

UNIVERSITY OF GHANA

DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP

**ASSESSING THE INFLUENCE OF ONLINE CUSTOMER EXPERIENCE ON
REPURCHASE INTENTION: THE MEDIATING ROLE OF SHOPPING ATTITUDE**

BY

ARIKOR ISAAC

(10877691)

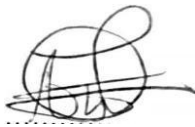
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SCHOOL, UNIVERSITY OF GHANA, LEGON, IN PARTIAL FULFILMENT OF THE
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MARKETING

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DECLARATION

I hereby declare that this research is the outcome of my own effort and has not been presented by anyone, for any academic award in this or any other university. All references used in the work have been fully acknowledged. I accept full responsibility for any shortcomings.



ARIKOR ISAAC
(10877691)

14/10/2023

DATE



DR. SHEENA LOVIA BOATENG
(SUPERVISOR)

16/10/2023

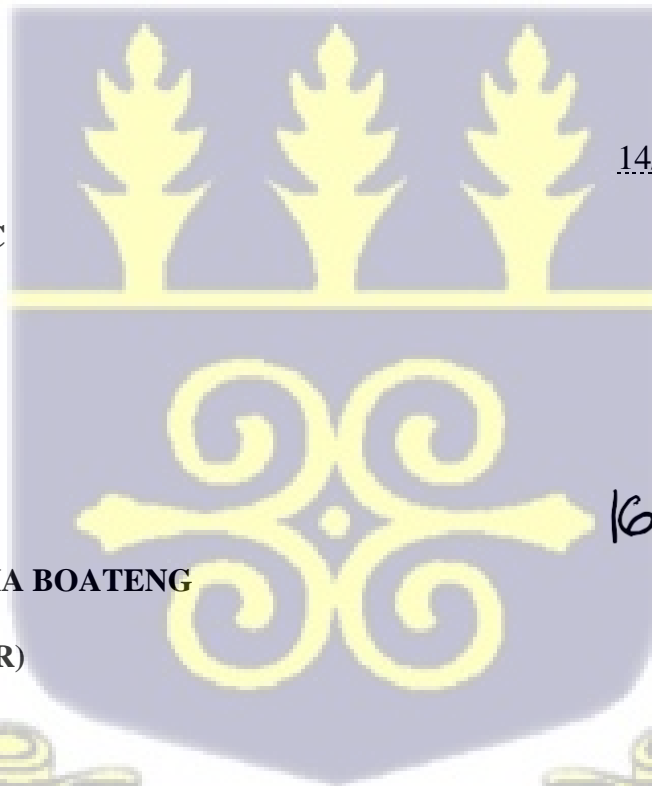
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DR. RAPHAEL ODOOM
(CO-SUPERVISOR)

October 17, 2023

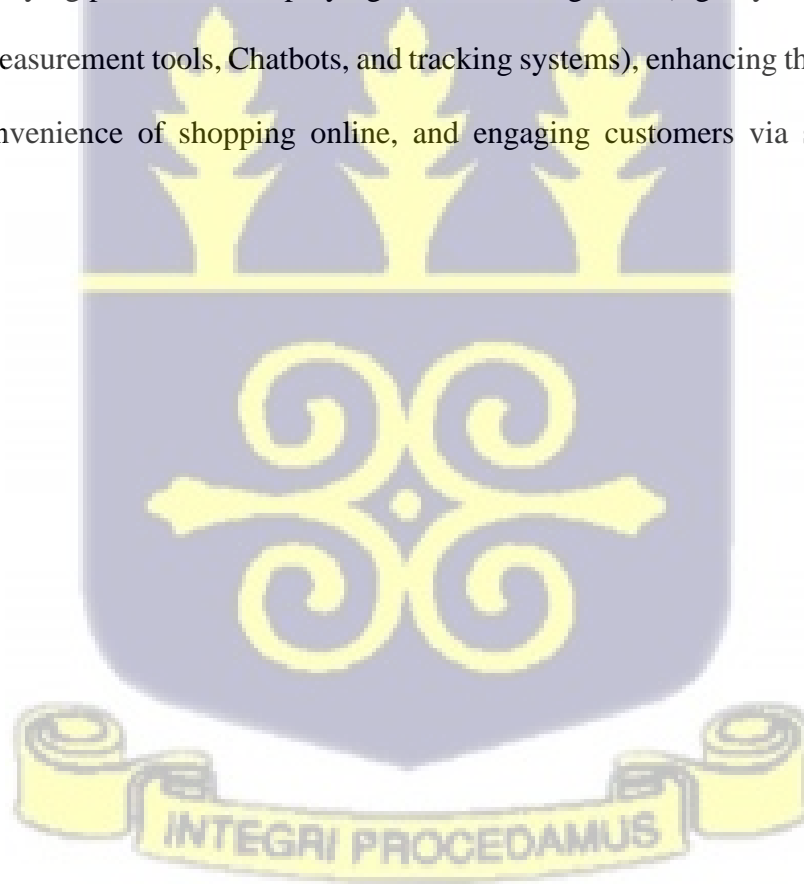
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ABSTRACT

The success of every online retailer depends on delivering a distinctive online customer experience which serves as a pivotal determiner in building a viable competitive edge in a market filled with opportunities. Thus, on the tenets of the Stimulus-Organism-Response (S-O-R) and the Belief-Attitude-Intention (B-A-I) theory this study aims to assess the influence of online customer experience on Ghanaian customers' intention to repurchase, considering the mediating role of shopping attitude. Two objectives and eleven hypotheses were formulated by reviewing the literature on online customer experience, shopping attitude, and repurchase intention. The study sought to assess the influence of online customer experience dimensions on Ghana customers' intention to repurchase. Also, the study assessed the mediating effect of consumers' attitudes towards shopping on the relationship between a pragmatic experience, visual experience, intellectual experience, social experience, emotional experience, and repurchase intention among Ghanaian customers. The study adopted a purposive and a snowball sampling method to gather data from four hundred and thirty-five online shoppers in the southern part of Ghana. Descriptive and structural equation modelling analytical methods were employed to evaluate the research objectives. However, the results revealed that pragmatic experience, intellectual experience, visual experience, and social experience had an insignificant effect on Ghanaian customers' intentions to repurchase. Nonetheless, emotional experience significantly and positively influenced Ghanaian customers' intentions to repurchase. Also, the study outcome revealed that shopping attitude partially mediates the relationship between emotional experience and repurchase intention among Ghanaian customers. More importantly, consumers' shopping attitudes failed to mediate the

relationship between pragmatic experience, visual experience, intellectual experience, social experience, and online repurchase intention. In addition, the findings show that shopping attitude had a favorable and significant effect on Ghanaian customers' intentions to repurchase. The study, therefore, recommends that to enhance the experience of online shoppers in Ghana, online retailers should improve the functionality of their websites by making the online retail platforms attractive, simplifying the buying procedures, employing assisted selling tools (e.g., dynamic imaging, store locators, body measurement tools, Chatbots, and tracking systems), enhancing the ease to navigate, improve the convenience of shopping online, and engaging customers via social networking platforms.



DEDICATION

I dedicate this research work to the good Lord for His mercies and guidance and to; my parents; (Mr. Prosper Kwasi Arikor and Mrs. Nancy Arikor). God richly bless you both for your prayers and support in diverse ways.



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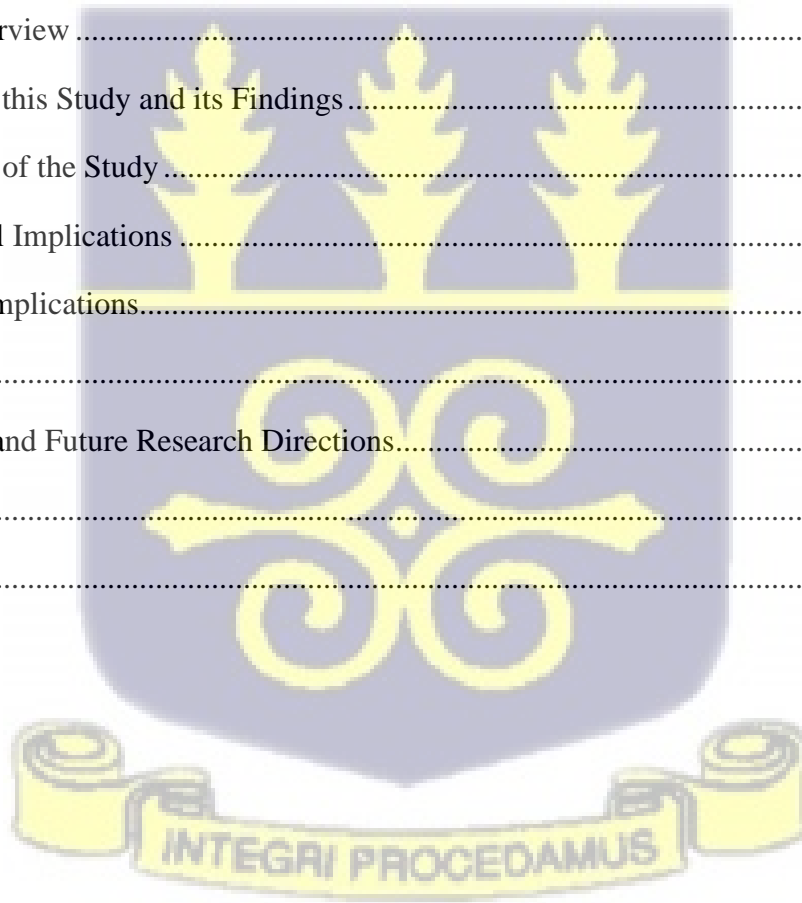
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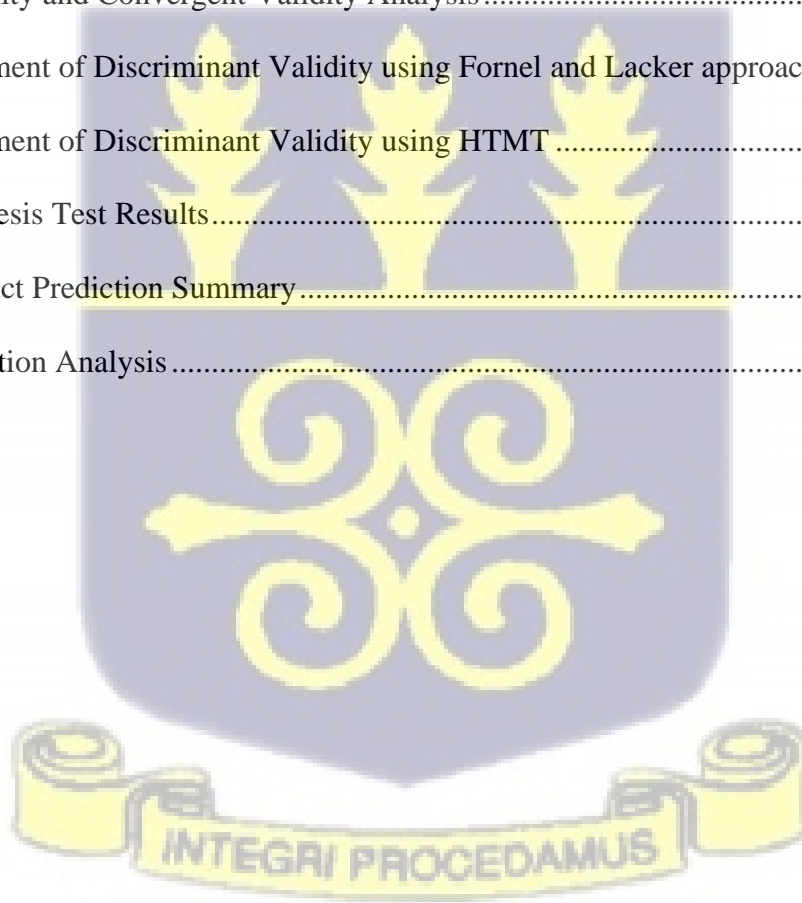
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CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

Innovative technologies coupled with changes in the behavior of customers are altering the offline as well as the online retail sectors (Grewal et al., 2017). As a result, customers expect distinctiveness in their online experiences (McLean & Wilson, 2016). Similarly, improvement in internet access is increasingly encouraging customers to patronize products digitally (Melis et al., 2016). However, these novel behavioral changes are characterized by an experiential customer who desires to obtain extra distinctive experiences throughout the customer's journey (Grewal & Roggeveen, 2020). Sellers have therefore turned out to be more conscious of the essence of improving the experiences of consumers (Andreini et al., 2018; Hogberg et al., 2019; Srivastava & Kaul, 2016; Verhoef, 2021). Retailers, therefore, ought to attract clientele by offering attractive online experiences both cognitive and affective, which have been proven to enable firms to accomplish a competitive edge (Molinillo et al., 2019).

Online shopping is a novel and modern way of patronizing products. It has altered the mode of business transactions in the 21st century due to its convenience, as compared to brick-and-mortar shopping (Ventre & Kolbe, 2020). Also, it helps the customer to purchase products conveniently and at any time from an online retailer (Chiu, 2014). Internet access and adoption are rapidly increasing worldwide, as a result, online shopping keeps increasing every year. In the year 2021, 2.14 billion individuals patronized products globally, increasing from 1.66 billion worldwide online shoppers in 2016 (Coppola, 2021). As digital shopping increases worldwide, retail e-

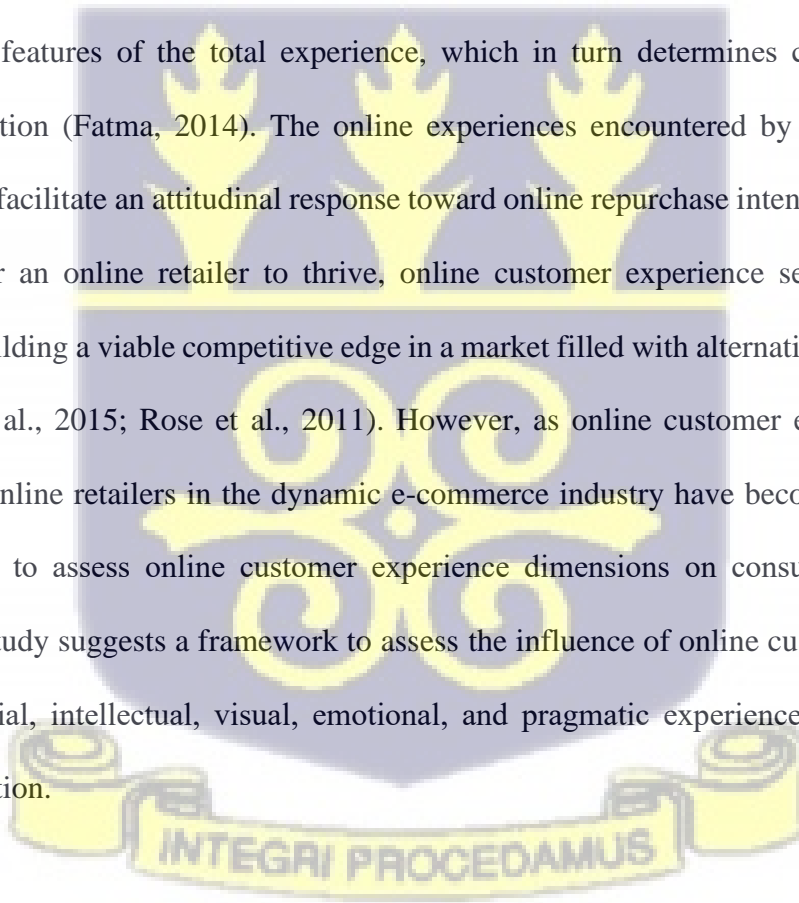
commerce sales in the year 2021 approximately amounted to USD 4.9 trillion globally. It is therefore projected for retail e-commerce to increase to an amount of USD 8.1 trillion by the end of 2025 (Chevalier, 2022). However, for an online retailer to succeed effectively, online customer experience serves as a key determinant for building a long-lasting competitive edge in a market filled with opportunities (Martin et al., 2015). As posited by Kulbyte (2018), assessing online customer experience is pivotal on the premise that, 13% of disappointed customers spread bad word-of-mouth online experiences to 15 or more customers. Contrarily, 72% of online shoppers spread distinctive online experiences with 6 or more individuals. Momentarily, poor online customer experiences cost retailers 4.7 trillion USD annually (Qualtrics, 2022). However, businesses that provide distinctive online customer experiences accrue 4-8% additional revenue (Lych, 2018). Globally, online customer technology expenditure is projected to increase to USD 640 billion by the expiration of 2022, rising from USD 500 billion in 2019 (Laricchia, 2022).

According to recent statistics in Ghana, internet penetration stands at 53.0 %, with 16.99 million out of 32.06 million of the population using the internet as of January 2022. Internet penetration rate increased by 350 thousand (+2.1%) between 2021 and 2022 (DataReportal, 2022). Concurrently, online purchases increased by 79%, since the outburst of the COVID-19 pandemic in Ghana (Saleh, 2021). As of February 2022, digital purchases in Ghana reached USD 3.98 billion. This figure indicates a year-on-year increase in digital purchases in Ghana by USD 954 million (DataReportal, 2022). Although internet penetration and online purchases are on the ascendance in Ghana, revenue obtained from digital commerce is projected to reach USD 898.80 million by 2023. From a global perspective, Northern Europe was the first-ranked region with an internet penetration rate of 98% as of January 2022. The second-ranked region was Western Europe with

a 94% internet penetration rate. Eastern Asia's penetration rate stood at 73%, which was marginally above the global average penetration rate of 62% (Petrosyan, 2022). Africa had the lowest internet penetration rate, with 43.1% of the population having access to the internet (Internet World Statistics, 2022). It can therefore be noticed from the aforementioned statistics that the variation in internet penetration between developed and developing regions vary and this could influence online customer experiences. Additionally, individuals who use digital commerce in Ghana are projected to reach 13.2 million by 2027 (Statista, 2022).

Scholars such as Chiu et al. (2014) described repurchase intention as “the subjective probability that a customer (i.e. experienced customer) will continue to purchase a product from the same online seller” (p. 5). More importantly, the success of a firm depends on keeping customers who repurchase a product from the same online retailer (Noyan & Şimsek, 2012). According to Kochkin et al. (2014), the key to sustained development in a firm's profitability hinges on eliciting online repeat purchases rather than concentrating on prospecting for new customers. Copious studies have shown that online repurchase intention is a pivotal result of an improved online customer experience (Chiu et al., 2014; Klaus, 2013; Lemon & Verhoef, 2016; Rose et al., 2012). As a result, a considerable number of retailers have therefore concentrated on the essence of improving the experiences of consumers (Andreini et al., 2018; Hogberg et al., 2019; Srivastava & Kaul, 2016; Verhoef, 2021). In the perspective of digital shopping, evaluating attitudes is very important, since consumer attitudes have a favorable influence on online repurchase intention. Strong empirical evidence shows that digital buyers' attitudes influence their intention to search for products online and price information (Vazquez & Xu, 2009; Laohapensang, 2009).

More importantly, empirical studies have established that attitudes are formed as a result of previous and current experiences (Anshu et al., 2022; Yoon & Yu 2022; Martin et al., 2015). As a result, firms that deliver exceptional customer experience reap regular shopping visits and higher profits. (Kamaladevi, 2010). More so, Kim et al. (2016) professed that customers are prepared to spend more on superior products based on their online experiences. Naturally, when customers recall the experience encountered while shopping online, it results in a positive or negative attitude towards chosen features of the total experience, which in turn determines consumers' online repurchase intention (Fatma, 2014). The online experiences encountered by customers during online shopping facilitate an attitudinal response toward online repurchase intention (Martin et al., 2015). Thus, for an online retailer to thrive, online customer experience serves as a pivotal determiner in building a viable competitive edge in a market filled with alternatives (Grewal et al., 2009; Martin et al., 2015; Rose et al., 2011). However, as online customer experience and its significance to online retailers in the dynamic e-commerce industry have become more evident, this study seeks to assess online customer experience dimensions on consumers' repurchase intention. This study suggests a framework to assess the influence of online customer experience dimensions (social, intellectual, visual, emotional, and pragmatic experiences) on consumers' repurchase intention.



1.1 Problem Statement

Online customer experience has been identified in literature to contribute significantly to a firm's online marketing outcomes (Rose et al., 2012; Trevinal & Stenger, 2014), as well as the effective handling of online customer experiences influences the long-term competitive edge of a firm (Klaus, 2013; Lemon & Verhoef, 2016). As posited by Forrester's Customer Experience Index

report (2017), online vendors have set aside online customer experience as the main concern and acknowledged it as an organizational goal. This has necessitated the need for more studies concentrating on the importance of online customer experience (Grewal et al., 2009; Trevinal & Stenger, 2014). Literature indicates that online retailers who fail to provide exceptional experiences for customers can be detrimental to a firm since customers have considerable channels to derive in-depth knowledge of products as well as control the level of their experiences (Jung & Seock, 2017). Extant literature indicates that online customer experience studies are a developing area, with fairly few empirical studies (Bilgihan et al., 2016; Martin et al., 2015; McLean & Wilson, 2016).

