

Impact of Online Customers' Shopping Experience on Purchase Intention

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Abstract: The aim to acquire online is crucial and intriguing in the current climate. It directly influences client purchasing decisions. Consequently, firms employ several marketing strategies to capture customer attention for purchasing decisions. This study presents a model of customer experience and purchase intention in an electronic environment, incorporating the moderating effect of perceived risk. A total of 179 internet users were solicited to contribute data using a distributed questionnaire utilizing a non-probability convenience sampling method. Additionally, multiple regression analysis was employed to evaluate the model of customer experience and online purchase intention, incorporating the sub-dimensions of customer experience: interaction, informativeness, convenience, and trust aspects. Process analysis was employed to assess the moderating effect of perceived risk on the relationship between consumer online experience and purchase intention. The study's results unequivocally demonstrate that trust and convenient influence frequent purchasing in an online context. The perceived risk does not influence the link between consumer perceived experience and purchase intention.

Keywords: Customer Experiences, Interactive, Informative, Convenience, Trust, Purchase Intention

I. Background of the Study

In this globalized era, firms are pursuing contemporary and sophisticated methods to engage, attract, and retain client attention for extended periods. Primarily, to ascertain what enhances consumer satisfaction and ease in choosing a specific brand, as well as transforming them from mere customers into valuable stakeholders. They are indicating numerous approaches to address this challenge within the framework of customer behavior. In this context, experience is regarded as one of the most influential and essential aspects of contemporary marketing from a psychological standpoint of the customer. Consequently, customer experience has garnered significant attention from marketers as a source of strategic competitive advantage in the current climate. Customer experience is a strategic element that enhances brand offers and establishes trustworthiness for companies. It is challenging for competitors to replicate due to its significant potential, consistency, fulfilment of promises, and brand communication within the experiential economy (Berry Carbone, and Haeckel (2002); Kim (2002)).

In recent years, customer experience has become essential for nearly all commercial and non-profit organizations worldwide. This has generated significant interest among scholars and researchers to examine and analyses the facets of customer experience across diverse demographic and geographical sectors across various businesses. Customer behavior is dynamic, influenced by psychological qualities, situational or environmental factors, and physical encounters (Schiffman & Kanuk, 2000). Likewise, client interactions in the online environment are devoid of physical aspects, such as the product and human presence, in contrast to other settings where such interactions are far more pronounced. It suggests that consumer experiences with physical interactions (i.e., products and personnel) differ from those with internet interactions.

As a result, a growing number of scholars are currently examining online consumer behavior to acquire a deeper understanding of the unique characteristics of online buying. This has become a significant area of research in e-commerce. Limited study has been conducted on the purchase behaviors of consumers in Myanmar about online shopping. There seems to be insufficient comprehension and awareness of customers' viewpoints on internet purchasing. Significant knowledge has to be acquired concerning the significance of online purchasing behavior among consumers and its influence on e-commerce. Nonetheless, a comprehensive analysis of the many effects of experience remains to be conducted.

Consequently, the examination of consumer experience and purchase intention is essential in the electronic world. This research empirically investigates client online purchase intentions based on interactive, informative, convenience and trust components to enhance customer experience. This study seeks to examine the impact of online customer experience and perceived risk on online purchase intentions within Myanmar's e-commerce sector.

II. Literature Review

Online Consumer Behavior

Kashif, Zarkada, and Ramayah (2018) offer a modern definition of online shopping behavior as covering all actions associated with purchasing items conducted through the internet. These definitions emphasize that online shopping and internet shopping are

equivalent. Initially, potential buyers use the Internet to determine their needs before deciding to purchase goods or services online. Subsequently, individuals assess each choice and ascertain which one most effectively fulfils their needs to satisfy the identified necessity. A transaction has been completed, and post-purchase services are being provided. Ajzen indicated that previous studies have proposed that online consumer behavior is affected by multiple factors, including customer trust, perceived risk, customer attitude, personal internet proficiency, website usability, and social influence (Tufail et al., 2018). Companies are investing substantial financial resources in the promotion of their products and services via online advertising. This investment seeks to modify customer perceptions, influence their behavior, and clarify the determinants affecting their online purchasing decisions (Ayanwale, Alimi, & Ayanbimipe, 2005, as cited in Tufail et al., 2018).

