (2013), the goal of descriptive research is to answer questions about the who, what, where, when, and how of a particular topic, without seeking to establish causal relationships or make predictions.

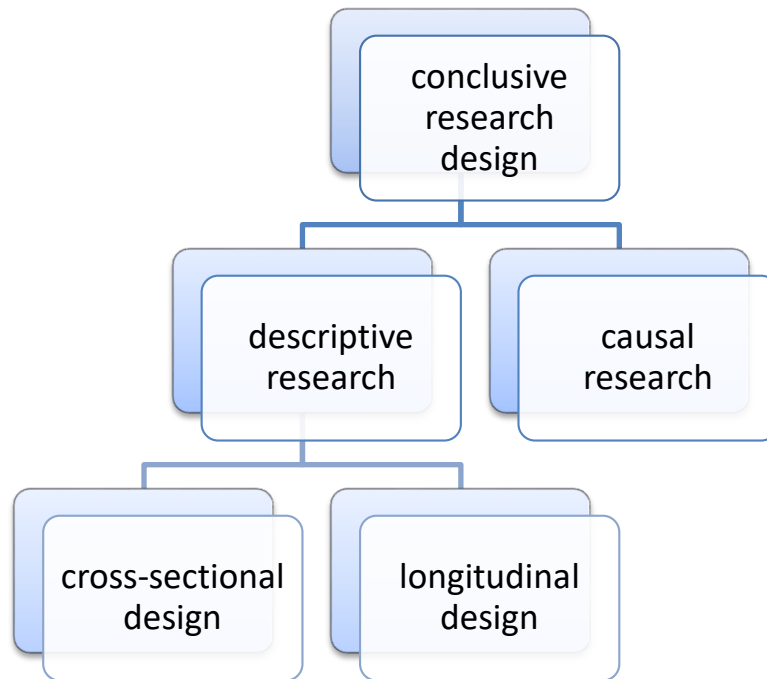
Similarly, Creswell (2014) defines descriptive research as a method that focuses on describing the characteristics of a group, situation, or phenomenon, and does not involve manipulation or control of variables. The purpose of this type of research is to provide a detailed account of the subject of study, rather than to test a specific hypothesis or theory.

Descriptive research methods can be categorized into two types: cross-sectional research and longitudinal research. Cross-sectional research involves collecting information from a sample of population elements at a single point in time. On the other hand, longitudinal research entails studying the same individuals or groups over a period of time, with the same variables being measured repeatedly (Malhotra, 2010).

2.1.2.2 Causal research

According to Cooper and Schindler (2017), causal research is concerned with understanding the effects of specific factors or interventions on an outcome of interest. This process involves the manipulation of independent variables and the subsequent observation of their effects on dependent variables, all while ensuring the control of other pertinent factors. Similarly, Bryman (2015) describes causal research as an approach that focuses on identifying and understanding the causal relationships between variables.

The various conclusive research designs are depicted in the figure provided below.

Figure 2- 2 A classification of conclusive research design

Source: Malhotra, (2010) p.71

To address the problematic research questions and investigate the proposed hypotheses, a descriptive single cross-sectional research design was utilized. This type of design involves obtaining information from only one sample of respondents, drawn from the target population, and collecting data from them only once.

2.2 Questionnaire Design

2.2.1 Adoption of questions

The development of the scale involved an extensive review of the most relevant literature on online consumer behavior as well as the latest advancements in customer experience.

Table 2- 1: Adoption of questions.

Variables	Adopted from	Number of Items
Online purchase behavior	Das et al, (2003) and Dachyar & Banjarnahor, (2017).	5
Customer experience	Chen et al, (2021) and Lemon & Verhoef, (2016).	8

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Attitude	Das et al, (2003).	3
Motivation	Chen et al, (2021) and Balck& Cracau, (2015).	2
Perception	Dachyar & Banjarnahor, (2017).	2
Perceived risk	Dash & Saji, (2008) and Dachyar & Banjarnahor, (2017).	3
Trust	Das et al, (2003) and Dash & Saji, (2008) and Dachyar & Banjarnahor, (2017).	4
Emotion	https://www.questionpro.com/survey-templates/emotional-ties/ Emotional Ties Survey Template and Sample Questionnaire (2023).	3

Source: Personal effort

2.2.2 Measurement scaling

The research questionnaire was designed as a single form, comprising four distinct sections, each containing the research questions for the study.

The first section contains four questions about online purchase behavior. The first question features a single-choice question pertaining to the frequency of purchase; the second one comprises a multiple-choice question aimed at exploring the preferred websites utilized by online consumers for their transactions, the third question aims to determine whether participants have made any purchases from the website and the last one focuses on assessing the level of satisfaction participants experienced with their online purchases.

The second section of the questionnaire comprises eight questions of 7-point Likert scale that assess participants' purchase experience. The answers provided by the respondents

Chapter two : the interaction among psychological factor

were assigned a score of 7 for the choice "I strongly agree" and a score of 1 for the choice "I strongly disagree."

The third section of the questionnaire consists of sixteen questions, where participants assess the relevance of 16 statements related to factors influencing online purchase behavior using the Likert scale and a multiple-choice question.

The fourth and final section of the questionnaire included a short answer question, a single-choice question, and a dichotomous question related to the demographics and income of the respondents. The first two questions, concerning age and income, are considered as ratio scales, while the last question, regarding sex, represents a nominal scale.

2.2.3 Types of questions

In order to investigate the proposed hypotheses and gather empirical data, an online, self-administered survey is initiated.

The questionnaire comprises various question types selected based on the specific information needed. It is structured into four sections, totaling 32 questions. The questionnaire encompasses the following question formats:

- Dichotomous questions.
- Single choice questions.
- Scale questions.

As previously stated, the questionnaire is divided into four sections. To begin with, the questionnaire initiates with a dichotomous qualifying question to verify whether the respondent belongs to the target population or not. The first section comprises four questions pertaining to online purchase behavior. The initial question assesses the frequency of online purchases made by consumers. The second question aims to identify the commonly utilized websites for online purchases. The third question focuses on whether the respondents make purchases from the Ouedkniss website or not. The final question in this section gauges the level of satisfaction with the overall online buying experience.

The second section of the questionnaire comprises items that assess the digital and traditional purchase experiences. This section consists of eight questions, which are evaluated using a seven-point Likert scale ranging from "strongly disagree" to "strongly agree."

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The third section of the questionnaire comprises items that assess the independent variables of the psychological factors.

- Questions from 14 to 16 measure attitude,
- Questions 17 and 18 measure motivation,
- Questions 19 and 20 measure perception,
- Questions 21 and 22 measure perceived risk,
- Questions from 23 to 26 measure trust,
- Questions from 27 to 29 measure emotion.

All the aforementioned items are assessed using a seven-point Likert scale, ranging from strongly disagree to strongly agree.

The fourth section comprises a fundamental demographic survey containing three questions aimed at assessing the respondent's profile, specifically regarding their gender, age, and monthly income.

The research conducted its data collection process, between May 14th and May 18th, 2023. The study sample consisted of social media users, and during this time frame, respondents were contacted through platforms such as Facebook, Instagram, WhatsApp, and email. The questionnaire was presented in the form of a Google Forms link, which respondents utilized to provide their answers. Initially, 320 respondents completed the questionnaire; however, after the editing process, only 167 responses were deemed suitable for analysis.

2.2.4 Sampling Design

The sampling design starts by identifying the target population, also known as the mother population, which includes all the elements or objects that possess the necessary information. Once the target population is determined, it becomes essential to locate these elements in order to include them in the study (Westfall, 2009). A sampling frame is a list that represents all the elements of the target population. Various sampling methods, both probabilistic and non-probabilistic, are available to select the study sample from the predetermined sampling frame (Malhotra).

Non-probability sampling relies on the researcher's personal judgment. Examples of non-probability sampling techniques include convenience sampling, judgmental sampling, quota sampling, and snowball sampling.

In probability sampling, the selection of sampling units is based on chance. This includes techniques such as simple random sampling, systematic sampling, stratified sampling, and cluster sampling. These methods involve a random process to ensure the representativeness of the sample.

In this particular case, the target population comprises individuals who have made at least one online purchase on the Ouedkniss website.

Due to the absence of a sampling frame that would allow for the selection of elements, a non-probability sampling technique, specifically judgmental sampling, is employed in this research.

Regarding the sample size, the research follows a method suitable for linear regression analysis, which will be used for data analysis. This choice aligns with the decision to utilize a non-probability sampling technique.

The sample size is determined using the formula: $N \geq 15m$, where m represents the number of independent variables. Consequently, the minimum required sample size for this study is 170 respondents ($15 * 11 = 165$).

2.2.5 Preliminary Plan for Data Analysis

2.2.5.1 Linear regression analysis

Given the objective of the study, which is to explore the relationship between dependent and independent variables, conducting a linear regression analysis is the most appropriate approach. In this regard, the hypotheses of the research are tested using multiple regression analysis with the assistance of SPSS software for data analysis.

The multiple linear regression model facilitates the understanding of the extent to which the dependent variable changes when the independent variables undergo changes. The objective is to elucidate the connection between variables by fitting a line to the collected data. Linear regression models adopt a straight line, whereas logistic and nonlinear regression

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models employ curved lines. This allows for a description of the relationship between the variables based on the observed data.

To ensure the validity of the multiple regression analysis, the following assumptions need to be tested and satisfied:

- **Sample size:** The sample size should meet the requirement specified by the formula $N \geq 15n$, where n represents the number of independent variables.
- **Outliers:** Outlying extreme values can be identified using the Mahalanobis distance, which is determined by comparing the value of chi-square with the degrees of freedom (equal to the number of independent variables) and using a significance level of 0.001. It is essential for all Mahalanobis values to be lower than the chi-square value corresponding to the specified significance level (number of independent variables, 0.001).
- **Normality:** The assumption of normality can be assessed in two ways. Firstly, through a normality plot, which visually examines the distribution of the data. Secondly, by evaluating the standardized residuals. The standardized residuals should not exceed +3 or fall below -3.
- **Multicollinearity and Singularity:** Multicollinearity refers to high correlation among independent variables ($\geq .90$). This can be examined using the tolerance statistic, which should be above 0.1, or by analyzing the correlation between independent variables, which should be less than 70%. Singularity refers to the redundancy of variables, where one variable is a combination of others.
- **Independence of residuals:** The Durbin Watson (DW) test can be used to assess the independence of residuals. The DW value ranges between 0 and 4, with a value of 2 indicating no autocorrelation and independent residuals. The DW test provides two critical values: DL (LOWER) and DU (UPPER). If the calculated value is lower than DL, residuals are not independent. If the calculated value is higher than DU, residuals are independent. If the calculated value falls between DU and DL, the result is inconclusive.

In the presence of outliers, Mahalanobis values that exceed the chi-square threshold are eliminated. To address multicollinearity and group correlated variables, factor analysis should be conducted.