According to Lemon & Verhoef (2016), several studies conducted view “online customer experiences as consumer’s cognitive, affective, behavioral, emotional, social, and physical reactions to a company’s products and services during consumer’s purchase journey” (p. 71). Nevertheless, there are relatively limited studies on social, intellectual, emotional, and pragmatic experiences, in forming a distinctive online customer experience (Bilgihan et al., 2016; Bleier et al., 2019; Jaiswal & Singh, 2020; Sing, 2019; Trevinal & Stenger, 2014). Social experience offers numerous intangible values to the customer (Borges et al., 2010). For instance, a consumer can derive details about products or services that portray their lifestyle. Additionally, shopping helps customers familiarize themselves with others who share common interests (Mangleburg et al., 2004).

Consequently, copious studies have revealed that an improved online customer experience has a favorable relationship with online repurchase intention (Cachero-Martinez & Vazquez- Casielles ,2021; Chiu et al., 2014; Klaus, 2013; Lemon & Verhoef, 2016; Rose et al., 2012). As averred by

Vieira (2013), website characteristics including color combination, ease of navigation, purchasing value, and design are drivers of internal responses that determines customers' behavioral intention including online repurchase intention. More so, Richard (2005) aver that cues such as the website characteristics offered by an online vendor have a monumental effect on behavioral intentions including online repurchase intention. More specifically, a study by Cachero-Martinez & Vazquez-Casielles (2021) demonstrated that the influence of social, intellectual, emotional, and pragmatic experience significantly influences copious e-marketing outcomes including repurchase intention. Therefore, scholars have indicated the need for more systematic research attention on the influence of social, intellectual, emotional, and pragmatic experiences on various e-marketing outcomes including repurchase intention (Bilgihan et al., 2016; Bleier et al., 2019; Cachero-Martinez & Vazquez- Casielles, 2021; Jaiswal & Singh 2020).

Additionally, several research works conducted by scholars have discovered a robust correlation between the attitude of a customer and repurchase intention (Amoroso & Lim, 2017; Hakim & Sobari 2021; Nguyen 2020). Yet relatively limited studies have assessed the mediating role of consumers' attitudes toward shopping on the correlation between online customer experiences and online repurchase intention. As a result, more studies are required in this area (Anshu et al., 2022). It is therefore essential to assess the nature of consumers' attitudes toward online shopping as well as their influence on the intentions and behavior of customers (Argyriou & Melewar, 2011).

Furthermore, online customer experience dimensions have been largely studied from a unidimensional standpoint, rather than a multidimensional standpoint (Bleier et al., 2019; Rose et al., 2011). Research works undertaken by Anshu et al. (2022) and Meric & Yildirim (2021) and Antwi & Amponsah (2021) and Jaiswal & Singh (2020) and Roggeven et al. (2015) and Ludwig

et al. (2013) assessed online customer experience dimensions on various e-marketing outcomes including repurchase intention from a unidimensional perspective. Also, studies conducted by Bleier et al. (2019) and Cachero-Martinez & Vazquez- Casielles (2021), and Lemon & Verhoef (2016) viewed online customer experience from a multidimensional viewpoint. These previous studies, although concentrated on online customer experience from a unidimensional standpoint, fell short of assessing online customer experience from a multidimensional viewpoint such as intellectual, pragmatic, emotional, as well as social experiences on e-marketing outcomes including repurchase intention. Hence, the main contribution of this study is to assess the nexus between a multidimensional online customer experience on consumer attitudes and online repurchase intention.

More so, the current online customer experience models including quantitative and qualitative have been obtained from developed markets that are more technologically inclined (Lemke et al., 2011; Izogo et al., 2016; Klaus, 2013; Martin et al., 2015). For instance, variation in internet penetration could enable a customer to encounter differences in experiences when patronizing products online and consequently, influence each construct of online customer experience (Constantinides et al., 2010). Consequently, many researchers contend that studies on online customer experience research should be context-specific (Klaus, 2013; Lemon & Verhoef, 2016; Rose et al. 2012). As a result, scholars call for further investigation in developing countries (Izogo & Jayawardhena, 2018; Pandey & Chawla, 2018), by empirically examining the online customer experience dimensions drawn from research undertaken earlier in advanced markets across developing countries.

Moreover, in the Ghanaian context, although there is significant growth in online purchases and internet penetration (DataReportal, 2022; Sasu, 2021), studies on online customer experience are comparatively less investigated. Therefore, undertaking an empirical investigation on online customer experience within this context will offer invaluable insight into the antecedents of online customer experience as well as relevant mediating and moderating factors.

1.2 Research Purpose

The purpose of the study is to assess the influence of online customer experience dimensions (social, intellectual, pragmatic, visual, and emotional experiences) on Ghanaian customers' intentions to repurchase.

1.3 Research Objectives

The objectives of the study are:

1. To assess the impact of online customer experience dimensions on Ghanaian customers' intentions to repurchase.
2. To assess the mediating role of consumers' attitudes towards shopping on the correlation between online customer experiences and repurchase intention among Ghanaian customers.

1.4 Research Questions

The research questions of the study are:

1. What is the impact of online customer experience dimensions on Ghanaian customers' intentions to repurchase?

2. What is the mediating role of consumers' attitudes towards shopping on the relationship between online customer experience dimensions and repurchase intention among Ghanaian customers?

1.5 Significance of the Study

This study contributes to research and practice. It seeks to contribute to extant research by assessing the multiple dimensions of online customer experience that influence repurchase intention in Ghana. As a result of the paucity of studies that empirically assesses the influence of online customer experience dimensions on a firm's main outcomes, such as intention to repurchase, this research contributes to literature in this regard from an emerging economy's perspective. Additionally, with regards to contribution to practice, this study provides more insight and enlightens online retailers, managers, and practitioners on the pragmatic, visual, intellectual, emotional, and social dimensions of online customer experience and how they influence consumers' repurchase intention.

1.6 Chapter Disposition

This research is categorized into six separate chapters. Chapter one introduced the research by providing background information on the study, and the problem statement of the study. Additionally, the chapter outlined the purpose and objectives of the study, the research questions to be addressed, the hypothesis of the study, the significance of the study, and lastly the chapter disposition. Chapter two presents the context of the study. It provides information on internet penetration and online shopping in Ghana. Chapter three reviews extant literature and finally offers the theoretical and conceptual model for the study. Chapter four presents the research methodology utilized to address the objectives of the study. Especially, this chapter deliberates on the research

philosophical underpinnings, the research approach, the research design, the research strategy, the sampling procedure, data collection instruments, procedures, and processing and analysis of findings. Chapter five presents the study's outcomes of data analysis. Chapter six deliberates on the summary of the study and its findings, and discusses the theoretical and practical implications as well as limitations and future research directions.



CHAPTER TWO

CONTEXT OF THE STUDY

2.0 Chapter Overview

This chapter presents the background information on the context of the study. The chapter furnishes the reader with information on internet penetration and online shopping in Ghana. This section would aid to position the study in a specific circumstance that would help the reader comprehend the study area.

2.1 Internet Penetration in Ghana

The use of the internet is an important medium for businesses globally (Petrosyan, 2022). It has enabled online retailers to employ novel digital technologies, and innovative digital sales channels, pursue international markets, and interact with customers (Lamberton & Stephen, 2016). According to Jibril et al. (2021), internet penetration is described as the share of the population that has admittance to the internet. According to DataReportal (2022), the recent statistics on internet penetration in Ghana stand at 53.0%, with 16.99 million out of 32.06 million of the total population using the internet as of January 2022. Also, the internet penetration rate increased by 350 thousand (+2.1%) between 2021 and 2022 (DataReportal, 2022). However, this user figure reveals that at the commencement of 2022, 15.07 million individuals in Ghana representing 47.0 percent of the population were offline. The above statistics show that internet penetration in Ghana is on the ascendance. Nevertheless, as several firms and individuals rely on internet connectivity for their transactions, a 53 percent penetration rate can be considered relatively insufficient because it is marginally below the global average internet penetration rate of 62% (Sasu, 2022). In light of the above, the government of Ghana is predominantly dependent on the Ghana Investment

Fund for Electronic Communications (GIFEC) to enhance internet penetration and bridge the digital divide in rural and urban sectors in Ghana (Deutsche Welle, 2022).

Also, the quality of internet services plays a pivotal role for firms and the public who use the internet for buying and selling (Graphic online, 2021). As of May 2022, Speedtest Global Index (2022) asserted that Ghana was ranked 136th globally and 25th in Africa in the global index on the fastest internet speed. According to Speedtest Global Index (2022), experts in rating mobile and fixed broadband speeds across the globe, Ghana, as of April 2022, recorded an internet speed rank of 136², a download speed of 8.23 Mbps, an upload speed of 7.17 Mbps, and a latency of 29 minutes. Furthermore, DataReportal (2022) indicates that the number of netizens has risen steadily in Ghana over the past decade. Recent statistics show that internet users increased from 2.31 million in January 2012 to 17 million as of January 2022 in Ghana (DataReportal, 2022). On the other hand, netizens between the ages of 16 and 64 accessed the internet with distinct kinds of electronic gadgets as of February 2022 in Ghana. It was also noted that netizens in Ghana accessed the internet through any kind of mobile phone (91.9 %), laptop or desktop (24.4 %), smartphone (90.1%), feature phone (5.4 %), personal laptop or desktop (21.4%), work laptop or desktop (7.3%), connected television (4.0%), smart home device (1.6%), and game consoles (1.6%) (DataReportal, 2022). The data, therefore, shows that the majority of Ghanaians preferred mobile phones for surfing the internet as juxtaposed to laptops/ tablet devices, desktops, and other devices. However, as of February 2022, netizens in Ghana spend an average duration of 4 hours and 34 minutes daily via their mobile device when using the internet for several purposes (DataReportal, 2022).

Given that internet users in Ghana spend several hours and minutes on the internet using distinct electronic gadgets, recent data as of February 2022 shows that, 18.7% of internet users utilize voice assistants (For instance, Siri, and Google Assistants) to search for information online. Also, 58.6% of individuals use the internet to visit social networking channels to gather information regarding brands and products. Additionally, 11.6% of netizens used image recognition tools (For instance, Google Lens, and Pinterest Lens) on their smartphones every month. Whilst 15.5% of netizens adopted online tools to translate text and distinct languages every week (DataReportal, 2022). It however worth to note that the majority percentage of internet users (58.6%) in Ghana visit social networking sites to gather information regarding brands and products. Also, recent data shows that there were 8.80 million social networking users in Ghana as of January 2022. However, the user statistics on the various social media platforms reveal that Facebook consists of 7.05 million, Instagram represented 2.20 million users, LinkedIn had 1.80 million members, and Twitter had 919.7 thousand users at the start of January 2022 (DataReportal, 2022).

Existing literature on online customer experience postulates that online retailers who fail to provide exceptional experiences for customers can be detrimental to a firm's operations since customers have considerable channels to acquire in-depth knowledge of products and determine the level of their experiences (Jung & Seock, 2017). It is imperative that online retailers attract clientele by offering attractive online experiences, which have been proven to aid companies in attaining a competitive edge (Molinillo et al., 2019). According to DataReportal (2022), the Alexa rankings on the top ten most-visited websites depending on the total monthly website traffic in Ghana as of February 2022 are displayed in Table 1.

Table 1: Top ten most visited websites in Ghana: Alexa Rankings

Website	Time per day	Pages per day.	Rank
Google.com	17m 26s	18.49	1
Youtube.com	19m 22s	10.53	2
Ghanaweb.com	07m 21s	5.10	3
Facebook.com	17m 46s	8.56	4
Amazon.com	11m 18s	10.22	5
Instagram.com	09m 39s	11.40	6
Wikipedia.org	03m 39s	3.05	7
Yahoo.com	05m 16s	4.88	8
Jiji.com.gh	06m 27s	5.30	9
Twitter.com	12m 34s	10.30	10

Source: DataReportal (2022)

2.3 Online shopping in Ghana

Online shopping has increased tremendously across the globe owing to the growth in information communication technology, sophisticated technology, and the rise in internet penetration (Johnson, 2015). The e-commerce sector in Ghana continues to grow significantly, as several people transact business online (Sengresti, 2020). Given that consumers patronize products and services online, and the duration individuals spend on the internet has ascended (Monsuwe et al., 2004), it is evident that online shopping has numerous comparative benefits as likened to brick- and-mortar shopping. Firstly, online shopping helps clients buy items at all times, irrespective of their location (Liu et al., 2012). Also, online shoppers can gather and juxtapose product details

with significant clarity and accessibility (Al Debei et al., 2015). According to Sengresti (2020), arguably, the first online retail shop in Ghana known as eshopafrica.com was founded by Cordelia Salter-Nour in 1999 and launched formally in February 2001 (Sengresti, 2020). The online retail shop specialized in locally made products such as baskets, carvings, jewelry, kente, and collectibles. However, as a result of the distinctive and rare artifacts merchandised on the website, it attracted international coverage (Sengresti, 2020). Since the inception of eshopafrica in Ghana, several e-commerce platforms have emerged, however, some famous online retail shops consist of Jumia Ghana, Jiji Ghana, Superprice, Kikuu, Amazon, Melcomonline, Alibaba, and Zoobashop, among others.

More so, DataReportal (2022) avers that online shopping keeps soaring globally, and the case of Ghana is no exception. As of February 2022, the recent statistics in Ghana indicate that 7.78 million individuals purchased consumer goods online, summing up to an amount of USD 3.98 billion (DataReportal, 2022). This amount shows year-on-year growth in digital purchases in Ghana by USD 954 million. However, the average yearly revenue for e-commerce websites from consumer products patronized digitally was USD 511, which indicates a year-on-year growth of USD 55 (DataReportal, 2022). These increments recorded in the annual total amount of consumer products purchased online can be attributed to the 1.2 million individuals who have amalgamated the total figure of Ghanaians patronizing products online (DataReportal, 2022).

Additionally, the current data on consumer products patronized indicate that electronic gadgets accounted for USD 1.36 billion (34.17%) of the total amount (USD 3.98 billion). Thus, making it the most patronized online consumer product. In second place were fashion items (especially

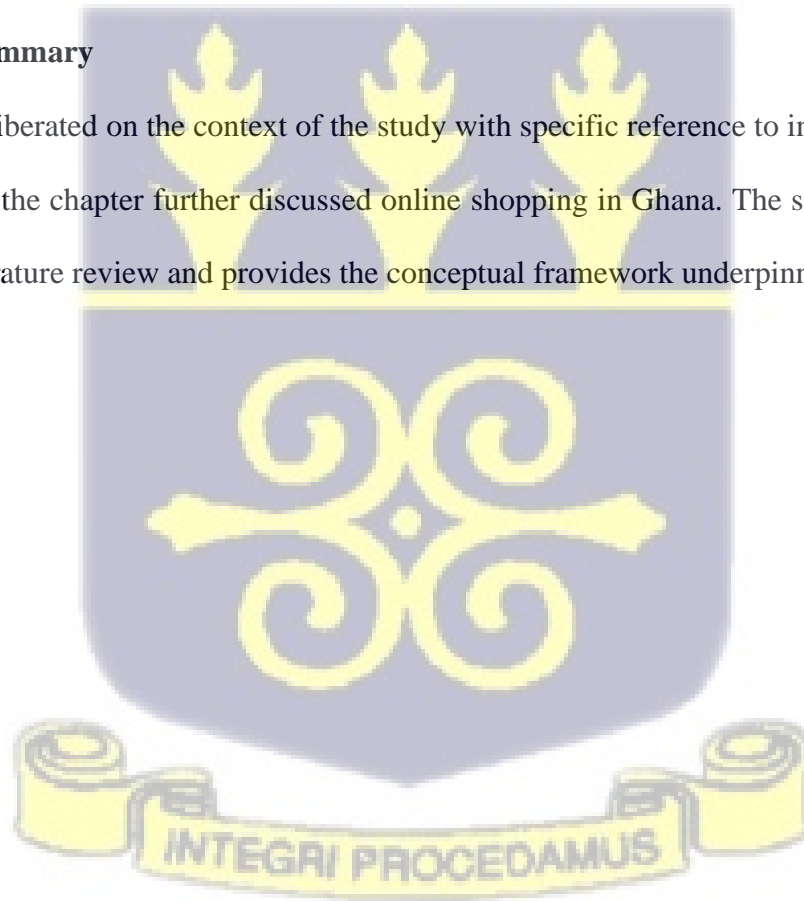
clothes), representing USD 1.22 billion (30.65%) of the total amount (DataReportal, 2022). After these, followed personal and household care, toys, food, furniture, beverages, as well as physical media, which represented USD 489 million, USD 336 million, USD 316 million, USD 163 million, USD 64.5 million, and USD 28.2 million of the total amount respectively (DataReportal, 2022). Also, the weekly statistics on consumer goods purchased indicate that 28.2% out of 7.78 million Ghanaians patronized products or services digitally. Moreover, 11.8% of individuals purchased groceries online, and 8.9% out of 7.78 million consumers bought items on credit, whilst second-hand products represented 10.2% (DataReportal, 2022). The above statistics regarding the consumer goods purchased online show that online shopping in Ghana is on the rise. However, for online vendors to thrive effectively, the online customer experience serves as an important element for building a long-lasting competitive edge in a market filled with opportunities (Martin et al., 2015).

From a global standpoint, the adoption of the internet for shopping has increased tremendously. In 2021, over 2.14 billion individuals purchased products digitally, increasing to 1.66 billion internet shoppers worldwide in 2016 (Coppola, 2021). Also, eMarketer (2022) postulates that global online retail sales are projected to reach USD 6.17 trillion by the end of 2023, with e-commerce occupying 22.3% of the entire retail sales. However, this figure is projected to increase in the coming years, indicating that e-commerce has become a lucrative avenue for online retailers. In the year 2020, online retailers accrued 17.8% of sales from online purchases. Moreover, online retailers project an increment of 21% in sales from online purchases at the end of 2022 (eMarketer, 2022). Nonetheless, online sales are projected to reach 24.5% by 2025, which indicates a 6.7% growth in five years (eMarketer, 2022). More importantly, an impoverished online customer experience

sums up to 24% of annual online revenue loss globally, hence, online retailers have acknowledged the essence of offering a distinctive online shopping experience (Bilgihan et al., 2016). The e-commerce environment is highly competitive because customers have alternative online channels to navigate and compare online experiences. Therefore, online retailers must find methods to provide distinctive customer experiences. (Econsultancy, 2011).

2.4 Chapter Summary

This chapter deliberated on the context of the study with specific reference to internet penetration in Ghana. Also, the chapter further discussed online shopping in Ghana. The succeeding chapter presents the literature review and provides the conceptual framework underpinning the study



CHAPTER THREE

LITERATURE REVIEW

3.0 Chapter Overview

This chapter reviews literature related to the issues under enquiry. It concentrates on combining literature from previous studies on the concept of online customer experience (visual, intellectual, social, pragmatic, and emotional experience), shopping attitude, and online repurchase intention. The chapter further discussed the nexus between online customer experiences and online repurchase intention. Also, the chapter discussed the nexus between shopping attitudes and online repurchase intention. In addition, the chapter discussed the mediating role of shopping attitude. Also, this chapter discusses the Stimulus-Organism-Response (S-O-R) theory to underpin this study. The chapter further reviewed of empirical studies in the light of this study's objectives. Lastly, the chapter presents the conceptual framework underpinning this study.

3.1 Online Customer Experience (OCE)

Online customer experience has been identified in literature as a key determiner of a firm's online marketing outcomes (Rose et al., 2012; Trevinal & Stenger, 2014) and the consumer decision journey (Luo et al., 2011). This has necessitated the need for more studies concentrating on the importance of online customer experience (Grewal et al., 2009; Trevinal & Stenger, 2014). However, scholars attribute the online retailer's success to an enhanced online customer experience, which is crucial for building a viable competitive advantage in a market filled with alternatives (Grewal et al., 2009; Martin et al., 2015; Rose et al., 2011). Both scholars and professionals have explained the concept of online customer experience in several ways (Frow & Payne, 2007). Scholars such as Klaus (2013) profess that online customer experience is described

as the “customers’ overall mental perception of interactions with a company’s value proposition online. These mental perceptions of customers, in turn, drive a set of outcomes including emotions, judgments, and intentions” (p. 445)

Also, Trevinal & Stenger (2014) describe online customer experience as a personal and internal reaction to an online retail store which is a multifaceted, comprehensive, and personal activity ensuing from interactions between customers and an online retail shop. Similarly, Rose et al. (2012) expound on online customer experience as “the psychological state, manifested as a subjective response to the E-retailers website” (p. 309). The study leverages the definition of online customer experience espoused by Klaus (2013). The scholar defined online customer experience as a total psychological insight into buyers’ exchanges with a firm’s online environment resulting in emotions, feelings, and intentions. Several researchers have conceptualized the influence of the numerous dimensions of online customer experience on e-marketing outcomes (Klaus, 2013; Khalifa & Liu, 2007; Lemon & Verhoef, 2016). Scholars such as Hoffman & Novak (1996) conceptualized the initial standpoint of online customer experience as a “flow”. The flow concept was applied in earlier studies and served as a cornerstone to assess customer experiences from an online perspective (Novak et al., 2000).