Prior studies on consumer online purchasing behavior concentrated on industrialized nations. Minimal research has been conducted on emerging nations (Adnan, H., 2014). The demographics and behavioral tendencies of customers in emerging countries differ from those in the Western world. Therefore, it is crucial for researchers to examine customer profiles and behaviors to comprehend how to entice consumers towards sellers and how merchants can retain them over the long term. Nazir et al. (2012) asserted that internet purchasing offers more advantages than traditional shopping and is gaining popularity due to its convenience and accessibility. Online purchasing is merely a click or tap away, offering the flexibility of selecting the time and location for delivery according to our preferences. According to Javadi et al. (2012), the perceived hazards associated with online buying heighten customers' concern and diminish their trust.

Sirrka L. and Peter A. (1996) identify product perceptions, shopping experience, customer service, and perceived consumer risk as determinants influencing electronic shopping on the World Wide Web.

Forsythe Sandra M. and Shi Bo (2003) assert that Internet customers recognize several hazards associated with online purchasing; yet, these perceived concerns do not substantially affect the patronage behaviors of present Internet shoppers in a comprehensive and systematic manner.

Constanza Bianchi and Lynda Andrews (2012) posited that perceived online risk is inversely related to customer attitudes, which in turn positively influences the intention to continue purchasing.

Juniwati (2014) asserts that perceived utility, convenience of use, and danger significantly influence attitudes towards online purchasing. Perceived utility and ease of use do not significantly influence the intention to shop online, however perceived risk and attitude do have a considerable impact on this intention. Azzam Al and Mahmoud Abdel Fattah (2014) identified perceived ease of use, perceived behavioral control, attitude, and perceived utility as critical antecedents influencing online consumer behavior, while finding no significant association between trust and online purchase behavior.

Customer Experience

Sundbo and Hagedorn-Rasmussen (2008) describe customer experience as “a psychological journey that evokes reminiscences by executing something extraordinary, somewhat erudite, and remarkable or pleasurable.” Furthermore, it serves as a personal and internal response for a client requiring either direct or indirect engagement with the organization (Meyer & Schwager, 2007). Customer behavior comprises foundational elements that involve experiences related to imaginations, extraordinary customer perceptions, and emotions (Holbrook & Hirschman, 1982). Alternatively, the experience is exemplary, or an event occurs that makes a lasting impression on others.

Furthermore, clients continuously alter their preferences in response to marketers' proactive strategies that effectively capture their attention (Yoon, 2013). In a previous epoch of marketing journalism, organizations primarily concentrated on fast-moving consumer goods by offering superior products with various attributes (Klaus, Gorgoglione, Buonamassa, Panniello, & Nguyen, 2013); however, this emphasis has diminished in importance relative to customer experience in contemporary times (Maklan & Klaus, 2011). Furthermore, the focal point from the customer's viewpoint is the experience gained when using products and services (Biswas, 2009). To optimize profitability and brand recognition, organizations must overcome challenges by delivering exceptional client experiences (Garg, Rahman, Qureshi, & Kumar, 2012; Ismail, 2011). A survey by Gurley (2000) indicated that buyers complete their online shopping forms but abandon the process without making a purchase.

Online Customer Shopping Experiences

The significance of customer experience has emerged as a pivotal subject in marketing research, as firms increasingly recognize that their performance is primarily contingent upon delivering favorable shopping experiences to their clientele (Becker and Jaakkola, 2020). Consequently, businesses allocate a greater portion of their financial resources to cultivate excellent and memorable customer experiences that can incentivize customers to increase their expenditure on products (Bleier et al., 2019; Rose et al., 2012). A positive customer experience is essential for achieving favorable business outcomes, including strong emotional connections with brands and heightened customer satisfaction that fosters loyalty (Anshu et al., 2022). The OCSE pertains to the aggregate psychological impact of customer interactions with several virtual touchpoints in the online setting (Bleier et al., 2019; Novak et al., 2000; Rose et al., 2012). The OCSE is a complex, comprehensive, and subjective process that transpires through the interactions between customers and the online environment (Trevinal and Stenger, 2014). For instance, things offered on e-commerce platforms exhibit specific attributes that customers subjectively discern. The virtual interactions of

customers influence their emotional and cognitive states, which then alter their purchase behaviors (Cachero-Martínez and Vázquez-Casielles, 2021).