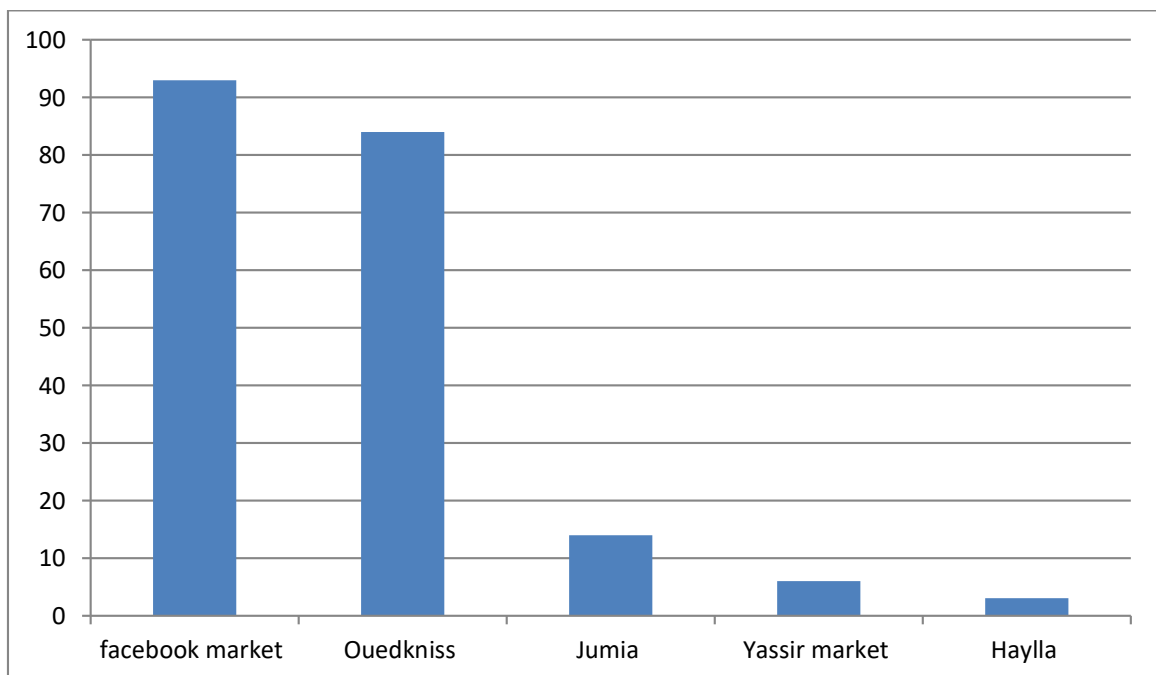
Section three: Research Findings

3.1 Descriptive analysis

To examine the respondent characteristics, the research chose to conduct a descriptive analysis that focused on the commonly used websites question and various socio-demographic criteria, including gender, age, and personal income. The aim was to create a profile of the respondents and provide a summary of the gathered information pertaining to the sampled population.

3.1.1 The commonly used websites for online purchases by respondents

Figure 2- 3: Commonly used websites by respondents

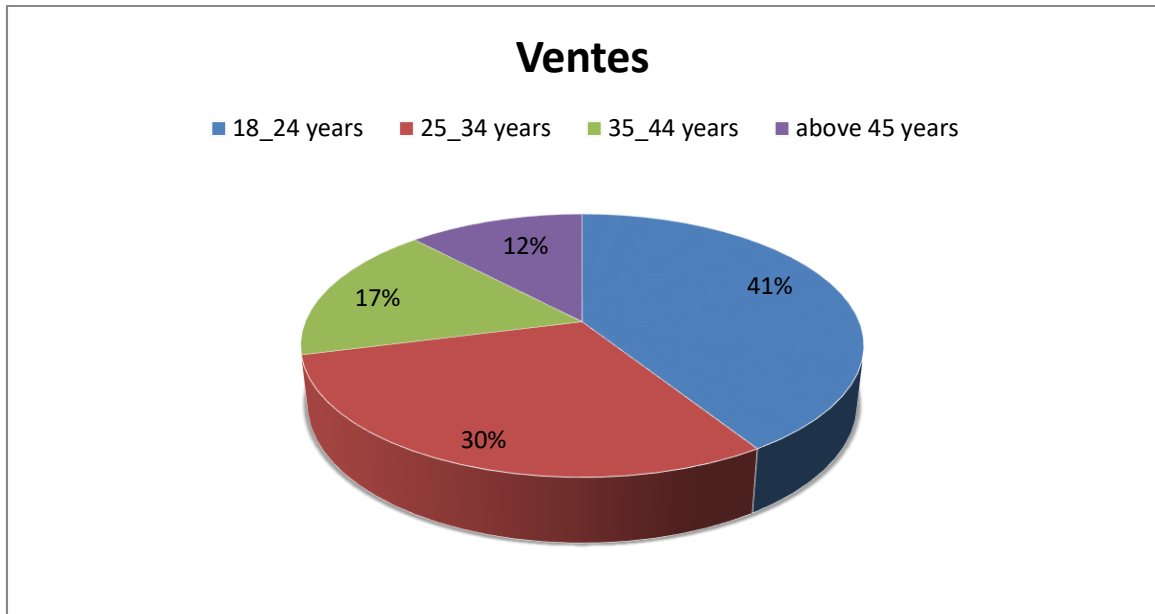


Source: Personal effort using Excel.

According to the presented Figure 2.3, it is evident that Facebook market is the website with the highest usage, as indicated by 93 respondents. Following closely is Ouedkniss with 84 respondents. Conversely, Jumia and Yassir market websites attract a greater number of users, with 13 and 6 responses respectively, compared to Haylla website which only received 3 respondents.

3.1.2 Respondent's age:

Figure 2- 4: respondent's age.

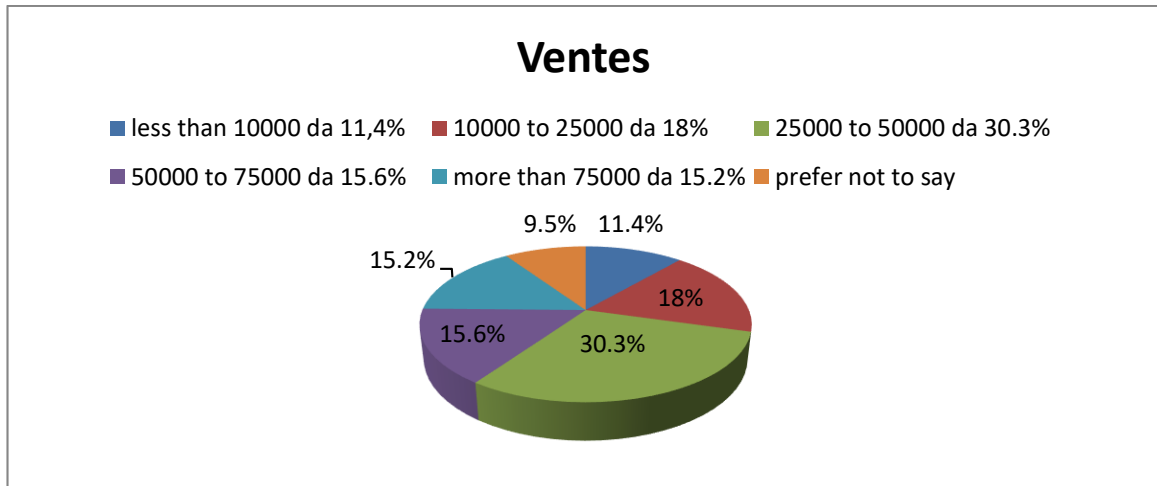


Source: Personal effort using Excel.

Survey participants were requested to select the age category that best corresponded to their age group. Out of all the respondents, forty-one percent, equivalent to 68 responses, fell within the 25-34 years old age bracket. Thirty percent of the participants, comprising 50 individuals, belonged to the 18-25 years old category. Furthermore, seventy percent of the respondents, with 30 individuals, were between the ages of 35 and 44. Lastly, twelve percent of the participants were identified as being above 45 years old.

3.1.3 Personal income:

Figure 2- 5: personal income.

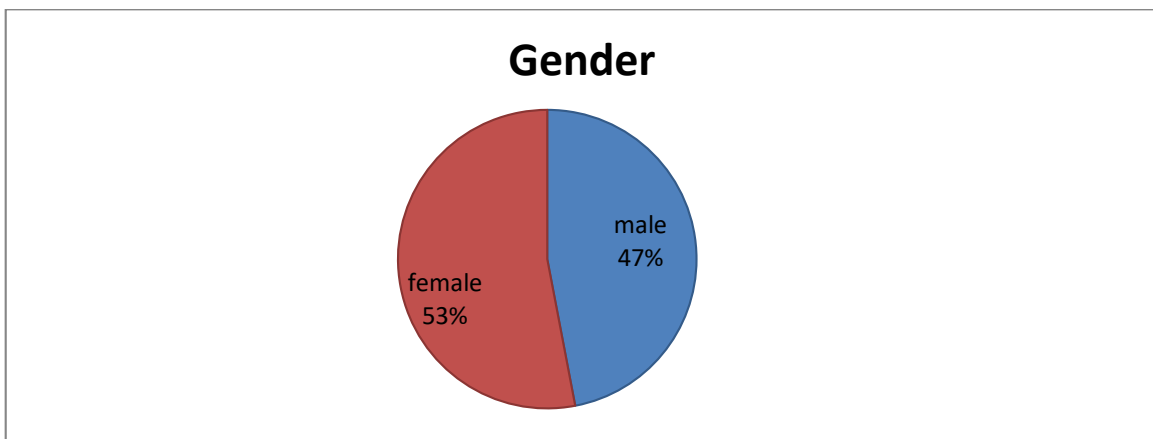


Source: personal effort using Excel

When examining the personal income data shown in Figure 2.5, it can be observed that 11.4% of the respondents reported having an income below 10,000 da. Additionally, 18% of the participants fell into the income range between 10,000 and 25,000 da. The group earning between 25,000 and 50,000 da constituted 30.3% of the sample. Furthermore, 15.6% of the participants reported a personal income falling within the 50,000 to 75,000 da range. Finally, the category with a personal income exceeding 75,000 da accounted for 15.2% of the studied population. It is worth noting that 9.5% of the respondents chose not to disclose their income, which may be attributed to privacy concerns.

3.1.4 Gender:

Figure 2- 6: Respondent's Gender



Source: personal effort using Excel

Survey participants were requested to select their gender by marking either "male" or "female" on the provided options. Out of the total 167 respondents, 78 individuals, accounting for 47% of the sample, identified as male, while 89 individuals, representing 53% of the sample, identified as female.

3.2 Hypotheses test

To examine the research hypotheses, a multiple linear regression analysis is performed. The predictors in each regression model consist of the means of the items on their respective scales. The dependent variable chosen to represent online purchase behavior are the psychological factors of online purchase. Additionally, the customer experience is represented by the mean of questions 6 to 13, which serves as another dependent variable. In the subsequent sections, a comprehensive description of each hypothesis test is provided.

3.2.1 Testing hypothesis one

The first hypothesis proposes that affective phenomena influence online buying experience positively with Ouedkniss. A multiple regression analysis is employed as the testing method.

3.2.1.1 Screening Data for Regression

Before proceeding with the multiple regression analysis, it is essential to ensure that a set of preliminary assumptions is met. Thus, we will first verify the suitability of the collected data for regression analysis.

3.2.1.1.1 Sample size

For a regression equation to be considered reliable, it is generally recommended to have a sample size of at least fifteen respondents per explanatory variable or predictor. In other words, if we have four explanatory variables, the sample size should be at least 15 multiplied by 4, resulting in sixty respondents.

In our specific case, we have three independent variables or predictors, which indicates a minimum sample size requirement of forty-five respondents. Fortunately, we have a sample size of 167 respondents, exceeding the required minimum. This implies that the sample size is adequate for conducting regression analysis.

3.2.1.1.2 Multicollinearity

Multicollinearity occurs when there is a high correlation ($\geq .90$) among independent variables. To assess this condition, we can examine the correlation between the independent variables.

In the coefficient correlations table provided below, it can be observed that all the correlations between the independent variables are less than 90%. Therefore, we can conclude that multicollinearity is not a concern in this case.