As posited by Novak et al. (2000), “ a flow on the web is a cognitive state experienced during online navigation which is determined by high levels of skill, control, high levels of challenge, arousal, focused attention, and is enhanced by interactivity and telepresence” (p. 24). Moreover, the flow condition facilitates a high level of amusement, immersion, and focus, making a pursuit fascinating, rewarding, self-absorbing, and captivating. More importantly, researchers affirm that

earlier online customer experience studies have extensively utilized the flow concept (Ding et al., 2010; Bridges & Florsheim, 2008). Nonetheless, the main weakness of the flow is that the dimension is mainly cognitive-centered, whereas online customer experience includes cognitive and emotional dimensions (Izogo & Jayawardhena, 2018). Barring the initial standpoint of online customer experience suggested by Novak et al. (2000), other scholars have extended their studies to include both cognitive and emotional dimensions (Martin et al., 2015; Rose et al., 2012). The second standpoint of online customer experience is an enhancement over Novak et al.'s viewpoint of OCE. Nonetheless, the researchers' conceptualization of OCE fell short of client-to-client interactions (Izogo & Jayawardhena, 2018).

Furthermore, the significance of online customer experience was seen as an important element of the value creation procedure (Prahalad & Ramaswamy, 2004) which led to the third conceptualization of a multidimensional online customer experience (Brakus et al., 2009; Srivastava & Kaul, 2016; Gentile et al., 2007; Lemon & Verhoef, 2016; Verleye, 2015; Bleier et al., 2019). Scholars such as Gentile et al. (2007) encapsulated online customer experience consisting of sensorial, emotional, cognitive, pragmatic, lifestyle, as well as social experiences. Nevertheless, Gentile et al. (2007)'s conceptualization of OCE is akin to Lemon & Verhoef, (2016)'s dimensions of online customer experience which also consists of cognitive, emotional, behavioral, sensorial, as well as social retorts to a business's value proposition throughout a client's buying journey. In addition, juxtaposing the first two standpoints by Novak et al. (2000) and Martin et al. (2015), and Rose et al. (2012), the current and the multidimensional conceptualization of online customer experience elements (visual, intellectual, social, pragmatic, as well as emotional experiences) identified in literature accentuates a client-to-client interactions

and value creation process (Bleier et al., 2019; Cachero-Martinez & Vazquez- Casielles, 2021; Srivastava & Kaul, 2016; Gentile et al., 2007; Lemon & Verhoef, 2016; Verleye, 2015).

Holistically, scholars argue that online customer experience is viewed as a multidimensional element (Brakus et al., 2009; Srivastava & Kaul, 2016; Gentile et al., 2007; Lemon & Verhoef, 2016; Verleye, 2015; Bleier et al., 2019), which results in numerous e-marketing outcomes including online repurchase intention (Shobeiri et al., 2014; Rose et al., 2012; Luo et al., 2011). Thus, given that online customer experience dimensions have been largely studied from a unidimensional standpoint, rather than a multidimensional standpoint (Bleier et al., 2019; Rose et al., 2011), this study conceptualizes online customer experience from a multidimensional standpoint. Hence, this study, assesses the influence of online customer experience on Ghanaian customers' intention to repurchase. The next section discusses the outcomes of online customer experiences

3.2 Online Repurchase Intention

The interactions between customers and firms generate opportunities for engagement (Klaus & Nguyen, 2013), which is pivotal in fostering an enduring affiliation (Sashi, 2012; Vivek et al., 2012). Due to the advancement in technology, firms use several mediums to interact and stay in touch with their clients (Ahanonu et al., 2013; Deng et al., 2010; Rose et al., 2011). The extension of these interactive mediums is linked to an enhanced online customer experience, which has a favorable influence on the consumer decision journey (Luo et al., 2010), as well as online repurchase intention (Rose et al., 2012). However, the success of a firm depends on keeping customers who repurchase a product from the same online retailer (Noyan & Şimsek, 2012).

According to Kochkin et al. (2014), the key to sustained development in a firm's profitability hinges on eliciting online repeat purchases than concentrating on prospecting for new customers. Scholars assert that customers' behavioral intentions are the extent to which they are persuaded to reprise a specific behavior after a positive examination of a firm's value proposition (Belanche et al., 2021; Nedra et al., 2019). However, the customers' online experiences influence their intention to continue using an online shopping platform (Huang & Chuech, 2021; Rose et al., 2012; Ray et al., 2019).

Consequently, scholars such as Chiu et al. (2014) described repurchase intention as "the subjective probability that a customer (i.e. experienced customer) will continue to purchase a product from the same online seller" (p. 5). Also, online repurchase intention is known as repurchasing a product from a specific online vendor in the future by reusing the same online medium (Chen & Chen 2017). Likewise, Khalifa & Liu (2007) described online repurchasing intention as the reusing of an electronic medium to buy from a particular vendor. Several studies have shown that online repurchase intention is a pivotal result of an improved online customer experience (Chiu et al., 2014; Klaus, 2013; Lemon & Verhoef, 2016; Rose et al., 2012). A study by Rose et al. (2012) on international online consumers demonstrated that online repurchase intention is the result of an improved online customer experience. Similarly, a study by Chiu et al. (2014) on an experiential survey on the predictors of online repurchase intentions from the standpoint of online customer experience revealed that an improved online customer experience is a decisive element that results in online repurchase intention. Furthermore, a study by Singh & Soderlund (2020) established that online repurchase intention is a pivotal result of online customer experience. Correspondingly, Amoroso & Lim (2017) showed that customer attitudes toward online shopping favorably impact

online repurchase intention. Hence, this study assesses the influence of online customer experience on repurchase intention considering the mediating effect of shopping attitude.

3.3 Shopping Attitude

Online shopping is seen as a positive activity by consumers when they can purchase products at their convenience regardless of their whereabouts and time (Sharma et al., 2020). Attitude is purported to be the finest determiner of intention to repurchase products online (Anshu et al., 2022; Boone & Kurtz, 2004). Boone & Kurtz (2004) described attitude as a person's long-lasting favorable as well as unfavorable appraisals, sensations, or action predispositions towards an idea or object. Attitude is primarily the result of a cognitive procedure and it is developed exclusively from a premeditated, logical, and decisive method (Fishbein & Ajzen, 1975). Scholars posit that consumer attitudes may reflect in cognitive, affective, as well as behavioral dimensions (Sandya et al., 2014; Huang, 2017). The cognitive dimension of consumer attitudes comprises the mental and knowledge dimensions of attitude (Xiao et al., 2018). However, the affective dimension offers an appraisal of the emotional link between firms' marketing activities and customer emotions; whilst the behavioral dimension is the real behavior of an individual. As indicated in the theory of planned behavior, behavioral beliefs which encompasses the internal beliefs of a person regarding the effect of executing a desired action could impact attitudes toward real behavior (Ajzen, 1991). Those beliefs vary from one person to another depending on their backgrounds including but not limited to their individual past experience, qualities, characteristics, and their subjective mindsets (Al-Lozi, 2011).

Studies have established that attitudes are formed as a result of previous and current experiences (Anshu et al., 2022; Yoon & Yu 2022; Martin et al., 2015). A study by Martin et al. (2015) demonstrated that the experiences encountered by customers in the online context have a favorable effect on consumer attitudes and repurchase intention. Similarly, a study by Srivastava & Kaul, (2016) revealed that the former and current experiences shape consumer attitudes and are likely to alter as a function of consumer experience. However, relatively limited studies have assessed the mediating role of consumers' attitudes toward shopping on the correlation between online customer experience and online repurchase intention, as a result, more studies are required in this area (Anshu et al., 2022). Therefore, this study assesses the influence of shopping attitude and the mediating effect it plays in influencing consumer repurchase intention.

3.4 Pragmatic Experience and Online Repurchase Intention

The pragmatic experience is an element of the online customer experience that describes the real act of engaging in an activity (Gentile et al., 2007). The pragmatic dimension implies that customers do not visit an online retail shop due to its attractive layout. Rather, they are driven by marketing communications, website performance, accessibility, prices, and ease of searching for information on a website (Beauchamp & Ponder, 2010; Walsh et al., 2011; Jiang et al. 2013). The pragmatic experience is predominantly differentiated by patronage routines and it includes surfing an online retailer's website. Additionally, it involves using several online shopping tools, surfing tools, and search tools (Trieval & Stenger, 2014). Several scholars suggest that online retailers who provide the convenience of online shopping, in-depth product portfolio, low prices, good product performance, and value for money influence consumers' behavioral intentions including

online repurchase intention (Beauchamp & Ponder, 2010; Dillahunt et al., 2019; Klaus & Maklan, 2012; Fatma, 2014).

Moreover, in providing a pragmatic experience, online retailers enhance their websites to aid customers in achieving shopping objectives through the provision of convenience characteristics and assisted selling tools (alternative payment methods, vouchers, store locator, body measurement tools, Chatbots, and catalog quick order) aimed at simplifying the shopping process (Cachero-Martinez & Vazquez- Casielles, 2021), and stimulating online repurchase intention of customers (Rose et al., 2012). Additionally, a vendor who desires to provide a pragmatic experience may, for instance, provide products with superior incentives, or offer prices far lower than their rivals (Cachero-Martinez & Vazquez- Casielles, 2021). This would aid the retailer in appealing to customers whose key preferences are hinged on prices and promotions, hence enhancing behavioral outcomes including consumer online repurchase intention (Singh & Soderlund 2020). For instance, a research by Dewl et al. (2022) established that among the online shopping experience dimensions, the pragmatic experience is a key determinant that intensifies online repurchase intention. Hence, sellers must enhance the pragmatic experience by offering excellent promotions or providing good value for money comprising free delivery, and excellent discounts on online retail platforms (Dewl et al., 2022). As a result, it is hypothesized that:

H₁: Pragmatic experience has a significant positive effect on consumer online repurchase intention.

3.5 Visual Experience and Online Repurchase Intention

The significance of visual experience in selling was initially identified by Kotler (1973). The visual experience is a vital element of the sensual experience since it is an essential technique for

attracting a client's audience to a firm's website (Gentile et al., 2007). Literature indicates visual experience has numerous facets linked to sight, and it includes, the cognitive impact of color, a website's layout, ease of navigation, and online merchandising (Cachero-Martinez & Vazquez-Casielles, 2021). The human body responds to the cues of color, which stimulates physical as well as affective reactions (Chen & Wu, 2016). Also, the likelihood of repurchasing a product is high when consumers can freely navigate an online retailer's website during shopping as a result of the attractive layout of the website (Ladhari & Leclerc, 2013). However, the longer a customer scrolls through an online retailer's website, the higher chance he or she is likely to make a purchase (Castro-Lopez, Vazquez-Casielles, & Puente 2019).

More so, extant research has shown that warm colors elicit superior appeals, arousing affection linked with happy dispositions, and energy, whereas cold colors are linked with emotional situations comprising tranquility, and ecstasy (Roschk et al., 2017). For instance, a blue color connotes leisure as well as calmness and could trigger customer ingenuity, while the red color, is linked with enthusiasm, and inspiration, and can arouse logical abilities (Roschk et al., 2017). Barnes & Vidgen (2001), suggested that to gauge the distinctiveness of a website that evaluates the consumers' visual experience, elements worthy of concern include an attractive layout, utilization of vibrant colors, and elegance that stimulates consumer interest. Several studies show that an attractive layout of a website influences consumer decisions to make purchases online (Gatti, Bordegoni, & Spence 2014; Pandey & Chawla, 2018; Tandon, Kiran, & Sah 2016). Additionally, studies conducted by scholars established that an attractive website influences consumers' online repurchase intention. (Porat & Tractinsky, 2012; Rosen & Purinton, 2004). As

a result, visual and pleasurable components are required in the layout of a website (Mathwick et al., 2001; Wang et al., 2011), to arouse the customer experience.

Also, blending the required colors, displaying unique graphics and pictures, and providing a collection of the website layout components define the visual experiences (Rose et al., 2012; Kahn, 2017). The visual experience exemplifies an appealing website layout that is structured and standardized appropriately which facilitates ease of navigation by the client, leading to a seamless and coherent web surfing that stimulates the sensory appeal of customers (Cachero-Martinez & Vazquez-Casielles, 2021). Drawing on the assertion of Papapanou (2015) and Wilson et al. (2019) and Zhou et al. (2009), congruent visual cues such as website layout quality, colors, and website merchandising have a major effect on customers' behavioral intention including online repurchase intention. For this reason, it is hypothesized that:

H₂: Visual experience has a significant positive effect on consumer online repurchase intention.

3.6 Intellectual Experience and Online Repurchase Intention

Intellectual experience is an element of online customer experience linked with reasoning or a deliberate cognitive procedure (Bleier et al., 2019). Kenningham et al. (2017) postulated that intellectual experience denotes the functionality, swiftness, and accessibility of an online retail platform. Intellectual experience also deals with using the input of a web page to aid a customer in periods of critical thinking (Gentile et al., 2007). However, a consumer's interest could be aroused by a website (Hill et al., 2016) and help stimulate the consumer's ingenuity and insight (Zeng et al., 2012). More importantly, it is indispensable for online retailers to help a client avoid a bureaucratic purchase process, as a result, improving the response rate of a webpage is as significant as clicking several items during shopping (Micu et al., 2019; Rose et al., 2012). Also,

the probability of shoppers repurchasing a product is high when the purchase procedure is simple to comprehend and seamlessly navigate a retailer's website (Khan & Rahman, 2016). As consumers' interest during the period of acquisition is linked to the puzzle that the seller may generate (Menon & Soman, 2002), the obstacle faced by retailers includes arousing customers' interest since they are connected to favorable e-marketing outcomes such as online repurchase intention (Hill et al., 2016).

More so, Hoffman et al. (2009) profess that intellectual experience plays a vital part in determining the revisit intentions of online shoppers. As a result, the experiences improved by technology enhance the value obtained by consumers during their acquisition journey (Flavian et al., 2019), which has a key effect on the experiences of shoppers (Hoyer et al., 2020). In recent times, technologies used by online vendors including augmented reality (Scholz & Smith, 2016; Flavian et al., 2019) as well as artificial intelligence (Chopra, 2019) enhance the customer's online experience (Javornik, 2016; Martínez-Navarro et al., 2019). These novel inventions merge the virtual world with real-life situations by arousing customers' interest, enhancing the visual experience (Carmigniani & Furht, 2011), and offering the consumer an intellectually arousing, entertaining, and fascinating experience (Parise et al., 2016). Furthermore, using assisted selling tools such as customization and product comparison tools could arouse mental abilities and improve customers' experiences (Verleye, 2015), enhancing the customers' online repurchase intention (Rose et al., 2012). In addition, the outcomes of Van Noort et al. (2012) corroborated the assertion that the customers' intellectual experience encountered in online retail stores significantly determines their revisit intention. Similarly, the findings of Pasharibu et al. (2018) are without exception in the assertion that an improved intellectual experience positively

influences online repurchase intention. Then again, Riaz et al. (2022) specifically demonstrated that intellectual experience has a favorable effect on online repurchase intention. Given the above exposition, it is hypothesized that:

H₃: Intellectual experience has a significant positive effect on consumer online repurchase intention.

3.7 Social Experience and Online Repurchase Intention

Social experience deals with a customer's association with other individuals apart from their social circle as well as the personnel of online retail shops (Gentile et al., 2007; Ferguson et al., 2010). A significant number of scholars affirm that social experience entails an individual's longing for sustained self-development, and the aspiration to be favorably recognized in social environs by other persons (Hassanein & Head, 2006; Yoo & Alavi, 2001). The sensation of personal communication among individuals is pivotal in any social setting (Hassanein & Head, 2006; Yoo & Alavi, 2001). As a result, customers can seek guidance from employees using electronic mail, placing a telephone call, or using virtual assistants such as Siri assistants, Google assistants, and Chatbots (Cachero-Martinez & Vazquez- Casielles, 2021). The entire perspective of social experience has been emphasized by Pentina et al. (2011), which entails communicating with other customers through a website (For instance, sharing a wish list, emailing a friend, analyzing other shoppers' reviews, and reading through product ratings), as well as interacting with acquaintance via social media platforms.

Online shopping is a social experience (Cachero-Martinez & Vazquez- Casielles, 2021), which influences an individual's behavior in a group. However, online customer experiences in the social

context guarantee numerous advantages for the customer (Borges et al., 2010). For instance, an individual can obtain advice relating to products and services that depicts his or her lifestyle. Also, customers can communicate with other consumers who share common interests (Borges et al., 2010). More so, the social experience can be differentiated between customers and the experiences encountered when communicating with employees. (Argo & Dahl, 2020). Customers can regularly communicate with staff virtually through chats, message boards, and virtual communities, which in turn enhance cordiality (Hassanein & Head, 2006; Wang et al., 2007). Customers presently contemplate the procedure of online purchases as a social activity by appreciating the company of acquaintances and relations during their shopping experience (Mangleburg et al., 2004), and interacting with staff (Chang et al., 2008). As a result, customers are extremely happy when they are offered guidance, comprehended, and attended to by the staff either physically or virtually, these services could arouse favorable consumer sensations when shopping (Tsaur et al., 2007), hence stimulating online repurchase intentions (Hassanein & Head, 2006).

Moreover, social experience occurs through social interactions which aid in creating unique customer experiences (Tombs & McColl-Kennedy, 2003). As espoused by Hao et al. (2015), social interaction is very indispensable in determining the online experiences of customers. However, studies show that online shoppers who lack interpersonal and social interactions with consumers and retailers when shopping online are likely to desist from earning the trust of an online vendor (Hao Suan Samuel et al., 2015; Pandey & Chawla, 2018). A study by Chang & Chen (2008), showed that social experience in the form of social interaction through social networking sites plays a vital part in influencing a consumer's behavior as well as online repurchase intention. In the same vein, the findings by Pasharibu et al. (2018) confirmed that social experience has a

significant impact on online repurchase intention. Additionally, social experience helps in enhancing observed tangibility and provides a sense of mental proximity to a company's value proposition (Darke et al., 2016). It can also heighten amusement, as well as encouragement when shopping online (Wang et al., 2007). Therefore, firms need to enhance their social media avenues to delight customers (MacDonald, 2012) and create experiences that predominantly influence consumer behavioral intention including online repurchase intention (Liu et al., 2016). For this reason, it is hypothesized that:

H4: Social experience has a significant positive effect on consumer online repurchase intention.

3.8 Emotional Experience and Online Repurchase Intention

Apart from the prior studies conceptualizing online customer experience from the cognitive perspective (Novak et al., 2000), online customer experience is generally regarded as also consisting of the emotional experience (Martin et al., 2015; Rose et al., 2012). The emotional experience involves the affective system of an individual through the development of emotions, sentiments, as well as temperaments (Rose et al., 2012). Similarly, scholars posit that emotional experience elicits an affective connection between the customer and an online retailer's value proposition (Rose et al., 2012). Correspondingly, emotional experience "involves one's affective system through the generation of moods, feelings, and emotions" (Gentile et al., 2007, p. 398; Rose et al., 2012). These feelings could be positive and negative, for instance, enjoyment, remorse, resentment, ecstasy, or astonishment reflect the emotional experiences of customers. (Keiningham et al., 2017). During online shopping, customers desire exceptional emotional experiences (Kim et al., 2016; Ladhari et al., 2017). Consequently, online vendors' utmost objective is to capture an

emotional consumer's audience by creating long-lasting relationships and enhancing engagement through sharing emotional experiences (Mishra et al., 2016; Das et al., 2019).