Researchers have delineated various dimensions within the OCSE construct (Bleier et al., 2019; Cachero-Martínez and Vázquez-Casielles, 2021; Mclean et al., 2018), categorizing them into functional and psychological dimensions (Klaus, 2013). Klaus (2013) contended that the functional dimension encompasses usability, communication, social presence, product presence, and interaction of websites, while the psychological dimension includes trust, value for money, and contextual familiarity. Pandey and Chawla (2018) adapted the components of functional and psychological characteristics from book shopping to online clothing shopping. Four components were utilized within the functional dimension of the OCSE: interactivity, informativeness, visual engagement, and ease of navigation and search. Additionally, six components were employed within the psychological dimension of the OCSE, namely e-distrust, e-negative beliefs, e-self-efficacy, e-logistic ease, e-convenience, and e-enjoyment (Pandey and Chawla, 2018). This study integrates and synthesizes elements from both Klaus (2013) and Pandey and Chawla (2018) to investigate product purchase within the framework of e-commerce platforms. Specifically, we incorporate all four elements of the functional dimension identified by Pandey and Chawla (2018) plus three significant aspects of the psychological dimension: trust, convenience, and enjoyment (Klaus, 2013; Pandey and Chawla, 2018). We selected three elements from the psychological dimension, as e-negative views and e-self efficacy are not readily differentiated from trust; all pertain to customer perceptions of the reliability of e-commerce platforms. E-logistic ease reflects the customer's perceived convenience during their shopping experience, which is adequately addressed by the convenience component.

Elements of Online Consumer Experience

Interactivity

Within the functional dimension of the OCSE, the interactivity element perceives shopping as a social experience. Customers can engage with fellow patrons and personnel of e-commerce platforms virtually to acquire additional information during the purchase experience. They may consult other users, peruse product reviews, and engage with intelligent virtual agents, such as Alexa, to assist in their purchasing selections (Ganesh et al., 2010). Virtual interactions on e-commerce platforms are crucial for achieving clients' shopping objectives. They enable the timely exchange of pertinent information among many stakeholders to facilitate purchasing decisions. Consequently, the customer's engagement with the content, features, design, and interface of an e-commerce platform may affect online impulsive purchasing behaviours (Mollen and Wilson, 2010).

Informativeness refers to the degree to which a website offers valuable information to customers (Lim and Ting, 2012). Informativeness is typically objective, impersonal, and results-driven, encompassing the functional aspects of web design elements (Verhoef et al., 2015). Customers typically invest more time on e-commerce platforms that present all necessary information in an accessible format. Consequently, these platforms strive to design their product pages to provide precise, comprehensive, and pertinent details regarding products, features, policies, and prices (Bressolles et al., 2014), which may facilitate purchasing decisions, frequently in an impulsive manner (Mahadevan, 2000; Schlosser et al., 2006; Verhoef et al., 2009).

Trust

In his 2015 study, Azam examined the psychological dimensions of trust influencing e-loyalty, identifying several factors that affect e-loyalty and the establishment of online purchasing habit. Perception-based and experience-based factors are the two primary drivers that cultivate e-trust and facilitate online commerce. Chopdar et al. (2018) investigated the comprehension of psychological contract violation and its repercussions on mobile shopping applications in their research study. This was utilised in a developing nation scenario, demonstrating that the psychological contract significantly influences online purchasing and service quality. The psychological contract differs from a written contract; it is shaped by the consumer's perceptions and the commitments made by the e-commerce website based on prior experiences and services. This leads to the conclusion that psychological factors significantly influence online purchasing behavior.

In the psychological dimension, the trust component signifies client confidence in e-commerce platforms about the fulfilment of promised value (Cheung et al., 2014; Urban et al., 2001). Enhanced trust alleviates the adverse effects of diminished personal interaction, physical separation, and anonymity associated with online shopping (Kimiagari and Malafe, 2021). Trust diminishes the level of uncertainty typically linked to online purchasing (Pandey and Chawla, 2018). Conversely, if customers perceive a risk to the security of their confidential personal and financial information while purchasing on e-commerce platforms, they are more like to exhibit disloyalty and dissatisfaction (Ha and Stoel, 2012). Trust in the online environment is essential during the purchasing process, enhancing hedonic value when the customer experience is favorable and influencing impulsive buying behaviors (Klaus and Maklan, 2013). Customers who trust the brand will invest more time exploring its many offerings, hence enhancing the likelihood of impulsive spending (Ha and Stoel, 2012; Klaus, 2013).