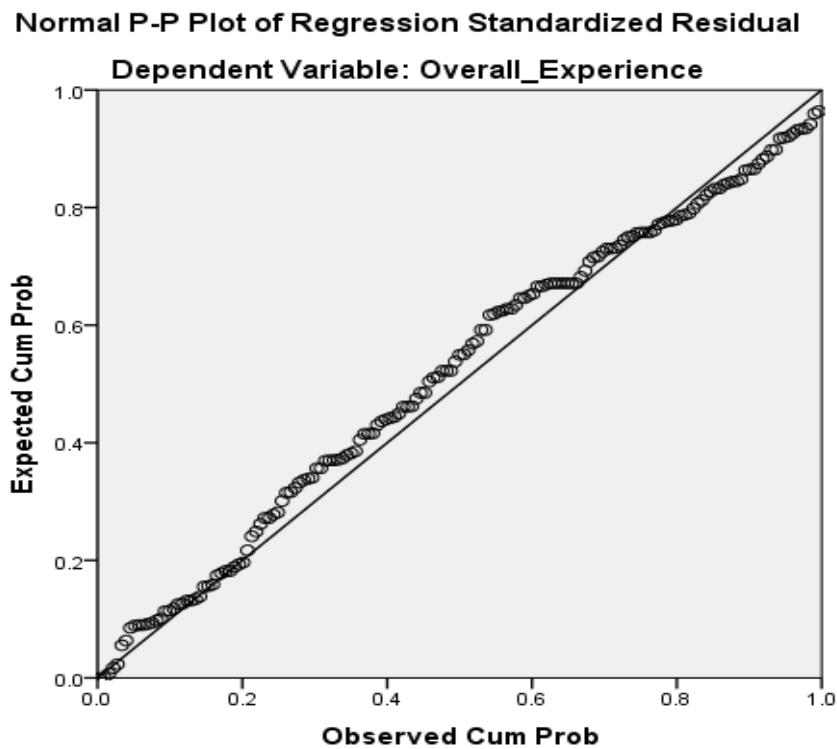
Table 2- 2: correlation matrix Coefficient correlations

	Attitudes	Emotion	Motivation
Attitudes	1.000		
Correlation Emotion	.539	1.000	
Motivation	.472	.632	1.000

Source: Personal effort using SPSS

3.2.1.1.3 Normality

Figure 2- 7: Normal P.P Plot

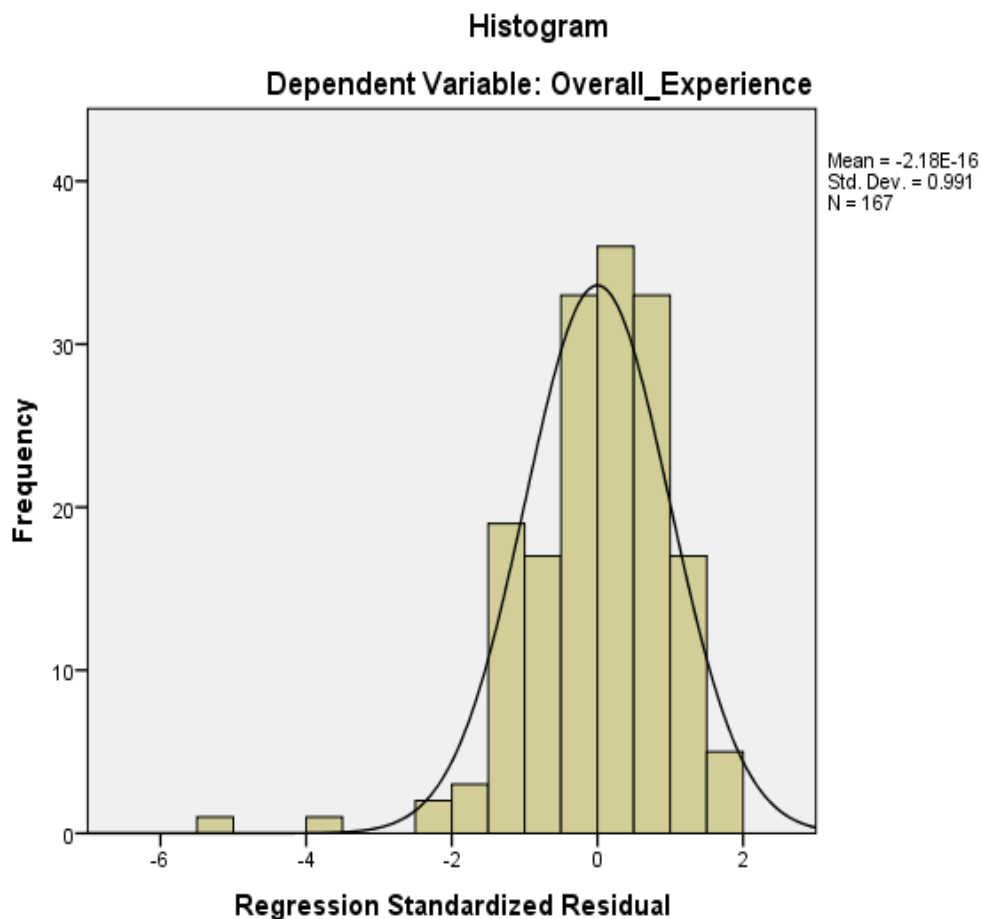


Source: Personal effort using SPSS

The presented Figure 2.7 indicates that the residuals exhibit a diagonal alignment. This suggests that the distribution of residuals follows to a normal distribution.

Another approach to test for normality involves examining the standardized residual values, ensuring they fall within the range of -3 to +3. This can be achieved by analyzing the histogram of regression standardized residuals. In the provided Figure 2.8, it is evident that all standardized residuals are within the interval of [-3, 3], indicating a normal distribution of residuals.

Figure 2- 8: Regression Standardized Residual's Histogram



Source: personal effort using SPSS

3.2.1.1.4 Independence of residuals (Autocorrelation)

The lack of autocorrelation suggests that respondents provided answers to the questionnaire independently, without any significant correlation between their responses.

To assess the independence of residuals, the Durbin-Watson (DW) test is utilized. The DW test provides two critical values: DL (LOWER) and DU (UPPER). If the calculated DW

value is lower than DL, it indicates that the residuals are not independent. Conversely, if the calculated DW value is higher than DU, it signifies that the residuals are independent. If the calculated DW value falls between DU and DL, the result is inconclusive in determining the independence of residuals.

In this case, the calculated Durbin-Watson value is 1.646, which falls between DU and DL (DL 1.613 / DU 1.736). As a result, hypothesis (H1) is inconclusive in determining the independence of residuals.

Table 2- 3: Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.717	.514	.505	.46255	1.664

Source: personal effort using SPSS

3.2.1.1.5 Outliers

The presence of extreme values can be identified by calculating the Mahalanobis distance, which is determined using the chi-square value corresponding to the number of independent variables as the degrees of freedom, with a significance level of 0.001. To detect outliers, it is necessary to ensure that all Mahalanobis distance values are lower than the critical chi-square value.

In our specific case, all the calculated Mahalanobis distance values are below the chi-square (3, 0.001) value of 16.27, indicating the absence of outliers.

3.2.1.2 Model Evaluation

Based on the model summary table (Table 2.3) and considering the adjusted R-square value, it becomes evident that the model only accounts for 5.14% of the variation observed in the dependent variable. This implies that the investigated affective factors, namely attitude, motivation, and emotion, can explain only a small portion (5.14%) of the overall online experience variation.

The limited explanatory capability of the model may be attributed to the presence of additional psychological factors not encompassed in our study, as well as various social, environmental, and cultural factors that could contribute to the variation observed in the dependent variable.

3.2.1.3 Model usefulness

Table 2- 4: ANOVA

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	36.918	3	12.306	57.518	.000
Residual	34.874	163	.214		
Total	71.792	166			

Source: personal effort using SPSS.

The statistical significance of this model is established at a significance level of 5%. The Fisher value, which is 57.518, exceeds the critical value of $F(3, 163, 5\%) = 2.60$. Although the model achieves statistical significance, it is important for Ouedkniss to consider its practical utility.

The usefulness of the model typically requires a Fisher value that is at least four times greater than the critical value, which is indeed the case in our study. Therefore, Ouedkniss can make informed decisions based on this model.

3.2.1.3.1 Parametric evaluation

Table 2- 5: Parametric evaluation

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.049	.400		2.621	.010		
Attitudes	.308	.076	.289	4.042	.000	.584	1.714
Emotion	.158	.070	.170	2.239	.027	.514	1.945
Motivation	.355	.076	.367	4.698	.000	.488	2.049

Source: Personal effort using SPSS

The statistical analysis reveals that all the independent variables, namely attitudes, emotion, and motivation, have a significant impact on the dependent variable, which is the online buying experience.

The coefficients' signs indicate the direction of the relationship, and in our case, attitude, emotion, and motivation exhibit positive correlations with the online purchase experience on Ouedkniss. This means that an increase in these variables will lead to an

enhancement of the online purchase experience. Therefore, all these variables positively influence the online buying experience with Ouedkniss.

The initial analysis suggests that the coefficients in our case align with logical expectations. However, it is important to note that a majority of the items used to measure attitude were formulated positively. For instance, statements like 'I can find all kinds of useful products and services on Ouedkniss' and 'There is a wide variety of products/services on Ouedkniss' were included. This prevalence of positive items explains the positive relationship observed between attitude and the online purchase experience. Similarly, the positive association between motivation and online buying experience can be justified by the presence of positive items in our study, such as 'I am relaxed when buying from Ouedkniss.' The same holds true for the positive correlation found between emotion and the online purchase experience with Ouedkniss.

Based on the comparison of standardized coefficients presented in Table 2.5, it can be concluded that motivation is the most significant predictor of the online purchase experience, as it has the largest impact with a standardized beta of 0.355. Following motivation, attitude emerges as the second most influential factor with a standardized beta of 0.308. Lastly, emotion has a comparatively smaller impact on the online purchase experience, indicated by its standardized beta of 0.158.

In summary, the online buying experience of Ouedkniss customers is influenced by their motivation, attitude, and emotion. Therefore, the first hypothesis, which states that affective phenomena namely attitude, emotion, and motivation influence online buying experience positively, is accepted.

3.2.2 Testing hypothesis two

The second hypothesis posits that cognitive functions influence experience with Ouedkniss positively. Similar to hypothesis 01, a multiple regression analysis is performed to examine this hypothesis.

3.2.2.1 Screening Data for Regression

As previously mentioned, it is necessary to verify and satisfy the preliminary conditions before conducting regression analysis.

Chapter two : the interaction among psychological factor

3.2.2.1.1 Sample size

Similar to the previous scenario, with three independent variables, a minimum sample size of 45 respondents ($3 * 15$) is required. A sample size consists of 167 respondents, which indicates a significantly large enough sample size to conduct multiple regression analysis.

3.2.2.1.2 Multicollinearity

Table 2- 6: correlation matrix

Coefficient Correlations

		Perception	Perceived_Risk	Trust
Correlation	Perception	1.000		
	Perceived_Risk	.338	1.000	
	Trust	.276	.523	1.000

Source: personal effort using SPSS

Upon examining the coefficient correlations table presented earlier, it is evident that all the correlations among the independent variables are below 90%. Consequently, we can safely deduce that there is no significant issue of multicollinearity in this particular case.