More importantly, the findings of Hoyer & McInnis (2001) indicate that emotional experience has a major effect on the behavior of customers and therefore influences the procedures employed by online shoppers in acquiring a firm's value proposition. As a result, the probability of a shopper exiting a retailer's website that poorly stimulates customer emotions is high (Wijaya et al., 2019), which in turn determines consumers' online repurchase intentions (Chiu et al., 2014). According to Sun & Pedersen (2010), there is a favorable correlation between the information presented by an online retail shop and the emotional situations experienced by customers during online shopping. Consumer perception of an online shop's aesthetics generates feelings, which impact their purchase intention including online repurchase intention (Tractinsky & Lowengart, 2007). As a result, scholars affirm that online retailers can enhance positive emotional experiences by developing online retail platforms that are attractive (Gatti et al., 2014; Roschk et al., 2017), offering simplified buying procedures and enhancing the ease of navigation (Khan & Rahman, 2016), providing assisted selling tools (Trieval & Stenger, 2014), improving the convenience of shopping online (Jiang et al., 2013), and engaging customers via social networking platforms (Gavurova et al., 2018). The findings of several extant studies demonstrate that emotional experience has a favorable influence on online repurchase intention (Das et al., 2019; Ladhari et al., 2017; Molinillo et al., 2019)

For example, Rose et al. (2012) averred that emotional experience significantly contributes to consumers' revisit intention. However, their findings were corroborated by Riaz et al. (2022) who specifically demonstrated that emotional experience is a pivotal determiner of consumers' online

repurchase intention. Therefore, in providing a positive online customer experience, emotional experiences are crucial to a customer and result in positive e-marketing outcomes including online repurchase intention (Molinillo et al., 2019; Rose et al., 2012). Therefore it is hypothesized that:

H₅: Emotional experience has a significant positive effect on consumer online repurchase intention

3.9 Shopping Attitude and Online Repurchase Intention

It is essential to assess the nature of consumers' attitudes toward online shopping as well as their influence on the intentions and behavior of customers (Argyriou & Melewar, 2011). As a result, copious studies have demonstrated the strong nexus between consumer attitudes and repurchase intention. (Da Chen & Tan, 2004; Lee et al., 2006; Vijayasathy, 2004). As professed by Destiny (2012), consumers' online repurchase intention could be influenced by several elements, including attitude as one of the most significant elements. More so, extant research shows that repurchase intention is high if a customer's attitude towards a behavior displays a favorable retort (Kudeshia & Kumar, 2017). Similarly, Tang et al. (2011) postulated that when consumer attitudes toward repurchase intentions are attuned favorably, it impacts behavioral intentions, which creates favorable appraisals and emotions hence leading to online repurchase intentions. As a result, scholars echoed that there is a firm link between customer attitudes and online repurchase intention (Amoroso & Lim, 2017; Amosoro & Ackaradejruangsi, P. 2017). Therefore, more understanding is needed of how customers' attitudes are shaped and the manner it impacts intentions and behavioral results including repurchase intention (Argyriou & Melewar, 2011). Hence, it is hypothesized that:

H₆: Consumer attitude towards online shopping has a positive effect on consumer online repurchase intention.

3.10 The Mediating Role of Shopping Attitude

Since experience aids in developing consumer attitudes, consumer attitudes are volatile. Consumers may develop a positive attitude towards online shopping which reinforces affection for a retailer's product as a result of the favorable experiences they encountered (Fatma, 2014). Brakus et al. (2009) suggest that experience could lead to an overall attitude toward the experience itself. Naturally, when customers reminisce about the experience encountered, it results in a positive or negative attitude towards chosen features of the total experience and this impacts consumers' online repurchase intention (Fatma, 2014). Extant research has evaluated the mediating effect of shopping attitude on numerous outcomes including purchase intention (Indriani et al., 2019; Chankeshi et al., 2021) and online repurchase intention (Anshu et al., 2022; Yoon & Yu 2022; Srivastava & Kaul 2016). Yet relatively limited studies have assessed the mediating role of consumers' attitudes toward shopping on the correlation between online customer experiences and online repurchase intention, as a result, more studies are required in this area (Anshu et al., 2022). Empirical studies show that customer experience influences consumer purchases through shopping attitudes (Srivastava & Kaul, 2016; Joo & Lim, 2017; Yoon & Yu, 2022).

Anshu et al. (2022) examined the impact of online customer experience on attitude and repurchase intention in online grocery retailing. Having sampled primary data from 526 online shopping respondents it was revealed that shopping attitudes mediate the unidimensional constructs of online customer experience such as convenience, delivery, privacy and security, network effect, and recovery experience, resulting in online repurchase intention. In the same vein, Yoon & Yu (2022) assessed the impact of customer experience on the attitude and utilization intention of

restaurant-menu curation chatbots. They revealed that except for the usable facet as a unidimensional construct of customer experience, usefulness, and valuable constructs had an impact on attitudes and utilization intention. Another study by Yeo et al. (2017) focusing on online food delivery services showed that consumer attitudes mediate the impact of a unidimensional customer experience on behavioral intention toward food delivery services.

Furthermore, a study by Joo & Lim (2017) concentrating on start-up companies demonstrated that consumer attitudes mediate the impact of a unidimensional customer experience on repurchase intentions. These extant studies have demonstrated that consumer attitude toward online shopping mediates the impact of a unidimensional online customer experience on online repurchase intention (Anshu et al., 2022; Joo & Lim, 2017; Yeo et al., 2017; Yoon & Yu 2022). However, relatively limited studies have examined how shopping attitudes mediate the impact of a multidimensional online customer experience on online repurchase intention. As a result, this study conceptualizes online customer experience from a multidimensional standpoint comprising pragmatic experience, visual experience, intellectual experience, social experience, and emotional experience and its impact on shopping attitude and online repurchase intention. Hence, the study hypothesizes that:

H7: Consumer attitude towards online shopping mediates the impact of pragmatic experience on online repurchase intention.

H8: Consumer attitude towards online shopping mediates the impact of visual experience on online repurchase intention.

H9: Consumer attitude towards online shopping mediates the impact of intellectual experience on online repurchase intention.

H₁₀: Consumer attitude towards online shopping mediates the impact of social experience on online repurchase intention

H₁₁: Consumer attitude towards online shopping mediates the impact of emotional experience on online repurchase intention.

3.11 Theoretical Foundations: Stimulus-Organism-Response (S-O-R) and Belief-Attitude-Intention (B-A-I) Theory.

The Stimulus-Organism-Response (S-O-R) theory is applied to evaluate the overall mental perceptions of interactions with a firm's value proposition in the online or offline (physical) retail sector. More importantly, the Belief-Attitude-Intention (B-A-I) theory postulates that customers' attitude toward an episode is a function of customers' beliefs or a coherent mental evaluation of an episode. The Stimulus-Organism-Response (S-O-R) theory and the Belief-Attitude-Intention (B-A-I) theory from an environmental psychology perspective suggested by Mehrabian & Russel (1974) and Froehle & Roth (2004), established that the online shopping context comprises stimuli (S) or a belief factor (online customer experience dimensions) that affect the internal processes and structures of the organism (cognition, attitudes, and emotions of online shoppers (O)). The stimuli elements employed in the online shopping context, as the actual environment based on the S-O-R and B-A-I model, comprise elements such as color, speed of response, interface design, perceived benefits, and the arrangement of information (Ethier et al., 2008; Izogo & Jayawardena, 2018; Kim & Lennon, 2010; Mummalaneni, 2005). Also, online shoppers (Organisms) form mental evaluations, perceptions, attitudes, and motivations that lead to response (R) behaviors based on the stimuli (S) or belief factor (online customer experience dimensions). More importantly, the variables demonstrated by the organism (O) include amusement, attitude,

stimulation, mental evaluation, interactivity, and satisfaction (Baker et al., 2002; Fiore & Kim, 2007; Turley & Milliman, 2000). Moreover, the variables demonstrated as the response or reaction to a firm's stimuli include avoidance response, approach reaction, purchase intention, and repurchase intention (Baker et al., 2002; Childers et al., 2001; Rose et al., 2012). However, in the context of this study, these responses are associated with behavioral intentions such as online repurchase intention (Cachero-Martinez & Vazquez-Casielles, 2021; Izogo & Jayawardena, 2018; Rose et al., 2012).

According to Kotler & Keller (2021), a belief is delineated as a descriptive thought an individual holds about an item or object. However, the key stimuli (online customer experience) can also be referred to as a belief factor because it can shape customers' beliefs while shopping online (Gupta et al., 2020; Izogo & Jayawardena, 2018). These beliefs vary from one person to another depending on their backgrounds including but not limited to their individual experience, qualities, characteristics, and their subjective mindsets (Al-Lozi, 2011). According to Fishbein & Ajzen (1975), attitude is explained as "a person's general feelings of a favorable or unfavorable evaluation and action tendencies towards some stimulus objects. (Da Chen & Tan, 2004; Lee et al., 2006; Vijayasathy, 2004). When customers reminisce the experience they encounter while shopping online, it results in positive or negative attitudes towards chosen features of the total experience, which turn, determines consumers' online repurchase intention (Fatma, 2014). More so, attitude acts as the main driver for imminent intentions including online repurchase intention (Gupta et al., 2020). The Belief-Attitude-Intention (B-A-I) theory is appropriately parallel with the Stimulus-Organism-Response theory (Izogo & Jayawardena, 2018). However, Izogo & Jayawardena (2018) posit that the principal notion that amalgamates the theories together is that

the Stimulus-Organism-Response (S-O-R) theory proposed by Mehrabian & Russel (1974) largely fits into the Belief-Attitude-Intention (B-A-I) theory suggested by Froehle & Roth (2004).

Consistent with the Belief-Attitude-Intention (B-A-I) as well as the Stimulus-Organism-Response (S-O-R) theory the elements that could probably shape online customer experience including online vendors' choice of color combination, the uniqueness of the graphics and pictures, and the collection of the website's layout components can be observed as stimulators because they influence shoppers' belief and attitudes during online shopping (Izogo & Jayawardena, 2018). Consequently, as online buyers surf the websites of online retail shops, their mental evaluations and emotions can be transformed by the stimulating characteristics of the website, which turn determines the attitude they develop toward that website (Izogo & Jayawardena, 2018). Thus, an individual's attitude towards a website acts as a stimulus for future intentions such as repurchase intentions (Gupta et al., 2020). This study emphasizes repurchase intention as a reaction to a firm's stimuli (Becker & Jaakkola, 2020). On the tenets of the Stimulus-Organism-Response (S-O-R) and the Belief-Attitude-Intention (B-A-I) theory, the current study conceptualizes the online customer experience dimensions (pragmatic, intellectual, social, emotional, and visual experiences) as the stimuli or the belief factor, which in turn affect the internal processes and structures of the organism (shopping attitudes). Further, online shoppers form mental evaluations and attitudes that lead to a response (R) behavior such as repurchase intention.

Kotler was the first scholar to employ the Stimulus-Organism-Response (S-O-R) theory in the field of marketing (Kotler, 1973). According to Kotler, the notion of the retail environment influences buyer behavior through a causative response. It includes the availability of a product

with sensorial features, which may influence attitudinal response as a result of perceptual differences in information internalized by each customer. From an online retail perspective, consumers evaluate products through visual and verbal stimuli displayed on a website (Bleier et al., 2019). Thus, online customer experiences rely on the elements that online vendors can regulate (For instance, the website layout, the value of an informative website, pricing, color swatch, marketing communications, personalization, dynamic imaging learning, flow, augmented reality, daring task, or a challenge, socialization, zoom, magnified product view, body measurement tools, spin the products, rich media) as well as other elements that are beyond the confines of online vendors (For instance, interactions among customers, perception, and shopping attitude) (Verhoef et al., 2009; Stein & Ramaseshan, 2016). Hence, customers may develop a positive attitude towards online shopping which reinforces affection for a retailer's product as a result of the favorable experiences they encountered (Fatma, 2014).

Vieira (2013) asserts that website characteristics including color combination, ease of navigation, purchasing value, and design are drivers of internal responses that determine customers' attitudes and behavioral intentions including online repurchase intention. Nonetheless, customers form general mental insights when interacting with an online vendor's value proposition (Klaus, 2013). These mental insights result in experiences and exemplify the internal reactions that occur as the customer processes the attributes of the website to stimulate value (Klaus, 2013). Therefore, Richard (2005) corroborates that the cues offered by an online retail shop have a vital influence on consumer attitudes toward online shopping and behavioral intentions. Numerous studies have employed the Stimulus-Organism-Response theory as a theoretical foundation for online customer experience studies (Cachero-Martinez & Vazquez-Casielles, 2021; Gibson et al., 2022; Goi et al.,

2018; Goyal & Deshwal, 2022; Kuma et al., 2022; Rose et al., 2012). However, fairly limited studies have combined the Stimulus-Organism-Response and the Belief-Attitude-Intention theory as a theoretical foundation for online customer experience studies (Izogo & Jayawardena, 2018). Hence, this study concentrates on the combination of the Stimulus-Organism-Response (S-O-R) and the Belief-Attitude-Intention (B-A-I) theory to expound online experiences, shopping attitudes, and behavioral intentions of customers.

Online shopping platforms stimulate value through an attractive website layout (Gatti et al., 2014; Roschk et al., 2017), simplified buying procedure and ease of navigation (Khan & Rahman, 2016), availability of assisted selling tools (Trieval & Stenger, 2014), the convenience of shopping online (Jiang et al., 2013), and interactive social media platforms (Gavurova et al., 2018). The amalgamation of the Stimulus-Organism-Response (S-O-R) and the Belief-Attitude-Intention (theory) is comparatively nascent as a theoretical foundation in online customer experience, shopping attitude, and repurchase intention studies. As a result, Izogo & Jayawardena (2018) called for further studies to employ these two theories as a theoretical foundation in emerging countries. Therefore, the Stimulus-Organism-Response (S-O-R) and the Belief-Attitude-Intention theory will help comprehend how online customer experience serves as a stimuli or belief factor that influences shopping attitudes and behavioral intentions of customers including repurchase intentions (Cachero-Martinez & Vazquez- Casielles, 2021; Izogo & Jayawardena, 2018; Kim et al., 2016; Rose et al., 2012).

3.12 Empirical Studies

The review of related empirical studies is discussed in this section. This primarily comprises studies that have garnered primary data to research online customers' experiences, shopping attitudes, and repurchase intentions in both developing and developed countries. Given that there are comparatively limited studies that have conceptualized online customer experience from a unidimensional standpoint rather than a multidimensional perspective, this research reviewed empirical studies on online customer experience and its impact on shopping attitude and repurchase intention. More importantly, fairly limited studies have employed the amalgamation of Stimulus-Organism-Response (S-O-R) and Belief-Attitude-Intention (B-A-I) theory as a theoretical foundation in investigating a multidimensional online customer experience, shopping attitude, and repurchase intention. A review of empirical studies are classified based on the objectives of the study.

Comparatively limited studies have conceptualized online customer experience from a multidimensional perspective, however, a few related studies provide some insights into the nature of online customer experience. In a study conducted by Igozo & Jayawardhena (2018), on online customer experience in an emerging e-retail environment, the main focus of this study focused on eleven (11) African countries comprising Algeria, Cameroon, Egypt, Ghana, Ivory Coast, Kenya, Morocco, Nigeria, Senegal, Tanzania, and Uganda. The study combined the Stimulus-Organism-Response (S-O-R) and Belief-Attitude-Intention (B-A-I) theory as a theoretical guide to explain the drivers of online customer experience and its e-marketing outcomes. More specifically, the study combined ethnography and conversation analysis to sample qualitative data from leading online vendors from these eleven countries including Ghana. However, it was established that

unidimensional online customer experience dimensions such as retail prices, complaint handling, product/service experience quality, convenience, website functionality, relational experience, and shopping enjoyment result in outcomes such as electronic word of mouth, trust, and regrets.

In a similar study carried out in Kenya on assessing the influence of online digital experience on customer loyalty, Nderitu (2023) indicated numerous distinct factors that serve as drivers of online digital experiences for customers in Nairobi. The study utilized the Diffusion Innovation Theory (DIT) and the Theory of Reasoned Action (TRA) as the theoretical foundations for the study. Using a sample of 385 participants, primary data gathered from the respondents established that a unidimensional online digital experience such as perceived value, brand trust, service quality, convenience, and product experience had a positive nexus with customer loyalty in Kenya's online retail industry. In another study conducted by Leander (2021) in South Africa, the focus of the study was on customer experience in the grocery retail sector in South Africa. Using a quantitative approach, primary data were collected from 858 participants. The conceptualization of customer experience in this study were brand experience, service experience, and post-purchase consumption experience. However, the outcomes of the study demonstrated that brand experience and service experience had a positive influence on each other. Correspondingly, the outcomes concluded that post-purchase experience and customer experience had a statistical and practical significant positive correlation. More so, post-purchase experience was highlighted as a main determinant of customer experience. Nevertheless, the study established that a positive customers experience result to a repurchase intention.

Nwokah & Gladson-Nwokah (2016) also researched on online shopping experience and customer satisfaction in Nigeria using 200 online shoppers. It was established in their findings that a unidimensional online shopping experience comprising customers' perceived time-savings, perceived product variety, and perceived risk has a favorable impact on customer satisfaction in Nigeria. Moreover, the study established that Nigeria's online retail sector has certain challenges which could affect the experience of customers. These challenges include a lack of indigenous online retailers, lack of standardization in product merchandising, difficulty in searching for suitable products, challenges in making payments via the Internet, and the existence of cybercrime activities (Nwokah & Gladson-Nwokah, 2016). More importantly, Chepngetich, Ouma & Aila (2019) examined the influence of customer experience dimensions on purchase behavior in the hospitality industry in Kenya. The study employed a mixed exploratory research design and a self-administered measuring instrument to gather quantitative data from the respondents. The outcomes of the study revealed that customer experience is made up of three groups except unidimensional stimuli human, other elements such as functional and mechanic stimuli do not affect purchase behavior.

More importantly, Mhlanga (2018) examined customer experience and return patronage in airport hotels focusing on OR Tambo International Airport in South Africa. The study was undertaken to examine the hotel characteristics that are vital for customer experiences and repurchase intention in the hospitality industry in South Africa. Utilizing a quantitative and qualitative technique, the study established that a unidimensional customer experience dimensions such as reliability, empathy, and assurance were vital features contributing to customers' experiences in the hospitality industry. Similarly, a study by Mabila et al. (2023) on customers' experiences of five-

star hotels in Johannesburg. Using a qualitative design as well as inductive thematic analysis, the empirical was undertaken employing secondary data from three online websites, namely TripAdvisor, Trivago, and HelloPeter. The online reviews and hotel responses of 186 five-star hotel customers and managers were examined. However, the findings revealed that horrible experiences, poor service delivery, poor hotel management, hotel location, and its environment were recognized as the key challenges causing unfavorable experiences.

More importantly, extant research has evaluated the mediating effect of shopping attitude on numerous outcomes including purchase intention (Indriani et al., 2019; Chankeshi et al., 2021) and online repurchase intention (Anshu et al., 2022; Yoon & Yu 2022; Srivastava & Kaul 2016). Yet relatively limited studies have assessed the mediating role of consumers' attitudes toward shopping on the correlation between online customer experiences and online repurchase intention, as a result, more studies are required in this area (Anshu et al., 2022). Empirical studies show that customer experience influences consumer purchases through shopping attitudes (Srivastava & Kaul, 2016; Joo & Lim, 2017; Yoon & Yu, 2022).

A study conducted by Anshu et al. (2022) examined the impact of online customer experience on attitude and repurchase intention in online grocery retailing. Having sampled primary data from 526 online shopping respondents, it was revealed that shopping attitudes mediate the unidimensional constructs of online customer experience such as convenience, delivery, privacy and security, network effect, and recovery experience, resulting in online repurchase intention. In the same vein, Yoon & Yu (2022) assessed the impact of customer experience on the attitude and utilization intention of restaurant-menu curation chatbots. They revealed that except for the usable

facet as a unidimensional construct of customer experience, usefulness, and valuable constructs had an impact on attitudes and utilization intention. Another study by Yeo et al. (2017) focusing on online food delivery services showed that consumer attitudes mediate the impact of a unidimensional customer experience on behavioral intention toward food delivery services. Furthermore, a study by Joo & Lim (2017) concentrating on start-up companies demonstrated that consumer attitudes mediate the impact of a unidimensional customer experience on repurchase intentions. These extant studies have demonstrated that consumer attitude toward online shopping mediates the impact of a unidimensional online customer experience on online repurchase intention (Anshu et al., 2022; Joo & Lim, 2017; Yeo et al., 2017; Yoon & Yu 2022). However, relatively limited studies have examined how shopping attitudes mediate the impact of a multidimensional online customer experience on online repurchase intention.