Convenience

The ease of finalizing purchases on e-commerce platforms also influences client attitudes. Convenience enables shoppers to effortlessly browse for products, compare features and pricing across several e-commerce platforms, and finalize purchases in a little period. As a result, consumers see online purchasing as convenient, time-efficient, and more economical (Chan et al., 2017).

Customers are anticipated to exhibit heightened attitudinal loyalty, as they consider e-commerce platforms as more convenient, enabling them to optimize their limited time and resources to purchase things at their preferred time and location (Faqih, 2016). If browsing e-commerce websites provides quick gratification and satisfaction to clients, they are likely to develop a favorable disposition through the affective channel. The stimulation of good feelings and the removal of emotional and physical obstacles during the purchasing experience fosters favorable sentiments towards e-commerce platforms (De Keyser et al., 2020; Kranzbühler et al., 2018).

Perceived Risk

Yuan Xu et al. (2015) asserted in their conference paper regarding their research on Alibaba.com that business managers should regard perceived risk as equally significant as other factors, including pricing. The level of risk is inversely correlated with buy intent; a high product risk results in diminished intent to purchase, and conversely, a low product risk enhances purchase intent. Ariffin et al. (2018) delineated many categories of perceived risk from the consumer perspective. The identified hazards include financial risk, product risk, security risk, time risk, social risk, and psychological risk. This study identified social risk as the most significant factor connected with the intention to purchase online.

Social risk refers to the disapproval of an internet purchased product by family and friends, as well as associated apprehensions. Akroush et al. (2015) asserted that individuals in poor nations are categorized as risk-averse owing to a deficiency in trust. The risk is higher in developing countries, complicating online purchasing for individuals. Zhou, D. (2012) articulated at his International Conferences that multiple factors influence customers' decisions to engage in online purchasing. Perceived risk is among them. If the associated risk is minimal, the likelihood of the consumer intending to purchase online increases; conversely, if the risk is great, the probability of online purchasing diminishes significantly. Moreover, Jiang et al. (2015) contended that numerous elements are often overlooked by clients during the purchasing process. Perceived risk serves as a mediating variable in online shopping, exerting a substantial influence, albeit not a direct one, on online purchasing behavior.

Dabrynin and Zhang (2019) assert that financial risk does not substantially affect online buying intentions. However, Ariffin, Mohan, and Goh (2018) and Sudibyo, Hartanti, and Ikhsan (2020) demonstrated that financial risk strongly affects online purchasing intentions. The disparity in the findings of this study warrants further examination. All consumers face financial risk during online transactions, which affects their purchasing intentions.

Dabrynin and Zhang (2019), Ariffin et al. (2018), and Sudibyo et al. (2020) demonstrated that product risk significantly affects online purchasing intentions. Hadining et al. (2020) demonstrated that product risk does not substantially affect online purchasing intentions. Subsequent study yielded divergent findings on internet transactions. Acquiring things online entails dangers and influences subsequent online purchasing intentions.

Dabrynin and Zhang (2019) asserted that online customer experience substantially impacts product risk, financial risk, privacy risk, and online purchase intention. Nonetheless, the findings of Hadining et al. (2020) are inconsistent with those of Dabrynin and Zhang (2019). This fact warrants examination through the application of the research models developed by Dabrynin and Zhang (2019) to additional e-commerce platforms. This is conducted to observe consistent outcomes and validate existing beliefs.

Online Purchase Intention

Shao et al. (2004) describe buy intention as a behavioral component of consumers regarding the use of firm services, referred to as consumer purchase intention. Previous study indicates that customer behavior regarding the purchase of items and services can be intentional (Dodds, Monroe, & Grewal, 1991). Customer purchasing behavior is forecasted by purchase intention, a vital element that is enhanced by customer context (Fishbein & Ajzen, 1977). The psychological factors influencing decision-making are referred to as consumer buy intents, which are contingent upon prior experiences and perceived monitoring. Likewise, customers' purchase intentions are actions that significantly influence behavioral formation through cognitive processes, evaluations of external environments, and other factors, ultimately shaping their expertise in making purchase decisions (Dodds et al., 1991; Schiffman & Kanuk, 2000; Yang & He, 2011; Zeithaml, 1988).

Customer Experience and Online Purchase Intention

In the current competitive landscape, survival in the global marketplace is challenging for both multinational and national enterprises due to the abundance of similar products and services with minimal differentiation. Under these circumstances, shoppers are enjoying an optimal purchasing experience during their shopping excursions, complemented by effective product offerings.