3.2.2.1.3 Autocorrelation

Table 2- 7: Model summary

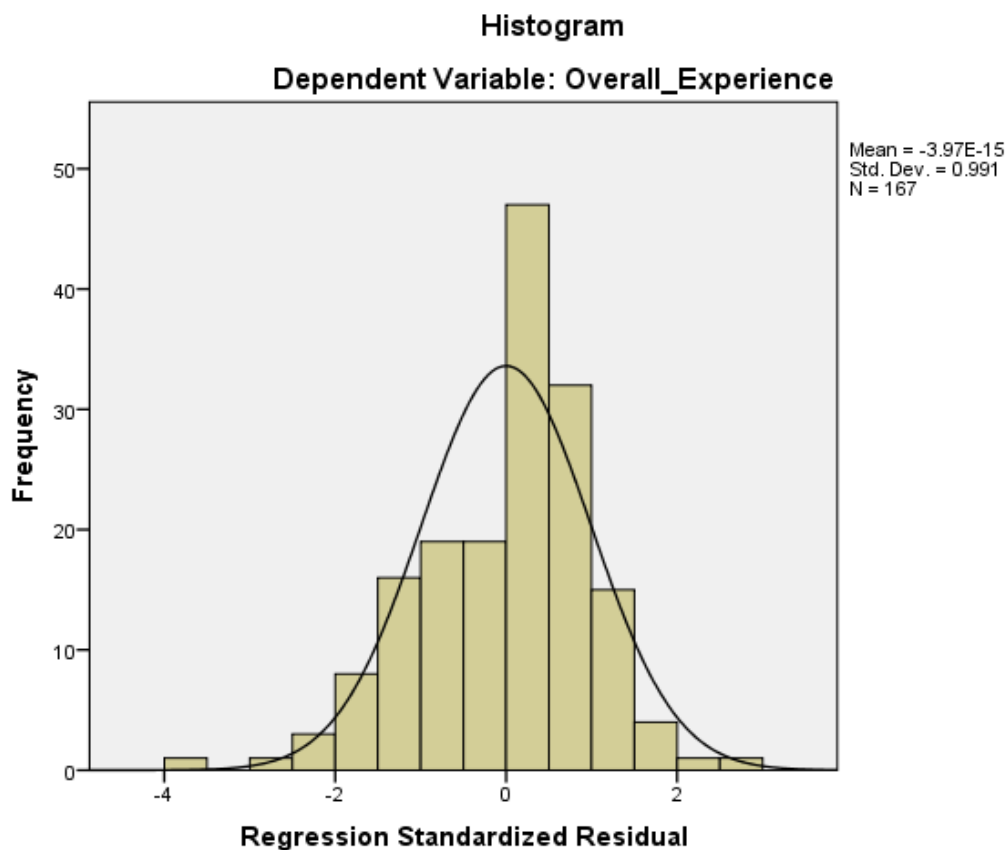
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.703	.494	.485	.47197	1.707

Source: Personal effort using SPSS

Based on the information provided in the model summary table, the Durbin-Watson value is calculated to be 1.707, which falls between the critical values of DL (1.613) and DU (1.736). Therefore, the result is inconclusive in determining the independence of residuals.

3.2.2.1.4 Normality

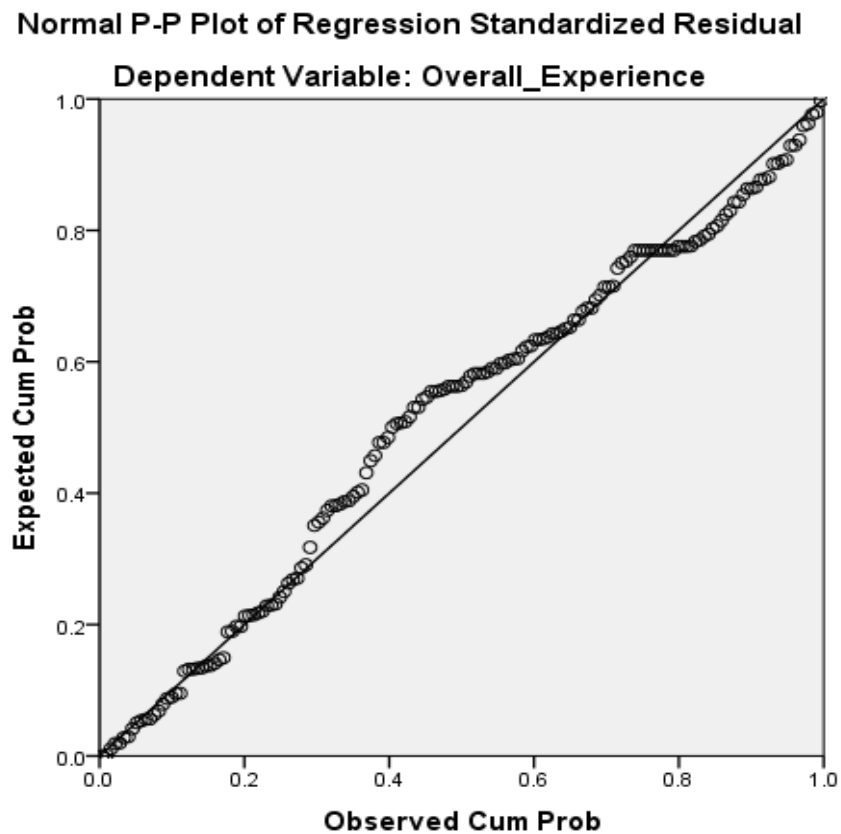
Figure 2- 9: Regression Standardized Residual's Histogram

Source: personal effort using SPSS.

As mentioned previously, the assessment of normality relies on the standardized residuals values, which should not exceed +3 or fall below -3. This can be confirmed by examining the histogram of regression standardized residuals. The presented Figure 2.9 above clearly demonstrates that the normality condition is satisfied.

Another method to assess normality is through a normality plot. Figure 2.10 below illustrates that the residuals align diagonally, indicating that their distribution adheres to a normal distribution.

Figure 2- 10: Normal P.P Plot



Source: personal effort using SPSS

3.2.2.1.5 Outliers

In order to detect outliers using the Mahalanobis distance, the values are computed using SPSS. These calculated values are then compared to the chi-square critical value $(3, 0.001) = 16.27$. Any value below this critical value is considered an outlier and should be excluded. Consequently, no outliers are identified in this analysis.

3.2.2.2 Model Evaluation

After analyzing the model summary table (Table 2.7) and considering the Adjusted R-square value, it can be concluded that the model explains 4.94% of the variation in the dependent variable. This is a slightly lower percentage compared to the previous model (5.14%). Therefore, it can be inferred that cognitive functions have an influence on the overall variation of the online experience.

3.2.2.2.1 Model usefulness

Table 2- 8: ANOVA

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	35.482	3	11.827	53.095	.000 ^b
Residual	36.310	163	.223		
Total	71.792	166			

Source: personal effort using SPSS.

The statistical significance of this model is established at a significance level of 5%. The Fisher value, which is 57.518, exceeds the critical value of $F(3, 163, 5\%) = 2.60$. Although the model achieves statistical significance, it is important for Ouedkniss to consider its practical utility.

3.2.2.2.2 Parametric evaluation

Table 2- 9: Parametric evaluation

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.083	.386		5.398	.000		
1 Perception	.019	.054	.021	.345	.731	.848	1.180
Perceived_Risk	.034	.041	.055	.835	.405	.711	1.406
Trust	.600	.060	.665	9.944	.000	.694	1.441

Source: personal effort using SPSS.

The statistical analysis demonstrates that the model is significant; however, only trust is the independent variable that has the ability to individually contribute to the variation of the dependent variable.

The sign of the coefficients in our case indicates the direction of the relationship. Specifically, trust shows a positive correlation with the online buying experience, meaning that an increase in trust leads to an enhancement of the online buying experience, particularly in terms of purchase behavior.

Initially, the signs of the coefficients in our case appear to be logical. However, it is important to note that the majority of items used to assess trust were formulated positively. For example, statements such as "It is safe to buy from Ouedkniss," "Ouedkniss is trustworthy," and "Ouedkniss site gives the feeling that it keeps guarantees and responsibilities" were included. This prevalence of positive items explains the positive relationship observed between trust and the online purchase experience.

Based on the comparison of standardized coefficients presented in Table 2.9, it can be concluded that trust is the most significant predictor of online purchase frequency and has the largest impact, as indicated by its standardized beta of 0.600. On the other hand, perception and perceived risk do not contribute significantly to the variation of the online purchase experience.

In conclusion, the online buying experience of Ouedkniss customers primarily depends on their trust. Therefore, the second hypothesis, which suggests that cognitive factors namely perception, perceived risk, and trust positively influence the online buying experience with Ouedkniss, is rejected.

3.2.3 Testing hypothesis three

The third hypothesis proposes that when it comes to experience with the website the interaction between affect and cognition is that cognition takes place first and next affect. A hierarchical regression analysis is employed as the testing method.

3.2.3.1 Screening Data for Regression

Before conducting the hierarchical regression analysis, it is crucial to confirm that a series of initial assumptions are satisfied. Therefore, our initial step will involve assessing the appropriateness of the gathered data for regression analysis.

3.2.3.1.1 Sample size

In our particular situation, we have four independent variables or predictors, which implies that a minimum sample size of sixty respondents is necessary. Fortunately, we have a sample size of 167 respondents, surpassing the required minimum. This indicates that the sample size is sufficient for performing regression analysis.

3.2.3.1.2 Multicollinearity

In the correlation matrix in table 2.10 below, it can be observed that all the correlations between the independent variables are less than 90%. Therefore, we can conclude that multicollinearity is not a concern in this case.

Table 2- 10: Correlation Matrix

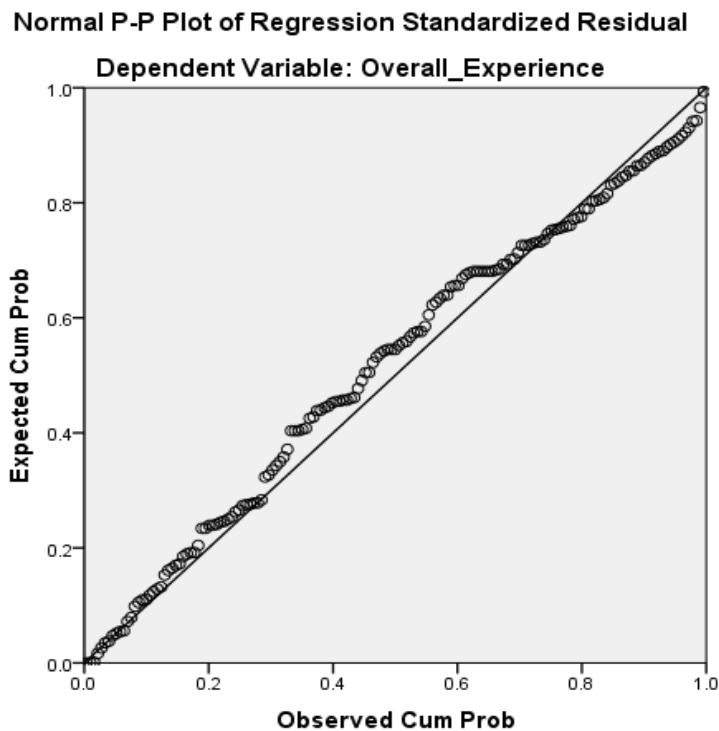
Correlations

	Overall_Experience	Emotion	Motivation	Trust	Attitudes
Pearson Correlation	1.000	.579	.654	.701	.608
		1.000	.662	.690	.573
			1.000	.736	.602
				1.000	.545
					1.000

Source: personal effort using SPSS.

3.2.3.1.3 Normality

Figure 2- 11: Normal P.P Plot.