3.13 Summary of the Empirical Studies

An assessment of the reviewed empirical studies above reveals that the influence of online customer experience dimensions on shopping attitude and repurchase intention need further elucidation, given that copious studies have examined the concept from a unidimensional perspective rather than a multidimensional perspective. For instance, while some scholars conceptualized online customer experience dimensions comprising retail prices, complaint handling, product/service experience quality, convenience, website functionality, relational experience, and shopping enjoyment as drivers that influence e-marketing outcomes, other studies conceptualized online customer experience as perceived value, brand trust, service quality, convenience, and product experience. Then again, other studies also viewed online customer

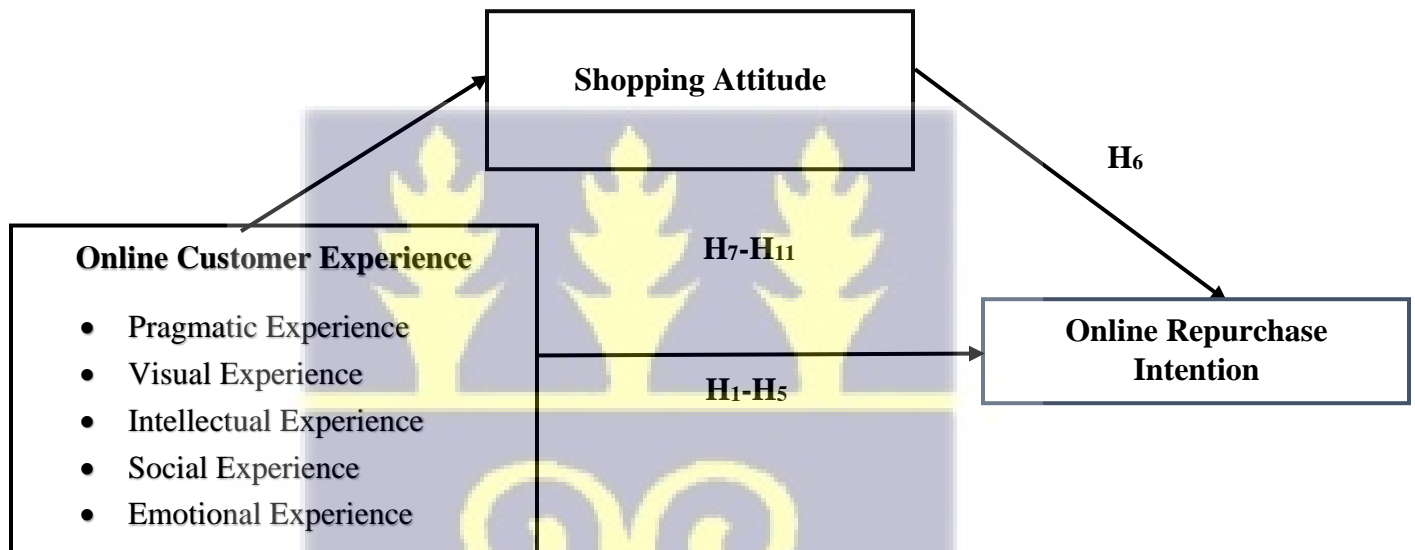
experience as customers' perceived time-savings, perceived product variety, and perceived risk. However, given that scholars conceptualized online customer experience studies from a multidimensional perspective (Brakus et al., 2009; Srivastava & Kaul, 2016; Gentile et al., 2007; Lemon & Verhoef, 2016; Verleye, 2015; Bleier et al., 2019), numerous inconsistent studies exist in literature concerning a unidimensional online customer experience and its impact on shopping attitude and repurchase intention. This calls for future investigation to reconcile the inconsistent outcomes by providing more insight and enlightening online retailers, managers, and practitioners on the pragmatic, visual, intellectual, emotional, and social dimensions of online customer experience and how they influence consumers' repurchase intention. This research contributes to the empirical studies on online customer experience within this context to offer invaluable insight into the antecedents of online customer experience as well as relevant mediating factors.

3.14 Conceptual Framework

This study suggests a conceptual framework based on the review of the literature. The conceptual framework portrayed in Figure 1 demonstrates the structural links among the variables under consideration in this study. The conceptual framework postulates that online customer experience dimensions namely pragmatic experience (H₁), visual experience (H₂), intellectual experience (H₃), social experience (H₄), and emotional experience (H₅) (independent variable) lead to online repurchase intention (dependent variable). Also, the conceptual framework proposes that shopping attitude (mediating variable) H₆ leads to online repurchase intention (dependent variable). Finally, the framework suggests that consumer attitude towards online shopping mediates the impact of online customer experience dimensions namely, pragmatic experience (H₇), visual experience

(H₈), intellectual experience (H₉), social experience (H₁₀), and emotional experience (H₁₁) on online repurchase intention.

Figure 1: Conceptual Framework



Source: Author's construct

3.15 Chapter Summary

This chapter reviewed the literature on online customer experience, consumer attitudes toward online shopping, and online repurchase intention. The chapter further reviewed the literature on the influence of online customer experience dimensions (Visual, intellectual, social, emotional, and pragmatic experience) on online repurchase intention. More so, the chapter discussed the nexus between shopping attitude and repurchase intention. In addition, the study deliberated on the mediating role of shopping attitude. Furthermore, the study utilized the Stimulus-Organism-Response (S-O-R) and the Belief-Attitude-Intention theory to underpin the phenomenon of online customer experience, shopping attitude, as well as online repurchase intention. More so, the

chapter further reviewed empirical studies on online customer experience, shopping attitude, and repurchase intention. Finally, the chapter presented the conceptual framework underpinning this study. The subsequent chapter presents the research methodology employed for this study.



CHAPTER FOUR

RESEARCH METHODOLOGY

4.0 Chapter Overview

This chapter covers an in-depth explanation of the methodological processes adopted for gathering and analyzing data for the study. It discusses philosophical assumptions, research approach, research design, research strategy, research setting, the population for the study, and the data collection instrument and design. Also, the chapter presents a discussion on the sampling size and sampling technique, data collection procedures, pre-testing, validity and reliability, processing and analysis of data, as well as ethical consideration. Lastly, the chapter provides a synopsis of the chapter.

4.1 Philosophical Assumptions

A classical research includes a philosophy that offers a plan for undertaking a study (Creswell, 2011). Such philosophies are assumptions that are concerned with acquiring knowledge and offering directions in undertaking a study (Creswell, 2011). Assumptions guide researchers on the comprehension of research questions, the methodology to be employed, and how findings are interpreted (Crotty, 1998). Scholars posit that there are four main paradigms employed by social scientists (Saunders et al., 2019). These include the positivist, interpretive, critical realist, and pragmatism paradigms (Boateng, 2014). These paradigms are briefly described accordingly.

4.1.1 Interpretivism

The perspective of the interpretative paradigm is to comprehend the circumstances as well as the connotation individuals ascribe to a social situation (Walsham, 2006). Interpretative studies extend beyond what can be viewed or noticed within the perspective of a social phenomenon. It investigates the personal denotations individuals ascribe to their actions, thereby construing the motives behind those actions (Neuma, 2011). Consequently, information deprived of the researcher is impractical given that the occurrences obtained from the researcher might aid in controlling the study. More importantly, the intuition of the researcher, as well as the respondent could be altered due to the interplay with each other throughout the research (Nardi, 2018).

4.1.2 Critical Realism

According to Flowers (2009), the realism paradigm was introduced due to the restrictive features of positivism as well as the highly contextual features of the interpretive paradigm. Realists are of the notion that real structures exist autonomous of human awareness and that understanding is socially developed, indicating that the knowledge that we possess of reality is born out of our social conditioning (Saunders et al., 2007). Also, Blaikie (1993) echoed that realists acknowledge the forms of things that are in existence as well as the manner they operate and recognize that reality may be present regardless of science or observation. Therefore, it implies that there is soundness in identifying realities that are professed to act whether they are established or not (Blaikie, 1993).

More so, realists possess a mutual stance with interpretivists as far as observing the natural world as well as the social world as two distinct entities. Saunders et al. (2007) postulate that realism is

a branch of epistemology that utilizes scientific methods in gathering and interpreting data. The scholars further posit that realists can utilize two methods of realism: direct realism and critical realism to derive appropriate connotations from their data. Direct realism supports the idea that what you perceive is what you acquire, whereas critical realism suggests individuals recognize the universe through their cognitive processes and hence they are predisposed to deceit (Saunders et al., 2007). Furthermore, critical realists assert that our activities in the universe are typically through emotions and descriptions of items in the universe, nevertheless, they are not actual events (Saunders et al., 2009). Therefore, the realism paradigm holds the assertion that reality exists on manifold stages, however, to comprehend reality, research must be undertaken from diverse outlooks as well as at various stages (Chia, 2002).

4.1.3 Pragmatism

The pragmatism paradigm suggests that ideas are merely important when they are backing an action (Kelemen & Rumens, 2008). However, the paradigm attempts to reconcile objectivism as well as subjectivism, shreds of evidence and values, precise and comprehensive knowledge as well as distinct investigative occurrences (Saunders et al., 2019). The paradigm concentrates on the significance of interrogation rather than a researcher selecting a methodological approach that best fits a specific problem statement that is being investigated (Tashakkori & Teddlie, 1998).

4.1.4 Positivism

The positivist paradigm of assessing social reality concentrates on observation and cognition as techniques for examining and comprehending the behavioral features of humans (Dash, 2005). To derive an understanding of human behavior, several studies in recent times affirm the positivist

paradigm or the divergence from it (Johnson & Duberley, 2000). Several theorists share the notion that the positivist paradigm has formed the foundation for management studies in recent times (Johnson & Duberley, 2000). Also, scholars such as Saunders et al. (2019) posit that the positivist paradigm is generally linked with quantitative techniques. Nevertheless, the positivist paradigm aids in developing and describing the research objectives and questions, in order to test them empirically under cautiously controlled conditions (Boateng, 2014). This paradigm is based on testing theories, in other words, it deals with obtaining information based on making observations and measuring variables. (Slife & Williams, 1995).

Furthermore, the positivist approach ensures that the researcher remains unbiased when collecting data from respondents to provide the right results for a study (Saunders et al. 2019). This study is underpinned by the positivist approach for assessing the cause-effect correlation between the exogenous variable (online customer experiences) as well as the intervening variable (shopping attitude), and the endogenous variable (online repurchase intention). The positivist approach is at its core highly structured. It utilizes deductive reasoning, and employs a quantitative technique to analyze a range of data that involves large samples.

4.2 Research Design

Research design is a general technique that is chosen to combine distinct components of a study in an articulate way as well as tackle a research question (Bryman & Bell, 2015). The three core research designs comprise explanatory, exploratory, and descriptive designs (Saunders, 2003). Exploratory research designs are usually employed when the “researcher is trying to gain insight into a new concept or clarify an existing concept” (Hair et al., 2011. p 223). On the other breadth,

causal design seeks to evaluate the magnitude to which independent variables cause changes in a dependent variable. It determines a cause-and-effect correlation in a particular study. In addition, a descriptive research design predominantly concentrates on describing the attributes of the population. This study utilized a causal research design to assess the correlation or nexus between the independent variable (online customer experience), consumer attitude toward shopping (mediating variable), and the dependent variable (online repurchase intention). As posited by Saunders et al. (2019), a causal research design is suitable for studies that enable the researcher to test hypotheses concerning factors believed to influence a given problem in research.

4.3 Research Approach

A research approach offers general and particular guidelines concerning processes for data gathering, analysis, and interpretation (Bryman & Bell, 2015). Scholars aver that the main research approaches employed in research include qualitative, quantitative, and mixed techniques (Saunders et., al 2019; Creswell & Creswell, 2014). Quantitative research is a structured approach that gathers data in the form of numbers from a large population to make conclusions and generalizations about a study population. In addition, quantitative research produces outcomes that are simple to summarize, compare and generalize. (Bryman & Bell, 2015). On the other end of the spectrum, qualitative research is an unstructured approach that involves the gathering of non-numerical data from small samples of respondents to gain initial insight into a problem setting (Bryman & Bell, 2015). Therefore, the sources of data for qualitative research comprise the use of interviews, observations, and documentation (Myer, 1997). Finally, the mixed-method approach amalgamates both qualitative as well as quantitative techniques in the same research to appraise a given problem at hand (Saunders et., al 2003).

This research employed a quantitative research technique to assess the correlation between online customer experiences (independent variable), consumer attitude toward shopping (mediating variable), and online repurchase intention (dependent variable) among a large sample of online buyers in Ghana. A quantitative research approach helps in generalizing the results of a particular population and imitating structured research methods in similar studies (Goertzen, 2017). More importantly, Straub et al. (2004) aver that the important instrument employed by scholars comprise quantitative tools and software packages as a result of figures in such surveys. A quantitative technique has been associated with the positivist paradigm (Mingers, 2003). Scholars such as Anshu et al. (2022) and Bleier et al. (2019) and Cachero-Martinez & Vazquez- Casielles (2021), and Rose et al. (2012) employed a quantitative research approach to assess the causal nexus between online customer experiences (independent variable) and various e-marketing outcomes including repurchase intention (dependent variable). Similarly, this study also leverages the quantitative techniques employed by online customer experience scholars to examine the causal correlations between the constructs. Thus, employing a quantitative research approach helps in generalizing the results of this study to a particular population and imitating the structured research methods of previous works in a similar study in Ghana.

4.4 Research Strategy

Research strategy plays a vital role in the methodology employed by the researcher in the phases of sampling, analyzing, as well as interpreting data in a study. A research strategy is an organized procedure of how research is undertaken to solve a research problem (Creswell, 2014). The two key research strategies utilized in quantitative studies comprise experimental design and survey design (Creswell, 2014). Experimental design refers to the formation of cause-effect correlation

between variables such that alternative descriptions of outcomes from it are ruled out. Experimental design primarily involves the controlling of independent variables of the study (Bryman & Bell, 2015). On the other hand, survey designs are procedures employed by researchers to gather numerical or quantitative data from sampled respondents concerning their opinions, attitudes, and trends and statistically analyze the data gathered and test the hypothesis of a study (Saunders et., al 2019).

A survey technique was employed in this research since it has been established within the perspective of the positive paradigm (Neuman, 2011). A survey design is employed “to answer questions that have been raised, to solve problems, that have been posed or observed, to assess needs and set goals, to determine whether or not specific objectives have been met, to establish baselines against which future comparisons can be made, to analyze trends across time, and generally, to describe what exists, in which amount, and in what context” (Isaac & Micheal, 1997, p. 136). Furthermore, due to the short period in undertaking this study, the survey design is suitable since it helps in researching a specific phenomenon to a certain level within a short time.

4.5 Research Setting

A research setting can be firms or organizations, communities, districts, regions, or countries depending on what the researcher seeks to attain at the end of the research. The research setting concentrated on the e-commerce industry with much emphasis on online retail platforms used by online shoppers shopping in Ghana. As asserted by Dekimpe (2020), the online retail sector is a vibrant industry to examine, due to its size, complexity, and competitive nature. To test the suggested hypothesis, this current study examines 10 online retail sectors in Ghana involved in the

sale of clothing and fashion, food and beverages, shoes, cosmetics and perfumery, jewelry, sports products, furniture, and electronic appliances. According to Cachero-Martinez & Vazquez-Casielles (2021), these online retail sectors provide distinct types of online customer experience: pragmatic, social, emotional, visual, and intellectual experience. Therefore, this study assesses the influence of the participants' online customer experiences on shopping attitudes and Ghanaian customers' intentions to repurchase.

4.6 Conducting the Survey

4.6.1 Questionnaire Development

There are several techniques for collecting data from research participants. The techniques include employing a survey questionnaire, conducting interviews, and making observations. In survey design, an instrument for gathering data from respondents is the questionnaire. As posited by Nardi (2018), a research instrument in the form of questionnaires is predominantly employed because it is cost-effective, and large quantities of data can be gathered from a large sample within the shortest possible time. This study, therefore, employed a questionnaire as the measurement instrument, since the principles of the positivist paradigm relate to a survey instrument as a suitable tool in quantitative research (McEvoy & Richards, 2006). In developing the measurement instrument, Krabbe et al. (2006) and Straub's (1989) suggestion for the development of a measurement instrument were employed as a benchmark for demonstrating validity as well as reliability. The scholars postulated that the design of a standard measurement instrument should sail through the process of background, survey conceptualization, data analysis and fine-tuning of validity and reliability. After conceptualizing and designing the questionnaire from constructs found in scholarly works, reliability and content validity were done through refinement.

Additionally, the measurement instrument was perused by two marketing scholars, other postgraduate students, and colleagues in the Department of Marketing and Entrepreneurship to solicit their in-depth views, as the mainstream of them are knowledgeable about digital marketing studies. This was undertaken to validate the content of the questionnaire. Moving forward, a pre-testing of the questionnaire was executed through piloting, by administering 20 printed copies and the distribution of a digital survey instrument (Google forms questionnaire) to online shoppers in the southern part of Ghana. The responses from the pre-testing proved reliability for the reason that the Cronbach alpha estimates met the standards of reliability. These were between 0.8 and 0.9 with 0.7 being the minimum for adequacy, therefore an indicator to commerce data collection (Krabbe et al., 2006). The measurement instrument was developed on the premise of the initial studies on online customer experience, shopping attitude, and online repurchase intention, which led to the adaption of earlier measurement scales wherever applicable to correspond to the existing study. The constructs were measured on a 7-point Likert scale Where '1= Strongly Disagree and '7=Strongly Agree'. Whereas emotional experience was measured employing a semantic differential scale.

Section "A" of the questionnaire comprising close-ended questions asked the respondents for their background information, specifically their gender, age, educational status, occupational status, marital status, shopping frequency, mostly used online retail shops for online shopping, and products mostly purchased online. Also, section "B" which comprised Likert scale questions asked respondents for information on the dimensions of online customer experience (pragmatic, visual, intellectual, social, and emotional experiences). In addition, using the Pleasure-Arousal-Dominance scale, section "C" asked the respondents about their emotional experiences.

Furthermore, section D which comprised Likert scale questions asked the respondents about their attitudes towards online shopping and online repurchase intention. The dimensions of online customer experience were taken from the works of Cachero-Martinez & Vazquez- Casielles (2021), Brakus et al. (2009), Rose et al. (2012), Novak, Hoffman & Yung (2000) and Srivastava & Kaul (2016). In addition, consumer attitude toward shopping was measured with six variables and was adapted from the works of Al-Debei et al. (2015), Chetioui et al. (2020), and Van Der Heijden et al. (2003). Also, consumers' online repurchase intention was measured with six variables and was adapted from the works of Rose et al. (2012). A comprehensive exhibit of the questionnaire is displayed below in Appendix A. In addition, the current study presents a synopsis of scales adapted for the development of the survey instrument in Table 2

Table 2: Scale Development Items

Constructs	No. of items	Cronbach Alpha (α)	Sources of Constructs
Pragmatic Experience	7	0.82	Cachero-Martinez & Vazquez-Casielles (2021), Brakus et al. (2009), Rose et al. (2012), Novak, Hoffman & Yung (2000), and Srivastava & Kaul (2016).
Visual Experience	6	0.81	
Intellectual Experience	7	0.85	
Emotional Experience	5	0.77	
Social Experience	5	0.82	
Shopping Attitude	6	0.87	

Repurchase intention	6	0.91	Rose et al. (2012).
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Source: Author’s Construction (2023)

4.6.2 Population of the Study

The population for this study comprises online shoppers in the southern part of Ghana. A population is commonly referred to as a group of persons who possess identical features depending on a researcher’s interest and are consequently entitled to be part of the study (Gravetter & Forano, 2018). According to Datareportal (2022), recent statistics indicate that a population of 7.78 million online shoppers out of 30.8 million of the total population purchased consumer goods online as of February 2022 in Ghana. In the same vein, Statista (2022) asserts that the e-commerce penetration rate stands at 27.4% in 2022 and is forecasted to reach 33.4% in 2025. Hence, the e-commerce penetration rate of 27.4% was used to represent the percentage of the population that engages in online shopping in Ghana.

Further, the online shoppers of the main cities of the southern areas of Ghana known as the “the golden triangle”, notably, Accra, Kumasi, and Takoradi (Modern Ghana, 2022) were chosen as the fraction of the total population of online shoppers. These areas were selected because they are the most vibrant economic areas in Ghana (Awiagah et al., 2016). More so, the selection of these areas located in the southern part of Ghana was also guided by the Ghana Statistical Services (GSS) regional population distribution data. According to GSS, out of 30.8 million of the total population in Ghana, the regions namely Greater Accra (17.7%), Ashanti region (Kumasi) (17.6%), and Western region (Tarkoradi) (6.7%) are relatively among the key most populated areas in the southern part of Ghana (Ghana Statistical Service, 2021). More importantly, the population of the

Greater Accra region stands at 5,446,237, followed by the Ashanti Region representing 5,432,485, and the Western Region at 2,057,225 as of 2021 (Ghana Statistical Service, 2021). However, these regions represent 42% of the overall population in Ghana. More so, the main cities of these regions were chosen because they were readily accessible for sampling online shoppers for the study, and they are fairly amongst the five key most populated areas in the southern part of Ghana as of 2021. Based on the population size in these three study areas, the sample size (435) was distributed as 180 each in Accra, 160 each in Kumasi (Ashanti Region), and 95 each in the Tarkoradi (Western Region).

4.6.3 Sampling Technique

Sampling is described as the procedure of selecting a fraction of the population to exemplify the population as a whole (Bryman & Bell, 2015). In a similar vein, Saunders et al. (2009) described sampling as a method of selecting a small cluster of “cases” that exemplify the larger population. In most circumstances, particularly in social science studies, it is unfeasible to gather data from the overall population when conducting research due to limited resources and time constraints (Creswell & Creswell, 2017). As a result, sampling provides a feasible execution of research works within the appropriate time frame and budgetary allocations (Saunders et al., 2009).