Moreover, enhanced customer experiences will elevate customers' purchasing intentions (Bellman, Lohse, & Johnson, 1999). The customer experience is a novel yet potent tool that enhances client purchase intention (Igbaria, Guimaraes, & Davis, 1995). Cowles, Kiecker, and Little (2002) believe that the primary focus of website owners should be on consumer want values to motivate them beyond their means. Consequently, they ought to be committed to providing enhanced services and value for optimal experiences (Woodruff, 1997). Yang and He (2011) argue that customers' purchase intentions are significantly impacted by their prior experiences and their observations at the moment of purchase. The decision-making moment can be improved through aesthetic and hedonic components that facilitate a pleasant and enjoyable contact for clients (Marc Hassenzahl & Tractinsky, 2006).

Furthermore, the functional attributes of the website are crucial in cultivating a positive client experience that influences behavioral intentions (Constantinides, 2004). The functional features influence the user interface's comfort, affecting whether users remain on the website or transition to others that are less user-friendly (Sheu et al., 2009; Takatalo et al., 2008). Consequently, the client favors websites that exhibit optimal functionality in user interface and interconnection (Constantinides, 2004; Mathwick & Rigdon, 2004; Sheu et al., 2009; Takatalo et al., 2008).

The objectives of the study are as follows,

1. To explore the effect of online shopping experience of interactivity, informative, convenience and trust on online purchase intention
2. To examine the effect of perceived risk on online purchase intention
3. To analyze the moderating effect of perceived risk between online shopping experience and purchase intention.

Metod of Study

This research methodology is inherently deductive. This research utilizes descriptive and exploratory approaches. This study utilizes survey research and primary data acquisition. This study mostly employs a quantitative methodology. The basic data, including consumer assessments of interactivity, informativeness, trust, convenience, and perceived risk, are gathered by a standardized questionnaire utilizing 5-point Likert scales. Secondary data is sourced from various materials, including articles, research papers, websites, books, and journals. The convenience sampling method was employed to select clients as a sampling strategy. Data was gathered from diploma students who attended in campus class of Myanmar Commercial College in Mandalay in June, 2025. Data was gathered from 179 the students through Google Forms.

Descriptive and inferential statistics were employed to analyses client purchasing behavior about purchase intention. Descriptive statistics were employed to evaluate the respondents' characteristics and their impressions of consumer purchasing behavior and purchase intentions. Prior to the primary analysis, reliability and validity assessments are performed to ensure the integrity of the collected data. Subsequently, multiple linear regression analysis are conducted to examine the behavioral intents of online consumers. Hey process model of moderation analysis was used to measure the moderating effect of perceived risk. The data was analyzed using version 26 of the Statistical Package for the Social Sciences (SPSS).

III. Findings

Reliability Analysis

No.	Items	Cronbach's Alpha	No. of Items
1.	Interactive	0.889	5
2.	Informative	0.875	5
3.	Convenience	0.895	5
4	Trust	0.822	5
5	Perceived Risk	0.904	5
6	Purchase Intention	0.863	5

Source; spss output

Table 1 indicates that Cronbach's alpha values for all variables exceeded the threshold of 0.7. Therefore, it is indicated that all items have acceptable level and good internal consistency among each item.

Multiple Regression Analysis

Effect of Online Customer Experience on Purchase Intention

Table 2. Regression Analysis

Variable		Unstandardized Coefficients		Standardized Coefficients	T	P-Value
		B	Std. Error	Beta		
	(Constant)	14.411	2.291		6.290	.000
	Inter	.173	.110	.135	1.575	.117

	Infor	.126	.130	.087	.969	.334
	Conven	.378	.103	.302	3.671	.000
	Trust	.312	.121	.200	2.586	.011
Adjusted R ²			0.338			
F (P- value)			23.680(0.000)			

Dependent Variable: Purchase Intention

Source: spss output

Table (2) indicates that the adjusted coefficient of multiple determination (Adj R²) is 0.338, signifying that 33.8% of the variance in purchase intention perception is explained by the variation in online customer experience. The calculated regression model is statistically significant at the 1% level, with F = 23.680 and a p-value of 0.000.