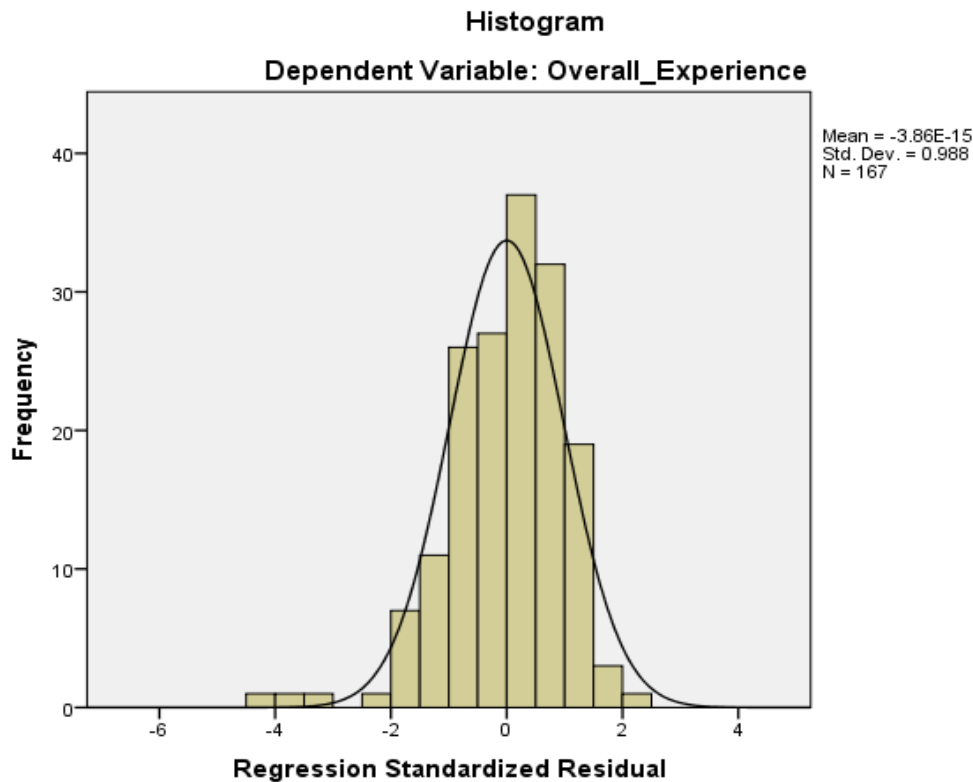


Source: personal effort using SPSS.

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By examining the residual values in relation to the diagonal line, we can check for normality. This can be accomplished by analyzing the histogram of regression standardized residuals, as depicted in Figure 2.11 above. The visualization confirms that the normality condition is met, as indicated by the histogram.

Figure 2- 12: Regression Standardized Residual's Histogram.



Source: personal effort using SPSS

3.2.3.1.4 Autocorrelation

Table 2- 11: Model summary

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.579	.335	.331	.53782	.335	83.194	1	165	.000	1.647
2	.682	.466	.459	.48370	.130	39.994	1	164	.000	
3	.733	.538	.530	.45109	.072	25.570	1	163	.000	
4	.760	.578	.567	.43261	.040	15.217	1	162	.000	

Source: personal effort using SPSS.

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As mentioned earlier, If the calculated value is lower than DL, it indicates that the residuals are not independent. Conversely, if the calculated value is higher than DU, it suggests that the residuals are independent. If the calculated value falls between DU and DL, the result is inconclusive.

Based on the model summary table 2.11, the Durbin-Watson value is determined to be 1.647, which falls within the range of the critical values (DL: 1.571 and DU: 1.679). Consequently, the result is inconclusive regarding the independence of residuals.

3.2.3.1.5 Outliers

In order to detect outliers using Mahalanobis distance, we calculate this metric using SPSS. The resulting values are then compared against the critical value of $Chisquare_{(4,0.001)} = 18.47$. Any value below the critical chi-square value is considered an outlier and should be removed. Consequently, three outliers were identified (1.79% of the total).

3.2.3.2 Model evaluation

3.2.3.2.1 Model usefulness

Table 2- 12 : ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.064	1	24.064	83.194	.000
	Residual	47.727	165	.289		
	Total	71.792	166			
2	Regression	33.422	2	16.711	71.425	.000
	Residual	38.370	164	.234		
	Total	71.792	166			
3	Regression	38.624	3	12.875	63.274	.000
	Residual	33.167	163	.203		
	Total	71.792	166			
4	Regression	41.472	4	10.368	55.398	.000
	Residual	30.319	162	.187		
	Total	71.792	166			

Source: personal effort using SPSS.

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The findings from the regression analysis demonstrate that in the first step, the affective variable (Emotion) significantly predicts the dependent variable, indicating that emotion has a notable impact on the overall experience with Ouedkniss.

In the second step, upon introducing motivation (another affective variable), the overall model exhibits a significant improvement in explaining the overall experience ($p < 0.05$). This indicates that the combined effect of emotion and motivation is statistically significant in influencing the overall experience.

Moreover, with the addition of trust (a cognitive variable) in the subsequent step, the overall model continues to demonstrate a significant enhancement in explaining the overall experience ($p < 0.05$). This suggests that the combined effect of emotion, motivation, and trust on the overall experience with Ouedkniss is statistically significant.

Lastly, upon including the final affective variable, attitude, the overall model continues to exhibit a significant improvement in explaining the overall experience ($p < 0.05$). This indicates that the combined effect of emotion, motivation, trust, and attitudes on the overall experience with Ouedkniss is statistically significant.

3.2.3.2.2 Parametric evaluation

Table 2- 13: Parametric evaluation

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.804	.374		7.491	.000		
	Emotion	.536	.059	.579	9.121	.000	1.000	1.000
2	(Constant)	1.774	.374		4.743	.000		
	Emotion	.241	.070	.260	3.416	.001	.562	1.780
	Motivation	.466	.074	.482	6.324	.000	.562	1.780
3	(Constant)	1.518	.352		4.308	.000		
	Emotion	.096	.072	.104	1.338	.183	.472	2.118
	Motivation	.258	.080	.266	3.216	.002	.413	2.420
	Trust	.391	.077	.434	5.057	.000	.386	2.593
4	(Constant)	.877	.376		2.333	.021		
	Emotion	.030	.071	.032	.418	.676	.445	2.247
	Motivation	.170	.080	.176	2.124	.035	.381	2.626

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Trust	.367	.074	.407	4.933	.000	.383	2.611
Attitudes	.279	.072	.262	3.901	.000	.580	1.725

Source: personal effort using SPSS.

The table (2.12) of "coefficients" would be valuable if certain predictors in our analysis exhibited statistical significance.

When examining the individual predictors in our regression model, we observe the coefficient table, which includes four models: model 1 with only one variable, model 2 with two variables, model 3 with three variables, and model 4 encompassing all variables (both cognitive and affective factors).

By examining the beta values (standardized coefficients) of the predictors, we can assess their significance in the equation. Initially, when emotion was the sole predictor of overall experience, it had a beta value of 0.579. However, as motivation (0.482) was introduced into the equation, the importance of emotion decreased to 0.260. Furthermore, when trust (0.434) was added, we observed additional decreases in both emotion (0.104) and motivation (0.266). Ultimately, with the inclusion of attitudes (0.262) in the overall experience, we noted a substantial decrease in emotion (0.032), motivation (0.176), and trust (0.407).

To recapitulate, the interplay of psychological factors influencing the overall online experience with Ouedkniss has been examined. Consequently, the third hypothesis, affirming that When it comes to experience with Ouedkniss website the interaction between affect and cognition is that cognition takes place first and next affect, has been validated.

3.3 Summary of findings

This study aims to better comprehension of online consumer behavior and evaluate the overall buying experience on the internet. Its objective is to identify the psychological variables that significantly influence online purchase behavior and the overall experience. As a result, the study assesses the complete purchasing experience of Ouedkniss customers online, along with the interplay of psychological factors.

A self-administered survey is created and distributed online to gather empirical data and test the proposed hypotheses. The survey comprises four sections with a variety of question types selected based on the specific information needed.

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To quantify the variables of the study, online purchase behavior is measured by assessing the overall purchase experience on Ouedkniss using a seven-point Likert scale.

The primary objective of this chapter and the entire research is to confirm or reject the initial study hypotheses. To accomplish this, a multiple regression analysis is performed. Utilizing multiple regression allows for a more precise determination of the presence, nature, and extent of associations between dependent and independent metric variables.

Upon concluding this research, it is evident that the affective phenomena of psychological factors play a significant role in shaping the overall experience. The study reveals that three crucial factors, namely emotion, motivation, and attitudes, influence online consumer buying behavior. Specifically, affect has a strong influence on the buying experience with Ouedkniss. This can be attributed to the availability of useful products and services on the platform, as well as the satisfaction and enjoyment that customers derive from making purchases on the website.

Conversely, trust also holds a notable significance in shaping the overall experience with Ouedkniss. This can be attributed to the sense of security and reliability associated with the website, ensuring users feel confident in their interactions and transactions.

These findings provide e-commerce decision makers with valuable insights and an opportunity to contemplate strategies aimed at enhancing trust and minimizing consumers' perceived risk when shopping online. One effective approach is to ensure a secure and trustworthy online transaction environment, thereby instilling a sense of confidence among consumers.

Conclusion of the chapter

This chapter comprehensively presents the research strategy employed in this study, including its rationale, operational details, data analysis methods, study results, and a thorough discussion of the findings. The main objective is to shed light on the research question: "How do psychological factors influence the purchase decisions of online consumers?"

Initially, an introductory overview of the company Ouedkniss is provided, followed by a detailed description and explanation of the research design, questionnaire design, and sampling design. Furthermore, a preliminary outline for the data analysis process is outlined.

The current study utilizes a combination of exploratory and conclusive research methods, incorporating secondary data analysis as well as descriptive single cross-sectional research. This quantitative approach allows for a comprehensive analysis of the data.

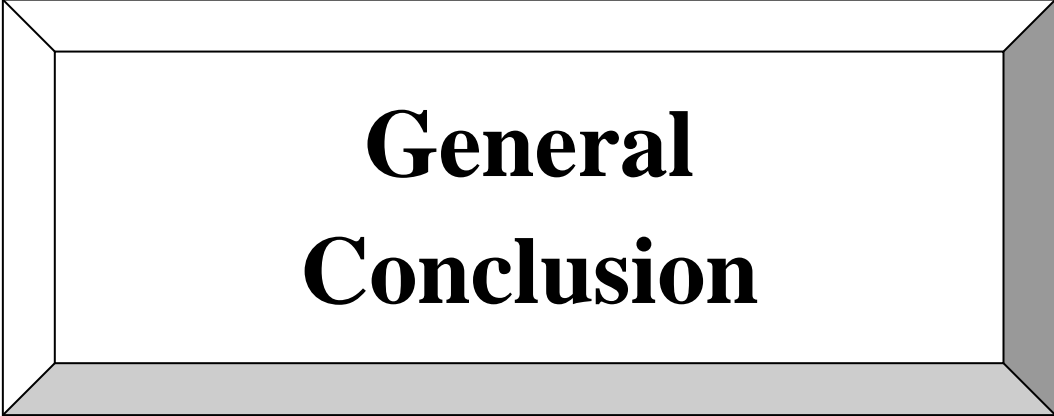
The primary objective of the study was to examine three hypotheses, and the outcomes obtained were as follows:

- H1: Affective phenomena namely attitude, emotion and motivation influence online buying experience with Ouedkniss positively. Accepted.

- H2: Cognitive functions influence customer experience with Ouedkniss positively. Rejected.

- H3: When it comes to experience with Ouedkniss website the interaction between affect and cognition is that cognition takes place first and next affect. Accepted.

To evaluate these hypotheses, a questionnaire was created and distributed online to various categories of respondents. The selection of participants was done using a non-probabilistic approach, specifically the judgmental sampling technique.



**General
Conclusion**

General conclusion

In the Algerian context, where the growth of electronic commerce faces challenges, it becomes crucial to shed light on the factors influencing Algerian consumers in adopting this purchasing method and recommending it to others.

1. Overview of the Study

The main objective of this study is to examine the impact of psychological factors on the decision-making process of online consumers. The central research question is formulated as: "How do psychological factors contribute to the purchase decision of the online consumers?"

In order to address the main research question, three sub-questions have been formulated:

- 4- Do affective phenomena have a positive impact on the online buying experience?
- 5- Can cognitive functions enhance the customer experience in a positive manner?
- 6- Does the interaction between affect and cognition in the experience with the Ouedkniss website suggest that cognition precedes affect?

The purpose of this research is to achieve the following goals:

- Gain a deeper understanding of online consumer behavior.
- Investigate the psychological factors that impact online purchase behavior.
- Explore the theories and processes of decision-making.
- Examine customer experience, including satisfaction and loyalty of consumers.