More importantly, the two main classifications of sampling techniques may comprise probability as well as non-probability sampling (Creswell, 2014). As professed by Saunders et al. (2019), probability sampling is a process where each participant in the population has an equivalent probability of being nominated for the study. On the other breadth, a non-probability sampling method does not provide an equivalent probability for each prospective participant to be nominated

for the study. Whereas probability sampling is generally employed in quantitative studies, qualitative studies tend to depend on non-probability methods in the choosing of sampling techniques (Malhotra & Birks, 2006). Neuman (2006), avers that non-probability sampling methods are necessary when utilizing a lesser sample size and when the researcher desires to choose participants who have adequate knowledge about a particular study. More specifically, Saunders et al. (2019) postulate that the five distinct types of “non-probability sampling includes quota sampling, purposive sampling, snowball sampling, self-selection sampling as well as convenience sampling”. On the other hand, the five distinct types of probability sampling may comprise simple random sampling, systematic sampling, stratified random sampling, cluster sampling, and multi-stage sampling (Saunders et al., 2019).

As elucidated by Davis (2005), a simple random sampling technique is a process of choosing a sample randomly from the sample frame by employing arbitrary figures from tables or produced by a computer through a lottery system. Given that every participant has an equivalent probability of being selected, the demerits of this sampling method require a list of all units of the overall population. Also, the standard errors of estimators can be high (Ghauri & Gronhaug, 2005). Furthermore, a systematic sampling method requires choosing the sample at regular intervals from the sampling frame. This sampling method is easier to utilize, however, there is a high propensity of changing the data to develop a fraction probability of being chosen (Taherdoost, 2016). Moreover, stratified sampling as a probability sampling technique is described as apportioning the population into a series of collections depending on certain characteristics, then utilizing random sampling to select participants in each cluster (Malhotra & Birks, 2006). The stratified sampling

technique exhibits accuracy and comprises all essential sub-population. However, it is costly as well as not practicable to stratify several variables (Taherdoost, 2016).

In addition, a cluster sampling technique involves dividing the total population into groups. Next, a random sample is selected from these groups to represent the final sample (Bryman & Bell, 2015). This technique is less expensive and simple to execute, however, it may lack precision, problematic to compute as well as comprehend the results (Taherdoost, 2016). More specifically, another type of probability sampling method employed by researchers is a multi-stage sampling technique. This method employs a sequence of sampling frames by dividing the population into groups and then stages of sub-clusters, as well as choosing sub-clusters by employing random sampling (Bryman & Bell, 2015).

On the other hand, Quota sampling as a non-probability sampling method is a process in which respondents are selected depending on predetermined features so that the overall population will possess the identical distribution of features of the entire population (Davis, 2005). This sampling technique can be regulated for certain features, however, there is a probability of partiality in selection (Malhotra & Birks, 2006). More so, the snowball sampling technique employs a small number of persons and requests them to select other persons until the preferred sample size is attained (Parker et al., 2019). This method is typically utilized in small populations that are problematic to contact as a result of the closed characteristic (Brewerton & Millward, 2001). In addition, self-selection as a notable non-probability technique enables participants to willingly express their wish to partake in the study's process.

Furthermore, convenient sampling is a process of choosing respondents because they are easy to contact until the preferred sample size is attained (Brewerton & Millward, 2001). The convenient sampling technique is mostly cherished by researchers since it is less expensive and easier to employ, however, selection bias may creep in (Taherdoost, 2016). More importantly, Saunders et al. (2019) explained purposive sampling generally referred to as judgment sampling as a non-probability sampling method where a researcher uses his or her knowledge to choose specific informative participants who provide useful information and help the researcher attain the desired objectives of the study. This method is less expensive, convenient, saves time, and can be utilized in quantitative and qualitative studies (Tongco, 2007). The study adopted a purposive and snowball sampling technique to gather data from participants who are well informed about the activities concerning online shopping. These respondents who are well informed about the activities of online shopping further selected other respondents (shoppers) who are vexed with shopping online.

More importantly, a purposive as well as a snowball sampling method was employed to gather data from a sample of the total population (7.78 million) who engage in online shopping. In ensuring only online shoppers were sampled for the study, a filtering question was included in the background information section of the measuring instrument asking respondents about their frequency of shopping online. Moving further, the respondents were also notified that if they had never shopped online, then there was no need to continue filling out the questionnaire since the study's concentration was strictly on online shoppers. More specifically, some respondents further went ahead and filled out the measuring instrument by indicating that they had never shopped online. However, these responses were removed from the responses gathered. The study, therefore,

employed these criteria to ensure that only qualified respondents (online shoppers) were engaged and sampled for the study.

Additionally, the study concurrently employed a snowball sampling with a purposive sampling technique considering the viral nature of administering the measuring instrument via social media platforms (WhatsApp). According to Hsiao et al (2010), online shoppers tend to disseminate an online survey administered via social networking sites to their peers or other respondents. Therefore, as the initial sampled respondents fill out the measuring instrument via social media avenues, the likelihood of disseminating the hyperlink of the questionnaire to other online shoppers is mostly high, hence, adopting a purposive and a snowball sampling method was ideal given the nature of distributing the measuring instrument via social networking platforms.

4.6.4 Sampling Procedure

Nardi (2018) posited that overestimating and underestimating a sample size in a study results in the misuse of resources, hence determining the appropriate sample size in survey research is essential. Nevertheless, a sample size ought to be adequately extensive to generalize the outcome of the study to the overall population (Bryman & Bell, 2015). In computing the sample size, the study was guided by Statista's (2022) e-commerce statistics about Ghana and the use of the Cochran (1963) sampling formula. According to Statista (2022), e-commerce penetration stood at 27.4% in 2022 and is forecasted to reach 33.4% in 2025. Hence, a sample proportion of 27% was adopted for this study. Cochran (1963) developed the statistical formula for a sample size determination to yield a representative sample for a large population. This formula aids in computing a suitable sample size given a preferred level of precision, preferred confidence level,

and the approximated size of the characters existing in the population (Cochran, 1963). This study employs Cochran (1963)'s formula for computing the sample size for the study, to yield a representative sample for the study when the population is large. Given that the e-commerce penetration rate stands at 27.4% in 2022, the study employed the Cochran formula where:

$$n_o = \frac{Z^2 pq}{e^2}$$

Where: **n_o** signifies the sample size, **n** represents a 95% confidence level of 1.96 derived from the Z statistical tables, **e** (0.05) represents the preferred level of precision for the study, and **p** (0.25) represents the approximated ratio of the sample proportion who engage in online shopping in Ghana, **q** represents 1-p (0.27) = (0.73)

$$n_o = \frac{(1.96)^2(0.27)(0.73)}{0.05^2} = 303$$

However, the final sample size for this study was 435 responses for the purposes of making provision for non-responses and wrongly filled questionnaires as posited by marketing scholars (Baruch & Holtom, 2008). Also, Nardi (2018) suggested that increasing the least expected sample size is essential for situations of low response and to expand the probability that the sample statistic was representative of its equivalent population parameter. Additionally, employing a final sample size of four hundred and thirty-five (435) for this study is corroborated by Crouch's (1984) recommendation that consumer research of a survey study should range between 300 and 500 respondents. The sample size adopted for this study is relatively congruent with online customer experience studies (496 in Cachero-Martinez & Vazquez, 2021; 300 in Jaiswal & Singh, 2020; 399 in Gachenge, 2020; 526 in Anshu et al. 2022) Hence the sample size of 435 participants selected

for this study is a sufficient sample for inferential statistical analysis for testing hypotheses to help in the generalization of the results.

4.7 Data Collection Method

This study utilized a quantitative technique to gather primary data from the respondents. Survey administration software such as an online Google Forms questionnaire was utilized to sample the data from the participants digitally. In gathering data, the interrogatory statements for the study were uploaded into the survey administration software (Google Forms) to develop the link for administering the data collection instrument to online shoppers in Ghana. Primary data was gathered using a purposive and snowball technique from online shoppers of the main cities of the southern areas of Ghana known as “the golden triangle”, notably, Accra, Kumasi, as well as Tarkoradi to engage in this study (Modern Ghana, 2022). The southern areas were selected because the online shops mostly visited by respondents are comparatively situated in these areas. The survey link was administered via social networking platforms (WhatsApp) to sample primary data. Furthermore, to expedite the procedures of sampling primary data, a hybrid system such as the paper and pencil method was used in addition to the digital administration software (Google Forms) to purposively administer the measuring instrument to online shoppers. After the data collection process, 154 online responses were retrieved through the use of the survey administration software (Google Forms), and 303 hard copies were obtained from the respondents, totaling 457 responses. Also, 13 wrongly filled questionnaires were excluded from the data analysis since the respondents did not fill all sections of the survey. The data collection process began on 3rd July 2022 and ended on 16th August 2022.

4.8 Data Analysis Method

After data was gathered from the respondents, the next process was to analyze data by organizing as well as summarizing it depending on the variables chosen from the current literature. According to Clark & Creswell (2011), data analysis involves the procedure of probing, filtering, and transforming data gathered into valuable information that offers an appropriate retort to the research question. The data sampled from participants were analyzed and the results juxtaposed depending on the research questions. The primary data gathered via the use of survey administration software (Google forms) and a self-administered survey was initially appraised to recognize non-answered questions. After the self-administered responses were perused, they were encrypted and keyed into distinct data files. In addition, the responses gathered using the survey administration software (Google forms) were merged to derive a complete data file. The data file was then uploaded to SPSS (Statistical Package for Social Sciences) version 20 to analyze the demographic data of the respondents. Data analysis comprises manifold aspects and consisting methods that aid in outlining facts, identifying patterns, developing descriptions, and texting hypotheses (Berkowitz, 1997). As a result, other methods were utilized to explain the facts, identify patterns, generate descriptions, and evaluate the hypothesis of the data gathered. This research, therefore, adopted Structural Equation Modelling (SEM) method in analyzing the data sampled from online shoppers in Ghana.

As professed by Stein, Morris & Nock (2012), SEM is a statistical method that is employed to model the composite correlation between direct as well as indirect observable variables (Stein, Morris & Nock, 2012). SEM comprises numerous regression models that can be employed as a response variable in one dimension and a predictor variable in another dimension. Consequently,

SEM can be juxtaposed with other known quantitative techniques comprising correlation, multiple regression, and analysis of variance (ANOVA), as well as factor analysis and multivariate analysis of variance (MANOVA) (Weston & Gore, 2006). More importantly, employing a multiple regression offers an evaluation of the direct impact of variables as well as the evaluation of the magnitude of the correlation between variables, however, one main drawback of the multiple regression model is that controlling more than one endogenous variable is challenging in a particular period. As a result, utilizing SEM helps to undertake research and control multiple endogenous constructs, as juxtaposed with multiple regression. Given the above discussion, the Structural Equation Modelling method is considered to as possessing some vital merits that differentiate it from other quantitative as well as multivariate methods.

SEM was adopted as the data analysis technique since it helps to assess compound endogenous variables at a time, therefore, consisting of all the aspects of the multiple regression analysis. Hence, SEM helps in testing the relevance of the model, identifying the error terms, and offering standardized and unstandardized coefficients. Finally, SEM offers an interactive graphical user interface for displaying variables and clarification of associations between variables. Therefore, SEM was selected as a result of its dexterity and capacity to differentiate its characteristics from other multivariate methods. For instance, developing unobservable variables to exemplify multidimensionality, modelling correlation among variables, evaluating model inaccuracies and statistically examining earlier theoretical assumptions compared to empirical data. The two main techniques for undertaking Structural Equation Modelling comprise Covariance-based SEM (CB-SEM) as well as Partial least square SEM (PLS-SEM). In previous years, several published articles employing PLS-SEM increased tremendously as likened to CB-SEM. More importantly, PLS-

SEM is now commonly employed in numerous social science disciplines comprising marketing management (Hair et al., 2012b), strategic management (Hair et al., 2012a), supply chain management (Kaufmann & Gaeckler, 2015), and consumer behavior (Zhang, 2009)

The study employed PLS-SEM as a data analysis method to measure the conceptual framework as well as the study's hypothesis (Hair et al., 2019). The technique was originally recognized and it is also known as PLS path modeling (Hair et al., 2011). However, PLS-SEM estimates partial model structures by linking principal components analysis as well as ordinary least squares regressions (Mateos Aparicio, 2011). This technique is classically seen as a substitute for Jöreskog's (1973) CB-SEM, which has copious – usually very restrictive – assumptions (Hair et al., 2011). Jöreskog's (1973) CB-SEM is undertaken with the use of software packages known as LISREL or Amos. Also, CB-SEM employs the covariance matrix of the data as well as estimates the model parameters without losing touch with common variance. Alternatively, PLS-SEM is known as variance-based, as it determines the total variance as well as employs the total variance to estimate parameters (Hair et al., 2017b). In the past 10 years, several scholars have argued about which conditions are more or less suitable for employing PLS-SEM. (Goodhue et al., 2012; Marcoulides et al., 2012; Rigdon, 2014a; Henseler et al., 2015; Khan et al., 2019). Nevertheless, extant studies have transcended the CB-SEM as opposed to PLS-SEM discussion (Rigdon et al., 2017; Rigdon, 2012), by establishing PLS-SEM as a distinctive technique for analyzing composite-based path models.

Furthermore, SmartPLS (Ringle et al., 2015) and PLS-Graph (Chin, 2003) can be employed when analyzing data using PLS-SEM. Both PLS-SEM, as well as CB-SEM methods, could be used in

place of each other and neither is superior to the other. For example, the PLS-SEM method can be employed in research, when the suggested structural model is multifaceted and it consists of numerous constructs, indicators, and/ or model relationships, testing a theoretical framework from a prediction standpoint, and entails data with less or large sample size (Owusu et al., 2017). As a result, several scholars consider PLS-SEM as a very attractive data analysis technique since it aids in estimating composite models with numerous constructs, indicator variables, and structural paths deprived of imposing distributional assumptions on the data. Additionally, PLS-SEM is a causal-predictive technique to SEM that concentrates on prediction in estimating statistical models, whose structures are considered to offer causal descriptions (Wold, 1982; Sarstedt et al., 2021). Lastly, scholars such as Sing, R. & Soderlund, M. (2020) and Eneizan et al. (2020) employed PLS-SEM as a data analytical method in online customer studies. In line with the earlier studies, the study also utilized PLS-SEM in predicting the causal correlation between online customer experience, shopping attitude, and repurchase intention.

SmartPLS version 3.3.3 was used to analyze the data set (Ringle et al., 2015). According to Henseler (2017), SmartPLS is presently the most comprehensive software for undertaking PLS-SEM analyses. The Smart PLS has copious benefits as compared to other SEM analytical tools due to its frictionless design, which enables budding researchers to speedily identify and estimate PLS path models (Sarstedt & Cheah, 2019). Also, the SmartPLS aids in estimating composite models with numerous constructs, indicator variables, and structural paths deprived of imposing distributional assumptions on the data (Hair et al., 2019). The choice of using SmartPLS as the data analytical tool stems from the fact that it supports numerous algorithms and methods for PLS-SEM, such as standard PLS-EM, weighted PLS-SEM (WPLS), consistent PLS-SEM(PLSc-SEM),

and sum scores regression (Ringle et al., 2020). More so, It has been extensively employed for numerous purposes (Monecke & Leisch, 2012) as a modular technique to compute indices, plot characteristics to better construe multivariate models (Yeo et al., 2017). Moreover, it provides advanced characteristics such as bootstrapping, mediation, moderation, multigroup analysis, non-linear effects, prediction-oriented segmentation, and importance-performance map analysis (Ringle et al., 2015). The current study's structural model is multifaceted and it consists of numerous constructs, indicators, and/ or model relationships. As a result, the SmartPLS is an ideal analytical tool for estimating the study's composite models with numerous constructs, indicator variables, and structural paths deprived of imposing distributional assumptions on the data.

The SmartPLS software employed a two-step approach or metrics to analyze the data. First, the measurement model was evaluated. The purpose of this step was to evaluate the validity and reliability of the study. The reliability and validity of the study are discussed in the preceding sections. Next, the structural model was assessed to test the causal correlation between the independent, mediating, and dependent variables in the conceptual framework. Using a bootstrapping method, each structural path was evaluated to determine whether it was significant and moving in the desired direction after the measurement model's suitability (i.e., reliability and validity of the constructs) had been established (Hair et al., 2019; Ringle et al., 2020). The hypotheses were tested using 5,000 sub-samples testing for a two-tailed significance of 95% (Henseler et al., 2009).

4.9 Reliability of the Study

As averred by Saunders et al. (2009), reliability is an indication of the rigor, precision, and steadiness of the measurement. Similarly, reliability shows dependability as well as the strength

of the study's results, such that the outcomes can be repeated in different contexts (Cooper et al., 2006). Specifically, reliability is a pointer of how adequately the elements being tested measure the construct, that is, a measurement of internal consistency (Babin et al., 2012). Cronbach's alpha (α), is mainly employed to evaluate the internal consistency of the measuring scale items. (Hair et al., 2019; Cronbach, 1951). Given that Cronbach's alpha is a generally utilized technique of testing reliability, the research utilized both the Cronbach alpha as well as the composite reliability to evaluate the internal consistency of the measuring scale (Hair et al., 2016; Hair et al., 2014). In addition, composite reliability evaluates the overall reliability of a group of varied but similar elements (Hair et al., 2014).

As professed by Malhotra & Birks (2007), reliability basically means "the magnitude to which measurement reproduces reliable findings primarily if the procedure of measurement is to be repeated". Pallant & Tennant (2007) corroborates the idea that measuring reliability is to examine the scales utilized for analysis to ensure that each elements in the scale "make sense", hence, they are internally consistent. More so, Hair et al. (2011) aver that for an instrument to be deemed to be highly dependable, Cronbach's alpha (α), rho_A as well as composite reliabilities of an instrument (CR) must exceed 0.7 thresholds (Hair et al., 2011). The study employed Cronbach's alpha (α), rho_A and composite reliabilities (CR) to test the reliability of the constructs. As professed by Hair et al. (2019), the study's reliabilities for Cronbach's alpha (α), rho_A as well as composite reliabilities (CR) were all within the recommended range of 0.7 to 0.9 for each statistic

More so, the magnitude of which each item is loading on a construct is evaluated by indicator reliability. Hair et al. (2019) professed that a standardized outer loading must be higher than 0.7,

preferably, this value ought to be higher or greater than 0.7. Nonetheless, a threshold of 0.6 is considered sufficient in exploratory studies (Malhotra et al., 2006). Hence, all indicators with negative loadings and loadings lower than the 0.6 threshold were eliminated, whereas loadings higher than above the 0.6 threshold were maintained.

4.10 Validity of the Study

While Zikmund et al. (2012) describe validity as the process by which a score exemplifies an idea, Burns & Burns (2008) refer to the suitability of the measurements to gauge the variable it intends to evaluate. In this study, construct validity was employed to determine how the outcomes from analyzing the data fit theory (Sarstedt et al., 2013). The two (2) categories of construct validity include convergent validity as well as discriminant validity. Convergent validity was employed to determine whether the constructs are genuinely represented by their indicators (Hair et al., 2019; Ishak & Hussin, 2022; Perez-Valls et al., 2016). Similarly, to identify the point to which a construct varies from other constructs, discriminant validity was utilized (Hair et al., 2019). Researchers assert the Fornel-Lacker criteria as one of the main measures of discriminant validity (Bin-Nashwan et al., 2019; Hair et al., 2019). The study employed the Fornel-Lacker criterion and Heterotrit monotrait ratio (HTMT) of correlations to gauge the discriminant validities. To test for validity using the Fornel-Lacker criterion, the square root of the average variance extracted (AVE) for all the latent variables should be greater than the inter-construct correlation constructs (Fornel & Larcker, 1981).

Nevertheless, scholars have rigorously examined the performance of the Fornel-Lacker criterion for testing discriminant validity and discovered that criterion does not dependably identify discriminant validity issues (Henseler et al., 2015; Ab Hamid et al., 2017). Therefore, Henseler et

al. (2015) and Ab Hamid et al. (2017) suggested the Heterotrait monotrait ratio (HTMT) of correlations as a panacea to rigorously test discriminant validity for the study.

More so, scholars profess that in testing validity employing the Heterotrait-monotrait ratio of correlations, all HTMT values must not exceed the recommended maximum threshold of 0.85 constructs (Bin-Nashwan et al., 2019; Henseler et al., 2015). In evaluating convergent validity, all the AVEs should be higher than the 0.50 threshold recommended by Colton (2012). Given the above discussion, the study attained discriminant validity since the square root of the average variance extracted (AVE) for all the latent variables was greater than the inter-construct correlation constructs, hence attaining discriminant validity (Fornell & Larcker, 1981). Similarly, all the HTMT values were below the recommended maximum threshold of 0.85 which signifies the attainment of the discriminant validity of all constructs (Bin-Nashwan et al., 2019; Henseler et al., 2015). Additionally, the constructs showed a satisfactory level of convergent validity since all the AVEs were above the 0.50 threshold recommended by Colton (2012).