The evaluation of convenience and trust significantly affects purchase intention at the 1% level, with coefficients of 0.378 ($p < 0.01$) and 0.312 ($p < 0.01$), both exhibiting a positive correlation. Consequently, it may be inferred that a heightened consensus on convenience and trust is associated with a stronger intention to purchase among respondents. However, interaction and informative elements do not greatly influence online purchase intention.

Effect of Perceived Risk on Purchase Intention

Table 3. Regression Analysis

Variable	Unstandardized Coefficients		Standardized Coefficients	T	P-Value
	B	Std. Error	Beta		
(Constant)	23.890	1.712		13.953	.000
Risk	.540	.081	.447	6.650	.000
Adjusted R ²		0.195			
F (P- value)		44.222(0.000)			

a. Dependent Variable: Behavior

Source: spss output

Table (2) indicates that the adjusted coefficient of multiple determination (Adj R²) is 0.195, signifying that 19.5% of the variance in purchase intention perception is explained by the variation in online customer experience. The computed regression model demonstrates statistical significance at the 1% level, with F = 44.222 and a p-value of 0.000. The evaluation of perceived risk significantly affects purchase intention at the 1% level, with a coefficient of 0.540 (p value < 0.01) and a positive sign. Consequently, it may be inferred that a heightened consensus on perceived risk is associated with an augmented intention to acquire among respondents.

Moderation Analysis

Table 4. Moderation Analysis

	Coefficient	sec	T	p
constant	35.2084	.2475	142.2375	0.000
Experience	.2119	.0340	6.2226	0.000
Risk	.1517	.0963	1.5749	.1171
Interaction	-.0024	.0092	1.2618	.7937

Source: spss output

The interaction between consumer online experience and perceived risk was not statistically significant ($p > 0.05$), as indicated in Table (4). This indicates that perceived risk does not substantially affect the strength of the association between online experience

and purchase intention. Consequently, irrespective of consumers' perceptions of high or low risk, their prior online experiences consistently predict their purchase intentions.

IV. Recommendations

To cultivate a favorable view of the online consumer experience, businesses must prioritize usability, security, and personalized contact. A mobile and user-friendly website featuring straightforward navigation and rapid load times improves usability, while secure payment mechanisms and transparent return policies foster trust. Offering comprehensive product information and interactive features, such as virtual try-ons and AI-driven recommendations, significantly enhances consumer engagement. Exemplary customer care and proactive collecting and presentation of user feedback enhance credibility, ultimately cultivating a gratifying and assured online shopping experience.

In this study, interactivity and informativeness do not significantly affect purchase intention. It indicates that online business has deficiencies in interactivity and informativeness. Interactivity is an essential component for swiftly interacting with clients. Online marketers must engage proactively with consumers on platforms rather than merely passively receiving information. The website must provide personalized recommendations by analyzing browsing behavior and preferences to dynamically offer products, allowing customers to ask and answer enquiries, while highlighting top reviews. To foster engagement, marketers must use user reviews and Q&A sections via quizzes, spin wheels, reward points, or loyalty programs. Marketers must implement social media integration, allowing users to comment, like, or share product pages directly. The website must utilize live agents to respond to real-time queries and offer a thorough 360-degree perspective, coupled with try-on features or animations illustrating product functioning.

Informativeness denotes clear, comprehensive, and valuable information that assists consumers in making assured purchasing decisions. Web page advertisers must present comprehensive product specifications, including materials, dimensions, certifications, care instructions, etc. Marketers must utilize high-quality photographs and videos by offering numerous views, zoom capabilities, and movies demonstrating the product in use. Moreover, marketers enable customers to compare like items based on features, prices, or customer ratings. Marketers must articulate the shipping and return policy explicitly to customers. For premium items, marketers must provide guidance to educate consumers and display certificates, guarantees, or customer protection badges to mitigate perceived risk.

Limitations

This study enhances the prediction of online purchase intention; yet, it possesses certain limitations. This research includes solely active internet users who engage in online shopping. Consequently, the sample size is restricted to internet users exclusively. Customers who have ceased online purchasing following their digital experience may possess varying perspectives concerning product selection, satisfaction, and overall experience. Consequently, it is recommended to analyze research findings considering active online users, and to achieve generalization of the concept, an increased sample size is necessary.

Needs for Further Studies

Future research may explore intervening variables such as word-of-mouth intentions, recommendation goals, and repurchase intentions as mediating factors. Furthermore, researchers can examine customer experience and online purchasing intentions among specific social classes of consumers.

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