The current research is structured into two main chapters, one theoretical and the other empirical, accompanied by a comprehensive introduction and a general conclusion:

General introduction provides an overview of the topic, offering a general understanding of the subject matter. It also presents the background information related to the research problem, clearly articulating the problem statement and outlining the research objectives. Furthermore, the research approach and proposed methods, as well as the overall structure of the study, are described in detail.

Chapter one focuses on conducting a comprehensive literature review that delves into the field of online consumer behavior. It encompasses an in-depth exploration of the primary psychological factors influencing purchase decisions. Furthermore, the chapter offers a thorough understanding of decision-making processes, definitions, and examines prominent decision-making theories. Additionally, the chapter investigates customer experience, its

General conclusion

strategic implications, and its significant role in enhancing customer satisfaction and fostering loyalty.

Chapter two titled 'Empirical Study,' begins with a concise overview of the Ouedkniss company. Subsequently, it delves into the examination of the research design, encompassing a discussion of the questionnaire, sampling design, and the process of data collection. Additionally, a preliminary plan for data analysis is outlined.

Furthermore, the chapter includes 'Research Findings,' which entails descriptive data analysis, statistical analyses, and the interpretation of the results. This section presents the methods used for data analysis, the study's findings, and a comprehensive discussion of the results.

General conclusion provides an overall summary of the research and the derived conclusions. It also encompasses recommendations and acknowledges the limitations of the study. Furthermore, this chapter offers suggestions for future research to extend the current findings.

2. Major Finding

This study employed a quantitative approach, using a judgmental sampling method (a non-probabilistic sampling technique). The questionnaire was distributed through various platforms such as Facebook, Instagram, email, and WhatsApp, and received responses from a total of 320 participants, out of which only 167 met the criteria for appropriateness. The subsequent analysis of the research's initial hypotheses yielded the following findings:

The first hypothesis, which posits that Affective phenomena namely attitude, emotion and motivation influence online buying experience with Ouedkniss positively is accepted. The multiple regression analysis revealed that all of these affective phenomena significantly impact the overall experience with Ouedkniss.

The second hypothesis, which suggests that cognitive functions have a positive influence on the customer experience with Ouedkniss, is rejected by the findings. The analysis indicates that the online buying experience of Ouedkniss customers is predominantly dependent on their trust, rather than all the cognitive functions.

General conclusion

The third hypothesis, which proposes that when it comes to experience with Ouedkniss website the interaction between affect and cognition is that cognition takes place first and next affect, is accepted. The results indicate that trust takes precedence over affect in shaping the overall experience with Ouedkniss.

At this juncture, the sub-questions of this research can be addressed and answered as follows:

- The online buying experience with Ouedkniss is positively influenced by affective phenomena, specifically attitude, emotion, and motivation.
- The online purchasing experience with Ouedkniss is primarily built upon trust.
- Emotion plays a prominent role in shaping the overall experience with Ouedkniss, taking precedence over other factors as trust, motivation, and attitude.

3. Recommendations

Based on the research findings, the following recommendations can be proposed to foster the growth and development of online commerce in Algeria. Implementing these suggestions has the potential to unlock the benefits of online commerce, contributing to the country's economy and enhancing the overall consumer experience:

- Invest in the development and enhancement of digital infrastructure, including reliable internet connectivity and robust online platforms. This will ensure seamless and accessible online experiences for both businesses and consumers.
- Encourage digital skills development and provide training programs to enhance the digital skills of businesses and consumers. This will empower them to leverage online commerce opportunities effectively and make informed decisions.
- Provide secure online transactions to build trust and confidence in online transactions. Enhance data protection protocols, secure payment gateways, and promote the use of encryption technologies to safeguard customer information.
- Improve logistics and delivery networks to ensure efficient and timely fulfillment of online orders to enhance customer satisfaction.
- Fostering trust between online vendors and consumers in the digital marketplace.
- According to the research findings, Algerian consumers perceive online shopping as a risk, posing a hindrance to the growth of e-commerce in the country. This highlights the need for proactive measures from e-commerce companies and authorities to

address consumer concerns and enhance their trust and attitude towards online shopping.

- One of the major hindrances to the growth of e-commerce in Algeria is the issue of electronic payment. Currently, online sales companies in the country largely rely on cash-on-delivery as a payment method. However, this approach poses significant risks and expenses for these companies, particularly due to the possibility of incorrect orders. In the specific context of the COVID-19 pandemic, there is an opportunity to facilitate access to bank cards and encourage consumers to adopt electronic payment methods.
- **Improve Website and Mobile App Design:** Invest in user-friendly website and mobile app designs that are intuitive, responsive, and optimized for various devices. Streamline the navigation process, ensure fast loading times, and make product information easily accessible to enhance the overall user experience.

4. Study Limitations

- The scope of this study was limited to a small region within Algeria, specifically targeting a subset of e-consumers, particularly a specific segment of Ouedkniss customers.
- The findings may not be representative of the entire population, and generalizing the results based on this sample would not be appropriate. A more suitable approach for achieving broader generalizability would have been to employ a simple random sampling method.
- To enhance the overall value of this research, it could have benefitted from including a wider range of participants beyond those who have already engaged in online purchases on the Ouedkniss platform.
- By diversifying the sample, the study would have been able to capture a more comprehensive understanding of consumers' experiences and perspectives in the broader context of e-commerce.
- This research examines the entire organization of Ouedkniss and not only focus on investigating a specific product or service. While this approach provides a holistic perspective, it may limit the depth of analysis and the ability to identify specific factors that contribute to the overall consumer experience.

5. Future Research Directions

Future research endeavors should aim to adopt a broader approach, encompassing a wider range of participants and contexts, to facilitate more robust generalization of findings. Here are some suggested themes that can complement the current study and may be of interest to future researchers:

- Emotional Intelligence and Online Shopping: Investigate how consumers' emotional intelligence influences their information processing, decision-making, and overall satisfaction with online shopping experiences.
- Investigate the role of social media influencers, user-generated content, and social network interactions in shaping consumer perceptions, attitudes, and purchase intentions.
- Explore how mobile devices and mobile apps influence consumer engagement, purchase behavior, and the overall mobile shopping experience.

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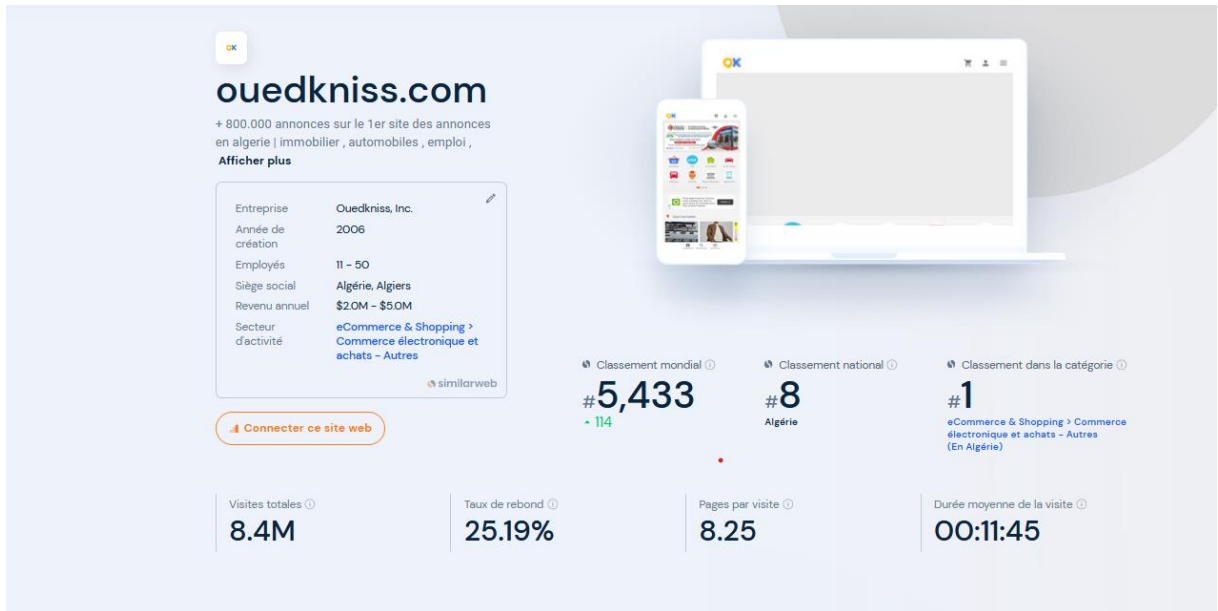
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Appendices

Appendices

Annex 1:



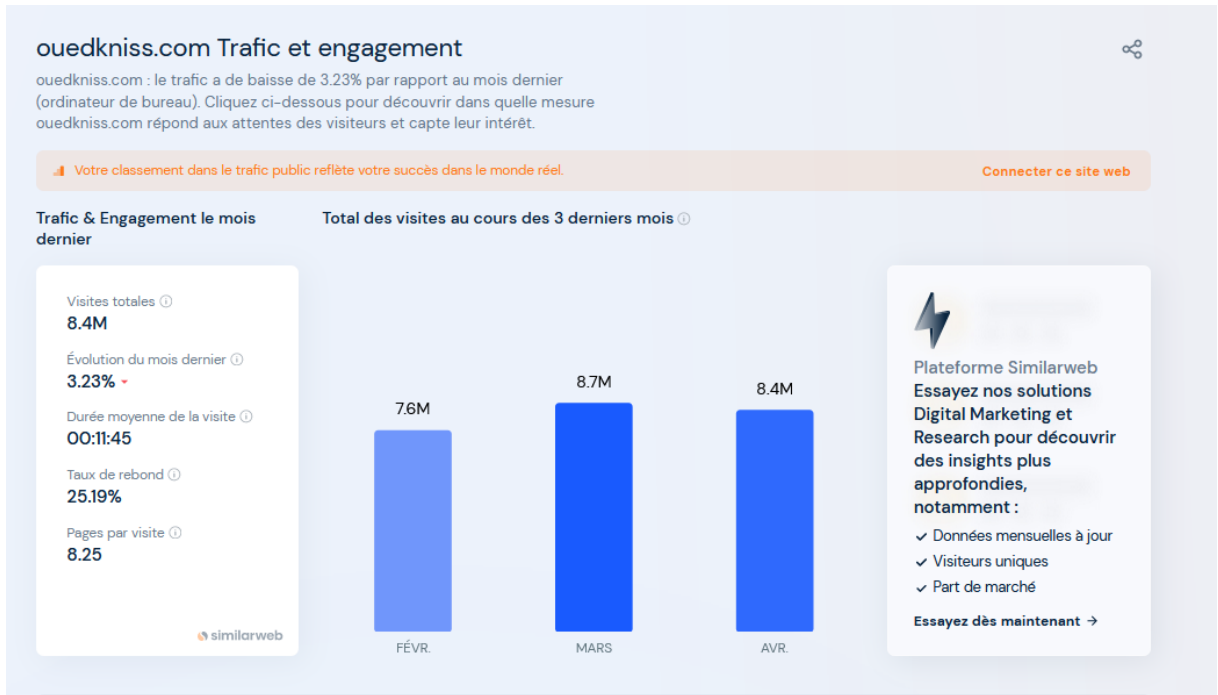
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Annex 2:



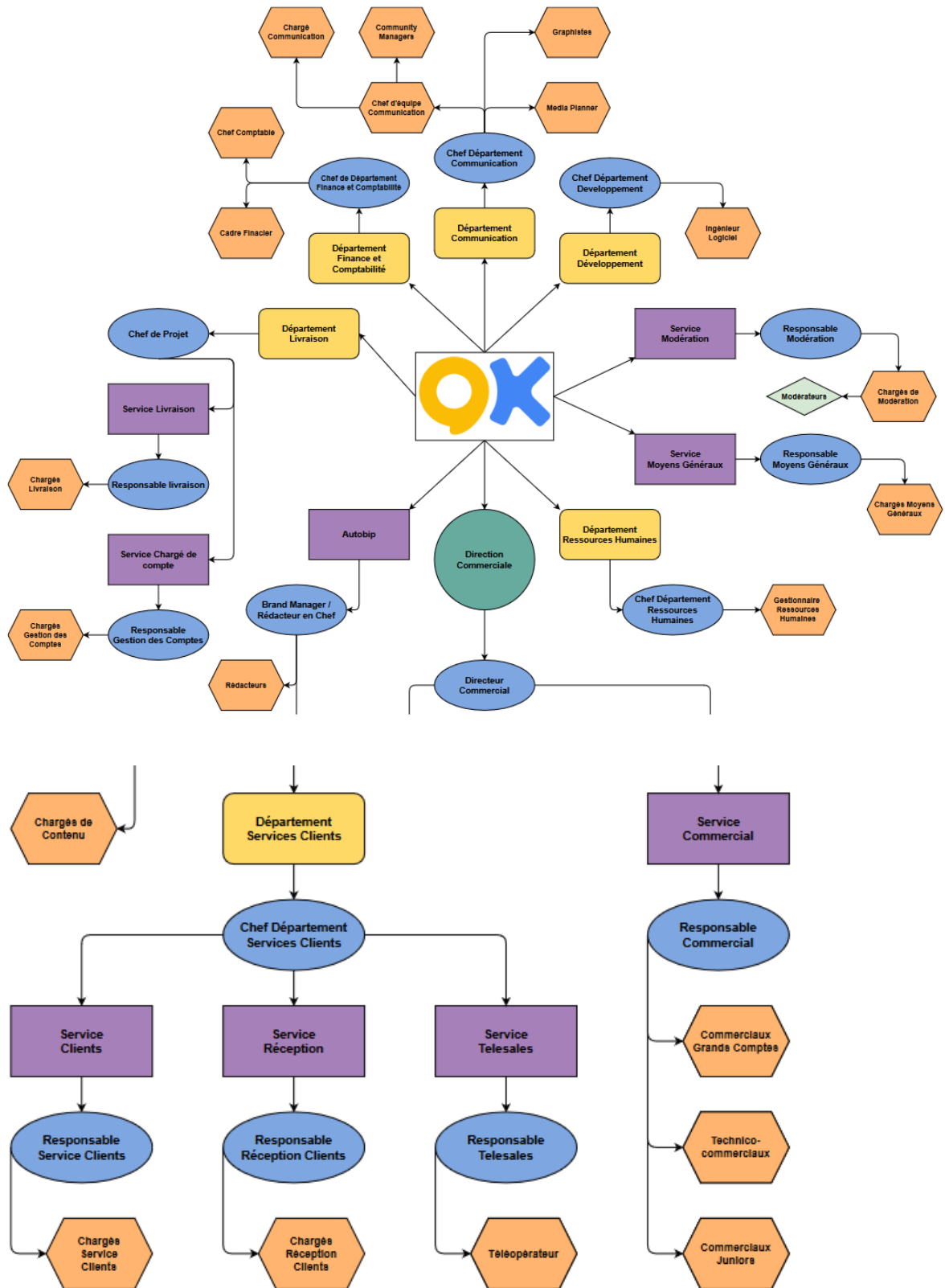
Source: www.similarweb.com

Annex 3:



Source: www.similarweb.com

Annex4: Ouedkniss organization chart



Source: internal document provided by Ouedkniss

Appendices

Annex 5: Mahalanobis values.

MAH_1	MAH_2	MAH_hierarchical
.45271	.73654	1.29292
3.74790	5.22132	5.27469
8.21178	12.90468	12.05657
3.60648	7.90592	7.59101
1.35958	1.38619	1.63144
.80340	1.02695	2.45368
1.34437	.58047	1.76158
2.58715	1.38619	4.22488
1.35958	3.80758	1.63144
8.71867	30.49198	38.02601
1.35958	1.89124	1.63144
5.52988	1.32446	13.43822
.99072	.23100	1.99143
3.60648	.90080	13.21020
3.85710	11.51937	5.70933
.60606	.22272	.97007
2.19469	.88633	3.23065
1.53377	.58551	2.75766
.60606	.87243	.64223
.45271	.37209	.83939
.60606	.26059	.64223
6.84841	3.51550	9.22496
.62984	1.02274	.82905
.45271	.73654	1.29292
1.77761	.32780	2.29171
1.05830	.37209	1.18316
3.51804	.73610	3.55408
.60606	.73610	.64223
6.34184	3.46379	9.03645
1.77803	1.02695	2.39426

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8.24199	3.46379	13.55889
.60606	.26059	.64223
.18301	3.28441	.31223
.60606	.26059	.64223
.27836	1.75580	1.28801
.18301	6.21387	1.06418
.45938	.32780	.97262
.52084	.26059	.62283
.27836	4.37885	.44962
.27836	4.37885	.44962
2.79440	20.41204	4.31447
2.68329	4.37885	3.63953
12.15480	10.97246	16.50183
3.93597	4.94919	5.28222
1.62233	3.96006	2.07130
.18301	11.02420	.31223
3.17422	6.26463	5.27979
.08270	9.30273	1.64988
.18301	10.52045	.31223
.45938	4.99687	.97262
8.24199	10.97246	12.76167
.60606	6.26463	4.89903
2.11807	8.59412	3.18110
3.89075	1.50373	5.21718
1.61887	12.47216	2.87939
1.18602	3.31555	1.40477
1.35958	1.32446	1.63144
1.34437	.32780	1.59533
2.27906	2.29897	2.31335
3.88052	7.70791	4.95221
.18301	.32780	.31223
1.18602	1.10597	1.40477
3.74790	4.79450	5.27469

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11.31152	11.23002	17.11805
1.11740	1.38619	1.54800
.89190	4.74919	2.61131
.18301	18.48617	.31223
1.54306	2.28400	2.55237
.18301	.22272	.65137
1.18602	6.78942	1.40477
.43685	5.82982	.49778
3.89603	5.39998	4.47091
11.45394	.90080	16.83915
.60606	.40446	.64223
1.08601	.39779	1.80191
3.93597	1.89124	6.74704
4.36026	2.93573	5.86174
1.22674	1.10597	2.02281
4.84094	1.10597	7.68900
1.49819	1.77539	4.89394
4.72430	1.38619	5.95658
1.35958	1.21364	2.16263
1.37264	1.38619	1.62586
4.87163	2.75285	9.26189
1.76165	1.38619	3.07935
3.75084	1.66690	5.61121
1.35958	1.38619	1.63144
.75969	.74524	.97744
1.98310	1.32446	2.18642
1.35958	1.21364	2.16263
1.98310	1.38619	2.18642
1.35958	1.38619	1.63144
1.35958	1.38619	1.63144
1.40626	.26059	1.61175
1.18602	3.07049	1.84952
1.35958	1.38619	1.63144

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2.06611	1.84441	4.05728
1.94424	1.38619	2.58690
1.98310	1.32446	2.18642
3.75084	1.38619	3.97640
3.93597	1.37087	5.62584
1.17522	1.02695	1.96915
2.30586	2.36272	3.24600
1.94424	1.10597	2.58690
.89717	7.21426	1.46248
1.35958	1.38619	1.63144
4.52390	6.26463	5.55123
3.02118	10.14658	6.37253
4.22321	4.37885	10.60621
1.35958	1.38619	1.63144
1.37264	1.10597	1.62586
1.35958	1.64344	3.78491
1.35958	1.21364	2.16263
1.35958	.90080	1.63144
1.37264	1.38619	1.62586
.08270	1.17684	.33656
1.37264	1.38619	1.62586
4.07885	1.10597	5.40081
1.35958	.87243	2.16263
12.25473	1.38619	13.49217
3.75084	1.21364	4.24826
1.53377	.74524	2.15382
1.37264	2.67557	4.84246
3.89368	1.89124	5.49422
.60606	.74524	.64223
2.27906	1.38619	2.88231
1.94424	.90080	2.58690
2.44576	1.38619	3.02156
.43685	1.38619	1.86045

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4.07885	.88633	5.31695
1.37264	1.38619	1.62586
3.50153	1.32446	4.88538
3.75084	.73610	4.24826
1.08601	1.21364	2.12534
11.31151	.73654	19.21361
1.40626	1.64344	2.11248
2.27906	4.31005	7.15298
3.96794	1.83080	7.20597
2.27511	.58047	3.46175
.18301	1.84441	4.60291
10.65346	1.89124	11.91209
.45938	1.36418	1.46894
.18301	1.50373	.31223
2.06611	.74524	2.76535
4.07885	.90080	5.40081
4.97632	.08710	8.24296
4.07121	1.19335	6.52255
.45271	.51005	.52061
5.54513	4.31005	6.15324
3.87285	1.64344	5.11931
.08270	1.38619	1.64988
3.01041	2.07338	3.42036
3.89368	8.25690	4.57948
.52084	.98685	1.03711
1.14507	.39779	3.21933
2.49610	2.67557	2.65079
6.48922	2.15597	6.96012
3.87285	7.64739	8.54032
3.38103	.78719	3.74937
.75969	.87243	.97744
1.71610	.26059	3.51133
2.06611	1.41761	2.56450

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2.87893	1.77539	4.79173
1.22674	1.41761	1.80308
2.27906	1.38619	2.88231
1.24624	.74524	1.90636
.89717	6.96290	1.83208

Source: from SPSS.

Appendices

Appendix A: The questionnaire (English Version)

Have you ever purchased online?

- Yes
- No

1- Please indicate how often you buy from an online website

Never (1)	Rarely (2)	Occasionally (3)	Sometimes (4)	Often (5)	Frequently (6)	Always (7)

2- From which website you buy the most?

- Ouedkniss
- Facebook market
- Jumia
- Yassir market
- Haylla

3- Have you ever bought from Ouedkniss?

- Yes
- No

4- Indicate the satisfaction degree of your overall experience with the online purchase?

Strongly dissatisfact ory (1)	Dissatisfact ory (2)	Slightly dissatisfact ory (3)	Neutr al (4)	Slightly satisfacto ry (5)	Satisfacto ry (6)	Strongly satisfacto ry (7)

In this section, please indicate your degree of agreement or disagreement with the following statements.

	Strongly	Disagree	Slightly	Neutral	Slightly	Agree	Strongly

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	Disagree (1)	(2)	disagree (3)	(4)	agree (5)	(6)	agree (7)
5. My experience on Ouedkniss was excellent							
6. The online shopping process was simple							

	Strongly disagree (1)	Disagree (2)	Slightly disagree (3)	Neutral (4)	Slightly agree (5)	Agree (6)	Strongly agree (7)
7. My experience with Ouedkniss was satisfactory							
8. I had a good experience on Ouedkniss							
9. I was satisfied with the speed of delivery							
10. It was easy to complete the process of buying on Ouedkniss							
11. Ouedkniss website is easy							

Appendices

to navigate							
12. I would recommend Ouedkniss to a friend or family member							
13. Buying online is favorable							
14. I can find all kind of useful products and services on Ouedkniss							
15. There is a wide variety of products and services on Ouedkniss							
16. I am relaxed when buying from Ouedkniss							
17. I was pleased after using Ouedkniss to purchase products and services							

	Strongly disagree	Disagree (2)	Slightly disagree	Neutral (4)	Slightly agree	Agree (6)	Strongly agree
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	(1)		(3)		(5)		(7)
18. It is easier to buy from Ouedkniss rather than going to shop							
19. Shopping online saves my time							
20. I prefer that the website would not keep my information							
21. Checking the product physically is necessary before buying it							
22. it is safe to buy from ouedkniss							
23. Ouedkniss is trustworthy							
24. I am certain that my transaction on ouedkniss is transparent							
25. Ouedkniss gives the feeling that it keeps guarantees and responsibilities							
26. Indicate how positive or negative was you emotion after using Ouedkniss							
27. Indicate the intensity of your							

THE INTERACTION AMONG PSYCHOLOGICAL FACTORS THAT CONTRIBUTE TO ONLINE PURCHASE DECISION

As part of the development of an end-of-cycle dissertation with a view to obtaining a master's degree in commercial sciences, specialty marketing and communication, at "ESC" High school of commerce, we are carrying out a study on: "The interaction among psychological factors that contribute to online purchase decision".