4.11 Structural Model Assessment

The structural model was evaluated after assessing the measurement model's validity and reliability. To check the issue of common method bias (CMB), a thorough examination of full collinearity was employed (Knoch, 2015). Common method bias, in the perspective of PLS-SEM, is a phenomenon that is caused by the measurement technique employed in Structural Equation Modelling (SEM) research, and not by the network of causes and effects in the model being studied. According to Aguirre-Urreta & Hu (2019), employing the common method bias in empirical studies aids in eliminating biased estimates of the validity and reliability of the measures utilized. Also, in testing the hypothesis effectively, bias in the estimates of the correlation between

the constructs of interests is eliminated when issues of common method bias are examined. As suggested by Knoch (2015), if collinearity assessment at factor level in Partial Least Squares Structural Equation Modelling (PLS-SEM) analysis produces Variance Inflation Factors (VIFs) higher than 3.3, then it implies that the model has issues with common method bias.

Additionally, the study assessed the coefficient of determination (R^2) to measure the effectiveness of the model. It calculates the total variance of the dependent and mediating variables as explained by the independent variable (Hair et al., 2014). Also, in evaluating the effect size, Cohen's f^2 values were employed to determine the effect of the independent constructs on the dependent construct in each of the hypothesized relationships. As averred by Cohen (1988), an f^2 value of 0.02 signifies a small effect size, however, values 0.15 and 0.35 represent medium and large effect sizes, respectively. Moreover, the predictive relevance was assessed using a cross-validated redundancy. The Stone-Geisser's Q^2 approach was employed to evaluate the predictive relevance of the exogenous and endogenous variables in the model. Predictive relevance (Q^2) values higher than 0, 0.25, and 0.50 represent small, medium, and large levels of predictive relevance in the PLS-path model (Hair et al., 2019; Geisser, 1974).

4.11 Ethical Considerations

Ethics plays a vital role in research. Ethical considerations guarantee that research participants are always shielded and free from any kind of mistreatment when participating in research. Nardi (2018) averred that all researchers are admonished to observe some professional ethical principles when conducting research. In addition, Creswell & Creswell (2017) emphasize that research participants must be protected to enhance the integrity of the study, strengthen trustworthiness with participants, prevent wrongdoing that tarnishes a firm's image, and regulate fresh as well as

thought-provoking issues. In line with this, higher ethical standards were sternly followed in consonance with the ethical principles regulating the use of individual respondents for the study. Online shoppers (respondents) were given ample time to fill out the questionnaire. This prevented mistakes related to offering erroneous answers as a result of insufficient time. Also, the principles of confidentiality and anonymity were strictly adhered to, by enlightening the research participants that the response they offer is exclusively for academic purposes. Consequently, the respondents were relaxed when responding to the questionnaire since no tags, names, or codes perceptible to the respondents were employed.

4.12 Chapter Summary

The chapter spelled out the quantitative research approach, survey research design as well as the adoption of a purposive sampling method to choose a sample for the study. Furthermore, the chapter discussed the use of a questionnaire as the data collection instrument. In addition, the data collection procedures, pre-testing procedures, as well as processes for analyzing and processing data were also elucidated. The ensuing chapter presents the data analysis and discussion of the outcomes.



CHAPTER FIVE

DATA ANALYSIS AND RESULTS

5.0 Chapter Overview

This chapter highlights the outcomes and the analyses of the study's findings. The chapter is categorized into four distinct sub-sections. The first highlights the background information of the respondents, and the descriptive statistics were analyzed. Also, the chapter presents the reliability as well as the validity of the measurement model was analyzed, ensued by an evaluation of the structural model to assess the correlation between the constructs in the conceptual framework. Lastly, the chapter presents a discussion of the results based on the research objectives.

5.1 Demographic Profile of Respondents

This section displays the demographic profile of the respondents who participated in this research. Table 3 shows the descriptive statistics according to gender, age, educational status, occupation, marital status, frequency of shopping online, online retail shop(s) respondents mostly shop from, and most purchased product (s) online. This study quizzed respondents about their demographic profile. However, out of four hundred and fifty-seven (457) projected responses, four hundred and thirty-five (435) were completed and retrieved representing a 95 percent response rate. The results for the demographic profile of the participants are highlighted in the Table 3 below

Table 3: Demographic Characteristics of Respondents*(n=435)*

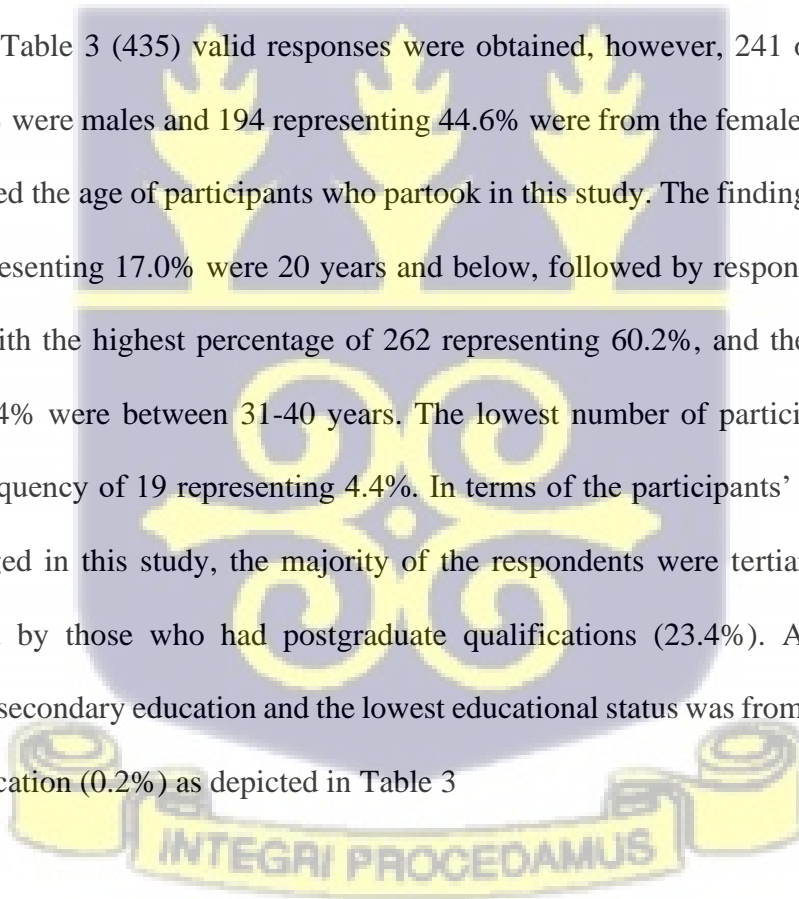
Characteristics	Respondents	
	Frequency	Percentage (%)
<i>Sex</i>		
Male	241	55.4
Female	194	44.6
Total	435	100.0
<i>Age</i>		
20 and below	74	17.0
21-30	262	60.2
31-40	80	18.4
41 and above	19	4.4
Total	435	100.0
<i>Educational Status</i>		
Primary	1	.2
Secondary	37	8.5
Tertiary-Undergraduate	295	67.8
Tertiary-Postgraduate	102	23.4
Total	435	100.0
<i>Occupational Status</i>		
Student	226	52.0
Salaried worker	139	32.0
Self-employed	49	11.3
Unemployed	21	4.8
Total	435	100.0
<i>Marital Status</i>		
Single	337	77.5
Cohabiting	5	1.1
Married	85	19.5

Divorced	4	.9
Separated	4	.9
Total	435	100.0
<i>Frequency of online shopping</i>		
Daily	15	3.4
Weekly	48	11.0
Fortnightly	23	5.3
Monthly	122	28.0
Once in two months	66	15.2
Quarterly	79	18.2
Yearly	82	18.9
Total	435	100.0
<i>Most patronized online retail shop</i>		
Jumia	301	41.5
Amazon	53	7.3
Jiji Ghana	77	10.6
Tonaton	50	6.9
Melcom Ghana	62	8.5
Superprice	10	1.4
Ghanawebshop	10	1.4
Kikuu	96	13.2
Alibabashop	31	4.3
Other	36	5.0
Total	726	100.0
<i>Most purchased products online</i>		
Clothing and fashion	244	32.5
Food and Beverages	106	14.1
Shoes	64	8.5
Cosmetics and perfumery	62	8.5

Jewelry	51	6.8
Sports products	25	3.3
Furniture	12	1.6
Electronic appliances	183	24.4
Other	4	0.5
Total	751	100.0

Source: Field Survey (2022)

As displayed in Table 3 (435) valid responses were obtained, however, 241 of the participants signifying 55.4% were males and 194 representing 44.6% were from the female category. Table 3 further highlighted the age of participants who partook in this study. The findings revealed that 17 respondents representing 17.0% were 20 years and below, followed by respondents between the ages of 21-30 with the highest percentage of 262 representing 60.2%, and then 80 respondents representing 18.4% were between 31-40 years. The lowest number of participants was 41 and above with a frequency of 19 representing 4.4%. In terms of the participants' educational status who were engaged in this study, the majority of the respondents were tertiary undergraduates (67.8%), ensued by those who had postgraduate qualifications (23.4%). Also, 8.5% of the respondents had secondary education and the lowest educational status was from a respondent who had primary education (0.2%) as depicted in Table 3



Moreover, the occupation of the respondents displayed in Table 3 demonstrates that the highest of respondents are Students 52%, ensued by Salaried workers 32%, Self-employed represented 11.3% and Unemployed 4.8%. Table 5.1 further elaborated on the marital status of the respondents who partook in this study. Out of a total of 435 respondents, 77.5% representing the majority were single, followed by 19.5% of the respondents married, 5% of the respondents were cohabiting, and

9% each representing respondents who were divorced and separated. Also, when participants were requested to respond to how often they shop online, 3.4% of the respondents indicated that they buy products daily, 11.0% of the respondents patronized products weekly, 5.3% of the respondents bought products every two weeks, 28.0% representing the majority buy monthly, 15.2% bought products once in two months, 18.2% of respondents patronized products every three to four months and 82% representing the second highest of respondents patronized products online yearly.

More so, when respondents were asked which online retail shop they usually shop from, Jumia emerged as the highest most patronized online retail shop representing 41.5%, second place was Kikuu which represented 13.2%, followed by Jiji Ghana representing 10.6%. The results further indicated that Melcom Ghana representing 8.5% was the fourth online retail shop patronized by the respondents, followed by Amazon which represented 7.3%, Tonaton represented 6.9%, Alibabashop represented 4.3%, Superprice and Ghanawebshop represented 1.4% each respectively, and the remaining online retail shops such as Instagram, Aliexpress Facebook, Boltfood represented 5.0%. Furthermore, Table 3 revealed that the majority of the respondents who partook in this study mostly purchased clothing and fashion (32.5%) in online retail shops. Followed by food and beverages (14.1%) shoes (8.5%), cosmetics and perfumery (8.5%), jewelry (6.8%), sports products (3.3%), furniture (1.6%), electronic appliances (24.4%), and other retail shops (0.55) respectively.

5.2 Descriptive Analysis of the Constructs

This section presents the descriptive statistics on each of the measures. Scores for all variables were recorded on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The statistics cover the minimum, maximum responses, mean and standard deviation. The findings are presented in Table 4

Table 4: Descriptive Statistics

Constructs	Item	Mean	Std. Deviation	Excess Kurtosis	Skewness
Pragmatic Experience					
The website provides an assortment of quality products at a good price.	PE1	5.064	1.569	0.476	-1.097
Good pricing structures and policies are offered by the online retailer.	PE2	5.120	1.502	0.787	-1.193
Attractive retail promotions, and competitive discounts are provided by the retailer.	PE3	5.377	1.546	1.102	-1.324
The retailer provides convenient delivery terms for items purchased.	PE4	5.501	1.474	1.518	-1.403
Alternative payment methods are available while shopping online.	PE5	5.674	1.501	2.624	-1.750
The website provides assisted selling tools (e.g., dynamic imaging, store locators, body measurement tools, Chatbots, and tracking systems) for online shopping	PE6	5.218	1.620	0.746	-1.170
Overall Pragmatic experience		5.326	1.535		
Visual Experience					
The layout of the website (colors, font size, pictures) is appealing.	VE1	5.602	1.478	2.907	2.907

The arrangement of content on the website (by gender, products category, and price) is satisfactory and instinctive, enhancing my shopping experience.	VE2	5.634	1.359	3.257	3.257
The products displayed on the website are properly merchandised.	VE3	5.432	1.385	1.599	1.599
The website has a clear call-to-action and opt-in email features.	VE6	5.124	1.569	0.749	0.749
Overall Visual experience		5.446	1.448		
Intellectual Experience					
The website is easy to use for problem-solving and need satisfaction.	IE1	5.071	1.495	0.532	-1.041
The retail site loads at an acceptable speed.	IE2	5.262	1.360	1.102	-1.094
The content presented on the website is intellectually stimulating and holds my attention.	IE3	5.455	1.378	1.481	-1.274
It is simple to navigate the website and locate specific items.	IE4	5.632	1.379	3.01	-1.699
The website features current and important information, which stimulates my ingenuity.	IE5	5.414	1.374	1.676	-1.302
The platform is compatible with multiple browsers and devices.	IE6	5.529	1.356	2.401	-1.508
The website offers security and privacy for online transaction.	IE7	5.531	1.455	1.606	-1.389
Overall Intellectual experience		5.413	1.399		
Social Experience					
Share buttons (e.g., to Facebook, Twitter, Instagram) are available on the website to grant direct access to these platforms.	SE1	5.421	1.510	1.216	-1.272

The share buttons on the website are well appreciated by persons who use distinct social media channels.	SE2	5.285	1.429	0.851	-1.051
Surfing this website provides information about fads relating to my attitudes and lifestyles.	SE3	4.931	1.442	0.123	-0.766
I can surf the retailer's social media channels for regular updates on new products and upcoming promotional deals through this website.	SE4	5.283	1.494	0.707	-1.019
I can regularly communicate with customer services reps through the retailer's chatbots, message boards, email and social media platforms.	SE5	5.262	1.662	0.228	-0.992
Overall Social experience		5.236	1.494		
Emotional Experience					
Unhappy – Happy	EE1	5.287	1.423	0.441	-0.795
Annoyed – Pleased	EE2	5.099	1.664	-0.093	-0.743
Sluggish - Frenzied	EE3	4.989	1.492	-0.291	-0.417
Calm – Excited	EE4	5.202	1.619	0.274	-0.904
Influenced – Influential	EE5	5.126	1.639	-0.076	-0.776
Overall Emotional experience		5.141	1.567		
Shopping Attitude					
I am happy when I am shopping online.	SA1	5.370	1.430	1.689	-1.299
I prefer purchasing online to buying in a physical retail shop.	SA2	4.331	1.815	-0.917	-0.333
Shopping online is a good idea.	SA3	5.343	1.446	0.685	-1.002
My impression of the retailer's website is satisfactory based on my experience	SA4	5.347	1.334	1.290	-1.109

My interest in the website has enhanced my shopping experience.	SA5	5.347	1.504	1.054	-1.239
Online shopping is an enjoyable activity to engage in.	SA6	5.577	1.280	2.133	-1.312
Overall Shopping attitude		5.236	1.494		
Online Repurchase Intention					
I usually shop on this website.	RI1	4.938	1.662	0.00	-0.905
I intend to continue shopping on this website.	RI2	5.186	1.505	0.618	-1.042
I will repurchase from this website.	RI3	5.297	1.444	1.249	-1.25
It is likely I will repurchase from this website.	RI4	5.326	1.481	1.252	-1.286
While there are new competing websites, I will not give up shopping on this website.	RI5	4.869	1.665	-0.288	-0.715
My intention is to encourage others to shop on this website in the future.	RI6	5.218	1.609	0.596	-1.096
Overall Repurchase Intention		5.139	1.561		

Source: Field Data (2022)

As displayed in Table 4, the observations for the repurchase intention of the online customer revealed that the mean values range from 4.869 to 5.326 with an overall mean of 5.139 (SD = 1.561) signifying general positive knowledge of the statements by the online shoppers. This suggests that the respondents have a fair knowledge of repurchase intention. Additionally, the outcome of the study shows that the respondents have positive knowledge of the items measuring pragmatic experience, visual experience, intellectual experience, social experience, emotional experience, and shopping attitude. These are evident by the overall mean values of 5.326 (SD = 1.535) for pragmatic experience, 5.446 (SD = 1.448) for visual experience, 5.413 (SD = 1.399) for intellectual experience, 5.236 (SD = 1.495) for social experience, 5.141 (SD = 1.567) for emotional experience and 5.219 (SD = 1.468) for shopping attitude.

5.3 Common Method Bias (CMB)

In order to check the issue of common method bias (CMB), a thorough examination of full collinearity was employed (Knoch, 2015). Common method bias, in the perspective of PLS-SEM, is a phenomenon that is caused by the measurement technique employed in Structural Equation Modelling (SEM) research, and not by the network of causes and effects in the model being studied. For instance, the guidelines at the top of a research instrument may impact the responses provided by distinct participants in the same universal direction, giving rise to the indicators to share a definite degree of common variation (Knoch, 2015). Also, a likely factor of common method bias is the implicit social desirability linked with responding to questions in a survey in a specific manner, again causing the indicators to share a definite degree of common variation (Knoch, 2015). According to Aguirre-Urreta & Hu (2019), employing the common method bias in empirical studies aid in eliminating biased estimates of the validity and reliability of the measures utilized. Also, in testing the hypothesis effectively, bias in the estimates of the correlation between the constructs of interests is eliminated when issues of common method bias are examined. As suggested by Knoch (2015), if collinearity assessment at factor level in Partial Least Squares Structural Equation Modelling (PLS-SEM) analysis produces Variance Inflation Factors (VIFs) higher than 3.3, then it implies that the model has issues with common method bias. A review of the factor level collinearity test of the model revealed that all the VIFs were between 1.105 to 2.466. Hence, the model is devoid of common method bias. Table 8 shows the collinearity test results.

5.4 Model Estimation

In analyzing and interpreting the data collected, the PLS-SEM method was employed. The method was chosen as a result of its appropriateness for analyzing causal-predictive research models as well as explaining variance in the endogenous variables (Hair et al., 2014). In estimating the parameters of both the measurement as well as the structural model SmartPLS version 3.3.3 was employed to examine the data set (Ringle et al., 2015). The reliability as well as validity of the measurement model were analyzed, ensued by an evaluation of the structural model to assess the correlation between the constructs in the conceptual framework (Hair et al., 2019).

5.5 Measurement Model

The measurement model was evaluated to examine the reliability as well as validity of the measures using the approach proposed by Hair et al. (2019) As displayed in Table 5 the outcomes of the reliability as well as validity tests showed that items EE1, IE6, PE6, VE6, and SE3 have outer loadings below the 0.708 thresholds but were maintained because their composite reliability and convergent validity are good (Ishak & Hussin, 2022; Perez-Valls et al., 2016). However, three measurement items (PE7, VE4, and VE5) were eliminated on account of negative loading and non-loading. Also, the Cronbach's alpha (α), rho_A as well as composite reliabilities (CR) were extracted to test the reliability of the constructs. These were between 0.774 to 0.914, 0.774 to 0.918, and 0.847 to 0.934 each as displayed in Table 5; were within the recommended range of 0.7 to 0.9 as averred by Hair et al. (2019) for each statistic. The convergent and as well as discriminant validities were tested to assess the construct validity respectively (Fornel & Larcker, 1981). Concerning convergent validity, the average variance extracted (AVE) for each construct was evaluated. The constructs showed a satisfactory level of convergent validity since all the AVEs

were above the 0.50 threshold recommended by Colton (2012). The convergent validity results are shown in Table 5

Conversely, for discriminant validity, the Fornell and Larcker criteria and the heterorait-monotrait ratio of correlations were examined as displayed in Table 6 and Table 7 respectively. The study attained discriminant validity since the square root of the average variance extracted (AVE) for all the latent variables was greater than the inter-construct correlation constructs, hence satisfying discriminant validity (Fornell & Larcker, 1981). Also, all the HTMT values were below the suggested maximum threshold of 0.85 which signifies the attainment of the discriminant validity of all constructs (Bin-Nashwan et al., 2019; Henseler et al., 2015).