We invite you to participate in this questionnaire which will only take a few minutes of your time.

The answers remain anonymous and the results will only be used for academic purposes.

We thank you in advance for your invaluable assistance in carrying out this research work

* Indique une question obligatoire

SECTION ONE

1. 1- Have you ever purchased online? *

Une seule réponse possible.

Yes

No

2. 2- Please indicate how often you buy from an online website *

Une seule réponse possible.

1 2 3 4 5 6 7

Never very often

3. 3- From which website you buy the most? *

Une seule réponse possible.

- Ouedkniss
 Facebook market
 Jumia
 Yassir Market
 Haylla

4. 4- Have you ever bought from Ouedkniss? *

Une seule réponse possible.

- Yes
 No

5. 5- Indicate the satisfaction degree of your overall experience with the online purchase? *

Une seule réponse possible.

1 2 3 4 5 6 7

diss satisfactory

SECTION TWO

6. 6- My experience on Ouedkniss was excellent *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

7. 7- The online shopping process was simple *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

8. 8- My experience with Ouedkniss was satisfactory *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

9. 9- I had a good experience on Ouedkniss *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

10. 10- I was satisfied with the speed of delivery *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

11. 11- It was easy to complete the process of buying on Ouedkniss *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

12. 12- Ouedkniss website is easy to navigate *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

13. 13- I would recommend Ouedkniss to a friend or family member *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

SECTION THREE

14. 14- Buying online is *

Une seule réponse possible.

1 2 3 4 5 6 7

Unfa Favorable

15. 15- I can find all kind of useful products and services on Ouedkniss *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

16. 16- There is a wide variety of products/services on Ouedkniss *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro strongly agree

17. 17- I am relaxed when buying from Ouedkniss *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

18. 18- I was pleased after using Ouedkniss to purchase products and services *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

19. 19- It is easier to buy from Ouedkniss rather than going to a shop *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

20. 20- Shopping online save my time *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

21. 21- I prefer that the website would not keep my information *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

22. 22-checking the product physically is necessary before buying it *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

23. 23- It is safe to buy from Ouedkniss *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

24. 24- Ouedkniss is trustworthy *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

25. 25- I am certain that my transaction on Ouedkniss is transparent *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

26. 26- Ouedkniss site gives the feeling that it keeps guarantees and responsibilities *

Une seule réponse possible.

1 2 3 4 5 6 7

Stro Strongly agree

27. 27- Indicate how positive or negative was your emotion after using Ouedkniss *

Une seule réponse possible.

1 2 3 4 5 6 7

Extr: Extremely positive

28. 28- Indicate the intensity of your emotions after using Ouedkniss *

Une seule réponse possible.

1 2 3 4 5 6 7

Very Very strong

29. 29- What did you do after experiencing that emotion on Ouedkniss *

Une seule réponse possible.

- liked the page
- comment
- making a post
- recommending the website
- making a story
- Autre : _____

SECTION FOUR

30. 30- Please indicate your age (in years)

31. 31- Please indicate your personal income (Algerian Dinar/month) *

Une seule réponse possible.

- Less than 10000 DA
- 10000 DA to 25000 DA Appendix
- 25000 DA to 50000DA
- 50000 DA to 75000 DA
- More than 75000 DA
- Prefer not to say

32. 32- I am a : *

Une seule réponse possible.

Female

Male

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التفاعل بين العوامل النفسية التي تساهم في اتخاذ قرار الشراء عبر الإنترنت

جزء من تطوير أطروحة نهاية الدورة بهدف الحصول على درجة الماجستير في العلوم التجارية والتسويق المتخصص والاتصال، في المدرسة العليا للتجارة «ESC»،
". تجري دراسة حول: "التفاعل بين العوامل النفسية التي تساهم في قرار الشراء عبر الإنترنت

وندعوكم إلى المشاركة في هذا الاستبيان الذي لن يستغرق سوى بضع دقائق من وقتكم
تظل الإجابات مجهولة ولن يتم استخدام النتائج إلا للأغراض الأكاديمية.
نشكركم مسبقاً على مساعدتكم القيمة في تنفيذ هذا العمل البحثي

*** Indique une question obligatoire**

1. * هل سبق لك أن اشتريت عبر الإنترنت ؟ -1

Une seule réponse possible.

نعم

لا *Passer à la question 30*

Section sans titre

2. * يرجى الإشارة إلى عدد المرات التي تشتري فيها من موقع ويب عبر الإنترنت -2

Une seule réponse possible.

1 2 3 4 5 6 7

أبدا كثيرا ما

3. * من أي موقع تشتري أكثر ؟ -3

Une seule réponse possible.

- Ouedkniss
- Facebook market
- Jumia
- Yassir Market
- Haylla

4. * هل اشتريت من قبل من واد كنيس؟ - 4

Une seule réponse possible.

- نعم
- لا *Passer à la question 30*

5. * أشر إلى درجة الرضا عن تجربتك الإجمالية مع الشراء عبر الإنترنت -5

Une seule réponse possible.

1 2 3 4 5 6 7

مرضية غير مرضية

Section sans titre

6. * كانت تجربتي في واد كنيس ممتازة -6

Une seule réponse possible.

1 2 3 4 5 6 7

لا أوافق بشدة أوافق بشدة

7. * كانت عملية التسوق عبر الإنترنت بسيطة -7

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

8. * كانت تجربتي مع واد كنيس مرضية -8

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

9. * كانت لدي تجربة جيدة في واد كنيس -9

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

10. * كنت راضياً عن سرعة التسليم -10

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

11. * كان من السهل إكمال عملية الشراء على واد كنيس -11

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

12. * يسهل التنقل في موقع واد كنيس الإلكتروني -12

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

13. * أود أن أوصي واد كنيس لصديق أو أحد أفراد الأسرة -13

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

Section sans titre

14. * الشراء عبر الإنترنت -14

Une seule réponse possible.

1 2 3 4 5 6 7

إيجابية سلبية

15. * يمكنني العثور على جميع أنواع المنتجات والخدمات المفيدة على واد كنيس -15

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

16. * هناك مجموعة متنوعة من المنتجات/الخدمات على واد كنيس -16

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

17. * أشعر بالراحة عند الشراء من واد كنيس -17

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

18. * لقد سررت بعد استخدام واد كنيس لشراء المنتجات والخدمات -18

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

19. * من السهل الشراء من واد كنيس بدلاً من الذهاب إلى متجر -19

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

20. * التسوق عبر الإنترنت يوفر وقتي -20

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

21. * أفضل ألا يحتفظ الموقع بمعلوماتي -21

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

22. * التحقق من المنتج فعلياً ضروري قبل شرائه -22

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

23. * الشراء من واد كنيس آمن -23

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

24. * واد كنيس جدير بالثقة -24

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

25. * أنا متأكد من أن صفقتي على واد كنيس شفافة -25

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

26. * يعطي موقع واد كنيس الشعور بأنه يحتفظ بالضمانات والمسؤوليات -26

Une seule réponse possible.

1 2 3 4 5 6 7

أوافق بشدة لا أوافق بشدة

27. * أشر إلى مدى إيجابية أو سلبية عاطفتك بعد استخدام واد كنيس -27

Une seule réponse possible.

1 2 3 4 5 6 7

إيجابي للغاية سلبي للغاية

28. * أشر إلى شدة عاطفتك بعد استخدام واد كنيس -28

Une seule réponse possible.

1 2 3 4 5 6 7

قوية جدا ضعيفة جدا

29. * ماذا فعلت بعد تجربة تلك العاطفة على واد كنيس -29

Une seule réponse possible.

إعجاب بالصفحة

كتابة تعليق

إنشاء منشور

التوصية بالموقع الإلكتروني

إنشاء ستوري

Section sans titre

30. * يرجى بيان عمرك (بالسنوات) -30

31. * يرجى بيان دخلك الشخصي (الدينار الجزائري/الشهر) -31

Une seule réponse possible.

- أقل من 10000 دينار جزائري
- بين 10000 إلى 25000 دينار جزائري
- بين 25000 إلى 50000 دينار جزائري
- بين 50000 إلى 75000 دينار جزائري
- أكثر من 75000 دينار جزائري
- أفضل عدم القول

32. * أنا: 32

Une seule réponse possible.

- أنثى
- ذكر

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Abstract

The primary objective of this study is to investigate the online purchase behavior of Algerian consumers, with a specific focus on customers of Ouedkniss. It aims to examine the interaction among various psychological factors and their collective impact on the overall online experience. In particular, the study explores how the factors interplay to shape users' experiences in the digital field. By conducting a thorough literature review and empirical study, this research seeks to provide valuable insights into the complex dynamics and dependencies among these psychological factors. Furthermore, it aims to illuminate the sequential order and relative significance of these factors in influencing users' online experiences. Ultimately, by deepening our understanding of the psychological dimensions involved, this study contributes to the development of effective strategies for enhancing user experiences in online environments.

Key words : online purchase behavior, psychological factors, user experiences.

ملخص

الهدف الأساسي من هذه الدراسة هو التحقيق في سلوك الشراء عبر الإنترنت للمستهلكين الجزائريين، مع التركيز بشكل ويهدف إلى دراسة التفاعل بين مختلف العوامل النفسية وتأثيرها الجماعي على التجربة. خاص على عملاء واد كنيس على وجه الخصوص، تستكشف الدراسة كيف يتفاعل الموقف والعاطفة والتحفيز و التصور والثقة. الإجمالية عبر الإنترنت والدراسة التجريبية، يسعى هذا البحث إلى. والمخاطر المتصورة والإدراك لتشكيل تجارب المستخدمين في المجال الرقمي علاوة على ذلك، يهدف على الترتيب. تقديم رؤى قيمة حول الديناميكيات المعقدة والتبعيات بين هذه العوامل النفسية في النهائية، من خلال تعميق. المتسلسل والأهمية النسبية لهذه العوامل في التأثير على تجارب المستخدمين عبر الإنترنت فهما للأبعاد النفسية المعنية، تساهم هذه الدراسة في تطوير استراتيجيات فعالة لتعزيز تجارب المستخدم في البيئات عبر الإنترنت

الكلمات المفتاحية: سلوك الشراء عبر الإنترنت, العوامل النفسية, تجارب المستخدم عبر الإنترنت

Résumé

L'objectif principal de cette étude est d'étudier le comportement d'achat en ligne des consommateurs algériens, avec un accent particulier sur les clients d'Ouedkniss. Il vise à examiner l'interaction entre divers facteurs psychologiques et leur impact collectif sur l'expérience globale en ligne. En particulier, l'étude explore comment l'attitude, l'émotion, la motivation, la confiance, le risque perçu et la perception interagissent pour façonner les expériences des utilisateurs dans le domaine numérique. En effectuant une recension des écrits approfondie et une étude empirique, cette recherche vise à fournir des renseignements précieux sur la dynamique complexe et les dépendances entre ces facteurs psychologiques. En outre, il vise à éclairer l'ordre séquentiel et la signification relative de ces facteurs dans l'influence des expériences en ligne des utilisateurs. Finalement, en approfondissant notre compréhension des dimensions psychologiques impliquées, cette étude contribue à l'élaboration de stratégies efficaces pour améliorer les expériences des utilisateurs dans les environnements en ligne.

Mots clés: comportement d'achat, facteurs psychologiques, l'expérience globale en ligne.