Table 5. Reliability and Convergent Validity Analysis

Construct	Item	Outer Loading	α	rho_A	CR	AVE
Pragmatic Experience			0.829	0.832	0.875	0.539
The website provides an assortment of quality products at a good price.	PE1	0.715***				
Good pricing structures and policies are offered by the online retailer.	PE2	0.734***				
Attractive retail promotions, and competitive discounts are provided by the retailer.	PE3	0.790***				
The retailer provides convenient delivery terms for items purchased.	PE4	0.768***				
Alternative payment methods are available while shopping online.	PE5	0.729***				
The website provides assisted selling tools (e.g., dynamic imaging, store locators, body measurement tools, Chatbots, and tracking systems) for online shopping	PE6	0.665***				

Visual Experience			0.816	0.836	0.879	0.647
The layout of the website (colors, font size, pictures) is appealing.	VE1	0.817***				
The arrangement of content on the website (by gender, products category, and price) is satisfactory and instinctive, enhancing my shopping experience.	VE2	0.875***				
The products displayed on the website are properly merchandised.	VE3	0.828***				
The website has a clear call-to-action and opt-in email features.	VE6	0.685***				
Intellectual Experience			0.856	0.858	0.890	0.537
The website is easy to use for problem-solving and need satisfaction.	IE1	0.711***				
The retail site loads at an acceptable speed.	IE2	0.760***				
The content presented on the website is intellectually stimulating and holds my attention.	IE3	0.765***				
It is simple to navigate the website and locate specific items.	IE4	0.719***				
The website features current and important information, which stimulates my ingenuity.	IE5	0.774***				
The platform is compatible with multiple browsers and devices.	IE6	0.774***				
The website offers security and privacy for online transaction.	IE7	0.708***				
Social Experience			0.823	0.829	0.877	0.589
Share buttons (e.g., to Facebook, Twitter, Instagram) are available on the website to grant direct access to these platforms.	SE1	0.781***				

The share buttons on the website are well appreciated by persons who use distinct social media channels.	SE2	0.863***				
Surfing this website provides information about fads relating to my attitudes and lifestyles.	SE3	0.674***				
I can surf the retailer's social media channels for regular updates on new products and upcoming promotional deals through this website.	SE4	0.801***				
I can regularly communicate with customer services reps through the retailer's chatbots, message boards, email and social media platforms.	SE5	0.706***				
Emotional Experience			0.774	0.774	0.847	0.526
Unhappy – Happy	EE1	0.676***				
Annoyed – Pleased	EE2	0.729***				
Sluggish - Frenzied	EE3	0.739***				
Calm – Excited	EE4	0.743***				
Influenced – Influential	EE5	0.735***				
Shopping Attitude			0.870	0.872	0.902	0.606
I am happy when I am shopping online.	SA1	0.747***				
I prefer purchasing online to buying in a physical retail shop.	SA2	0.716***				
Shopping online is a good idea.	SA3	0.779***				
My impression of the retailer's website is satisfactory based on my experience	SA4	0.808***				
My interest in the website has enhanced my shopping experience.	SA5	0.812***				
Online shopping is an enjoyable activity to engage in.	SA6	0.806***				

Online Repurchase Intention			0.914	0.918	0.934	0.702
I usually shop on this website.	RI1	0.814***				
I intend to continue shopping on this website.	RI2	0.875***				
I will repurchase from this website.	RI3	0.903***				
It is likely I will repurchase from this website.	RI4	0.847***				
While there are new competing websites, I will not give up shopping on this website.	RI5	0.770***				
My intention is to encourage others to shop on this website in the future.	RI6	0.810***				

“Notes α (Cronbach’s alpha); CR (Composite Reliability); AVE (Average Variance Extracted); *** $p \leq 0.001$ (2-tailed)”

Source Field Survey (2022)

Table 6. Assessment of Discriminant Validity using Fornel and Larcker approach

Constructs	1	2	3	4	5	6	7
1. Emotional experience	0.725						
2. Intellectual experience	0.201	0.733					
3. Pragmatic experience	0.265	0.627	0.734				
4. Repurchase Intention	0.339	0.402	0.393	0.838			
5. Shopping attitude	0.321	0.510	0.461	0.756	0.779		
6. Social experience	0.249	0.573	0.464	0.352	0.429	0.768	
7. Visual experience	0.143	0.681	0.631	0.355	0.464	0.471	0.804

Notes: The square root of the average variance extracted (AVE) for all the latent variables are greater than the inter-construct correlation constructs (Fornel & Larcker, 1981)

Source: Field Survey (2022)

Table 7. Assessment of Discriminant Validity using HTMT

Constructs	1	2	3	4	5	6	7
Emotional experience							
Intellectual experience	0.241						
Pragmatic experience	0.325	0.747					
Repurchase Intention	0.401	0.445	0.447				
Shopping attitude	0.390	0.582	0.537	0.845			
Social experience	0.311	0.683	0.563	0.403	0.507		
Visual experience	0.173	0.813	0.762	0.402	0.537	0.575	

“Notes: All Heterotrait-Monotrait (HTMT) ratio of correlations values are under 0.90 (Henseler et al., 2015)”

Source: Field Survey (2022)

5.6 Structural Model

To test the causal correlation between the independent and dependent variables that were suggested in the conceptual framework, the structural model was assessed. Each structural path was evaluated to determine whether it was significant and moving in the desired direction after the measurement model's suitability (i.e., reliability and validity of the constructs) had been established (Hair et al., 2019; Ringle et al., 2020). The hypotheses were tested using 5,000 sub-samples testing for a two-tailed significance of 95% (Henseler et al., 2009). The results are displayed in Table 8 and figure 2. As highlighted in Table 8, all the direct hypotheses from H₁ – H₄ were insignificant. However, H₅ and H₆ were statistically supported. Precisely the study showed that pragmatic experience ($\beta = 0.052$; $t = 0.99$; $p < 0.322$), visual experience ($\beta = -0.025$; $t = 0.465$; $p < 0.642$), intellectual experience ($\beta = -0.002$; $t = 0.036$; $p < 0.971$), and social experience ($\beta = -0.013$; $t = 0.278$; $p <$

0.781) do not have a positive effect on repurchase intention. Therefore, the proposed hypothesis H₁ – H₄ in this study found that pragmatic experience, intellectual experience, visual, and social experience does not influence consumers' online repurchase intention. These findings could be attributed to the functionality of the website of some online retail shops in Ghana. Again, emotional experience ($\beta = 0.099$; $t = 2.288$; $p < 0.022$) was found to have positively and significantly influenced or predicted consumers' online repurchase intention. In addition, shopping attitude ($\beta = 0.707$; $t = 15.674$; $p < 0.000$) was found to positively and significantly predict consumers' online repurchase intention. Overall, 58.3 % of the variance of repurchase intention was explained by pragmatic experience, visual experience, intellectual experience, social experience, emotional experience, and shopping attitude, whereas 35.4% of the variance of shopping attitude is explained by pragmatic experience, visual experience, intellectual experience, social experience, and emotional experience. The outcomes of the coefficient of determination (R^2) are presented in Table 9. In addition, in evaluating the effect size, Cohen's f^2 values were employed to determine the effect of the independent constructs on the dependent construct in each of the hypothesized relationships. As averred by Cohen (1988), an f^2 value of 0.02 signify a small effect size, however, values 0.15 and 0.35 represent medium and large effect sizes, respectively. Table 8 highlighted that pragmatic experience ($f^2 = 0.003$), visual experience ($f^2 = 0.001$), intellectual experience ($f^2 = 0.000$) social experience ($f^2 = 0.000$), and emotional experience ($f^2 = 0.020$) have a small effect on online repurchase intention. In contrast, shopping attitude has a large effect on online repurchase intention ($f^2 = 0.775$).

Moreover, the study employed Stone-Geisser's Q^2 approach to evaluate the predictive relevance of the exogenous and endogenous variables in the model, with Q^2 values higher than 0, 0.25, and 0.50

denoting small, medium as well as large levels of predictive relevance in PLS-path model (Hair et al., 2019; Geisser, 1974). Employing the blindfolding method, the findings showed small to medium levels of predictive relevance for shopping attitude ($Q^2 = 0.208$) and repurchase intention ($Q^2 = 0.400$). The results of the predictive relevance (Q^2) are displayed in Table 9

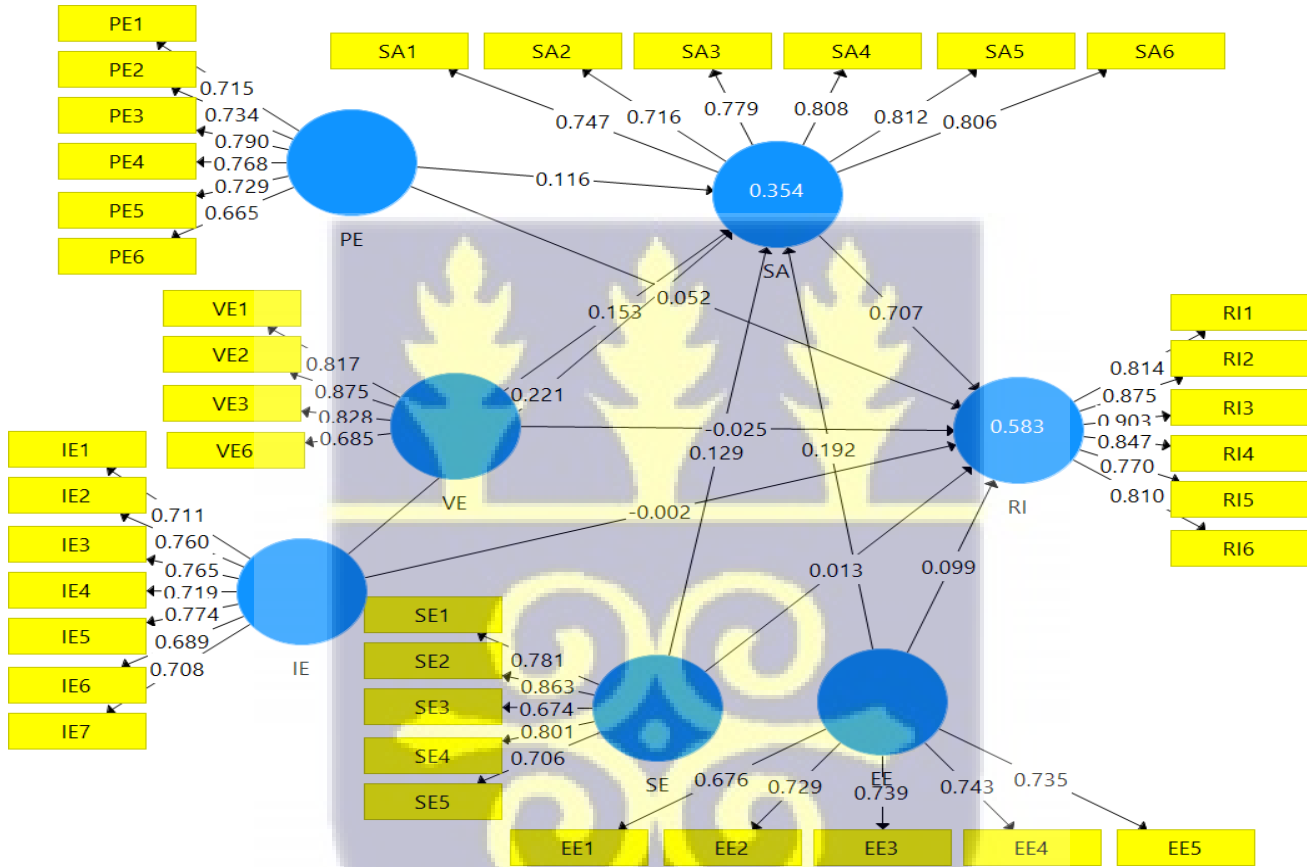
Table 8. Hypothesis Test Results

Hypothesis	Path Description	Standard deviation	t-value	VIF	P-value	Effect size (f^2)	Results
H ₁	Pragmatic experience → Repurchase intention	0.052	0.99	1.999	0.322	0.003 (S)	Not supported
H ₂	Visual experience → Repurchase intention	-0.025	0.465	2.199	0.642	0.001 (S)	Not supported
H ₃	Intellectual experience → Repurchase intention	-0.002	0.036	2.466	0.971	0.000 (S)	Not supported
H ₄	Social experience → Repurchase intention	-0.013	0.278	1.600	0.781	0.000 (S)	Not supported
H ₅	Emotional experience → Repurchase intention	0.099	2.288 (**)	1.162	0.022	0.020 (S)	Supported
H ₆	Shopping Attitude → Repurchase intention	0.707	15.674 (***)	1.547	0.000	0.775 (L)	Supported

“Notes: L (Large effect size); M (medium effect size); S (small effect size); T (trivial effect size); *** $p \leq 0.001$; ** $p \leq 0.01$; * $p \leq 0.05$ (2 tailed)”.

Source: Field Survey (2022)

Figure 2. Structural Model



Source: Field Survey (2022)

Table 9. Construct Prediction Summary

Dependent variable	Coefficient of determination (R ²)	Prediction relevance (Q ²)
Shopping attitude	0.354	0.208
Repurchase intention	0.583	0.400

Source: Field Survey (2022)

5.7 Mediation Analysis

Consequently, the mediation correlations between the variables as suggested in hypotheses 7, 8,9,10, and 10 ($H_7 - H_{11}$) were assessed as displayed in Table 10. Precisely, the simple mediation from pragmatic experience (H_7) through shopping attitude yielded insignificant direct and indirect effects respectively. Table 10 shows that shopping attitude failed to mediate the nexus between pragmatic experience and repurchase intention. Then again, visual experience (H_8) through shopping attitude also yielded insignificant direct and indirect effects. The findings bear forth that shopping attitude does not mediate the nexus between visual experience and online repurchase intention. In addition, it can be noticed from the table that intellectual experience (H_9) does not affect shopping attitude through repurchase intention, but also has a significant direct effect on it; showing that shopping attitude does not mediate the nexus between visual experience and repurchase intention. More so, social experience (H_{10}) through shopping attitude yielded insignificant direct and indirect effects respectively. Conversely, shopping attitude was found to partially mediate the impact between emotional experience and online repurchase intention, since the direct path from emotional experience to online repurchase intention, and the indirect path through shopping attitude were both found to be significant thus, providing support for H_{11} as predicted.

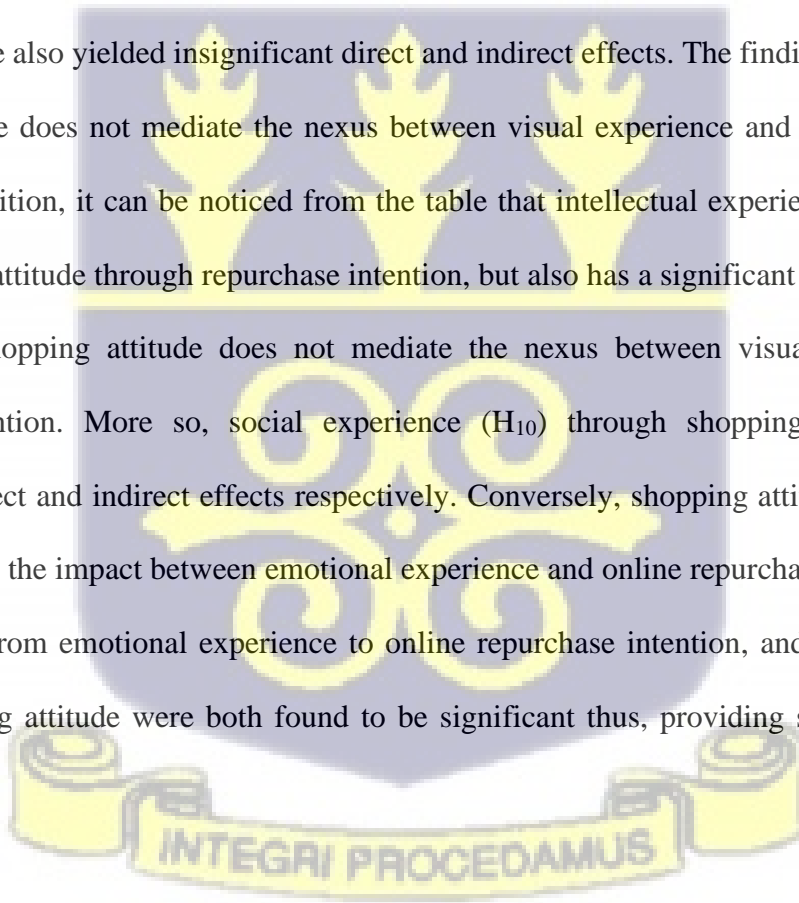


Table 10. Mediation Analysis

	Models	Results	Outcome
H ₇		$R^2(M) = 0.354$ $R^2(Y) = 0.583$ $X \rightarrow M$ (a)=0.116 $M \rightarrow Y$ (b)=0.707*** Indirect effect (a*b)=0.052 $X \rightarrow Y$ (C')=0.134	No Mediation
H ₈		$R^2(M) = 0.354$ $R^2(Y) = 0.583$ $X \rightarrow M$ (a)=0.153* $M \rightarrow Y$ (b)=0.707*** Indirect effect (a*b)=-0.025 $X \rightarrow Y$ (C')=0.080	No Mediation
H ₉		$R^2(M) = 0.354$ $R^2(Y) = 0.583$ $X \rightarrow M$ (a)=0.221*** $M \rightarrow Y$ (b)=0.707*** Indirect effect (a*b)= 0.002 $X \rightarrow Y$ (C')=0.163**	No Mediation
H ₁₀		$R^2(M) = 0.354$ $R^2(Y) = 0.583$ $X \rightarrow M$ (a)=0.129* $M \rightarrow Y$ (b)=0.707*** Indirect effect (a*b)= 0.013 $X \rightarrow Y$ (C')=0.103	No Mediation

H ₁₁	<pre> graph LR X[Emotional Experience (X)] -- a --> M[Shopping Attitude (M)] M -- b --> Y[Online Repurchase Intention (Y)] X -.- c' --> Y </pre>	$R^2(M) = 0.354$ $R^2(Y) = 0.583$ $X \rightarrow M$ $(a) = 0.192^{***}$ $M \rightarrow Y$ $(b) = 0.707^{***}$ Indirect effect $(a*b) = 0.099^*$ $X \rightarrow Y$ $(C') = 0.239^{***}$	Partial Mediation
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Notes. *** $p \leq 0.001$; ** $p \leq 0.01$; * $p \leq 0.05$ (2-tailed)

Source: Field Survey (2022)

5.8 Discussion of the Results

The study sought to assess the influence of online customer experience on repurchase intention, considering the mediating role of shopping attitude. A review of current literature showed that relatively limited research has assessed the mediating role of consumers' attitudes towards shopping on the correlation between online customer experiences (social, intellectual, visual, emotional, and pragmatic) and repurchase intention among Ghanaian customers. The outcome of this study corroborates the mediating effect of shopping attitudes on repurchase intention. To test the correlation between the exogenous variable (online customer experience), mediating variable (Shopping attitude), as well as endogenous variable (online repurchase intention) eleven (11) hypotheses were formulated. This study extends the current literature by conceptualizing online customer experience as a multidimensional construct (social, intellectual, visual emotional, and pragmatic experience) and its impact on shopping attitudes and Ghanaian customers' intentions to repurchase.

More specifically, the results as displayed in Table 8 revealed that most of the participants who participated in the survey believed that pragmatic, visual, intellectual, and social experience had an insignificant direct effect on repurchase intention. This finding is inconsistent with previous studies in advanced countries that cite the consumer online experience as a veritable outcome of the consumer's online repurchase intention (Cachero-Martínez & Vázquez-Casielles, 2021; Hao et al., 2015; Pandey & Chawla, 2018). For example, a study conducted by Cachero-Martínez & Vázquez-Casielles (2021) on building consumer loyalty through e-shopping experiences found that social, intellectual, visual, emotional, and pragmatic experiences have a positive significant influence on behavioral intentions including online repurchase intention. Also, a study by Anshu et al. (2022) on the impact of customer experience on attitude and repurchase intention in online grocery retailing revealed that online customer experience has a significant correlation with shopping attitude and repurchase intention.

More importantly, given that this study found an insignificant relationship between the pragmatic experience, visual experience, intellectual experience, social experience, and Ghanaian customers' intentions to repurchase, this could be attributed to the functionality of the website of some online retail shops in Ghana. The website has been utilized to collect information by marketing professionals, communicate with clients, patronize products online, and deal with a multiplicity of issues about customers (Madichie & Masud, 2012; Fink et al., 2008). According to Khan & Rahman (2016), the functionality of an online retailer's website has a significant effect on the quality of experiences of online shoppers, and repurchase intention (Wang, 2016; Wong et al., 2020). Carlo et al. (2006), described website functionality as the magnitude to which a website operates in a manner it is organized and is projected to function as users wish. Websites can be

evaluated based on functions performed including the attractiveness of the website (Prasad & Aryasri, 2009; Ha & Stoel, 2009), while others concentrate on the ease to navigate features of the website (Khare & Rakesh, 2011; Dholakia & Zhao, 2010), and usability (Chen et al., 2010; Lee & Kozar, 2012). More so, numerous empirical evidence by extant scholars corroborates that the quality of experiences encountered by online shoppers depends on the functionality of a website (Kenningham et al., 2017; Khan & Rahman, 2016; Rose et al., 2012), the attractiveness of online retail platforms (Gatti et al., 2014; Roschk et al., 2017; Papapanou, 2015; Wilson et al., 2019), simplified buying procedures and ease of navigation (Cachero-Martinez & Vazquez- Casielles, 2021; Khan & Rahman, 2016), availability of assisted selling tools (alternative payment methods, vouchers, store locator, body measurement tools, Chatbots, and catalog quick order) aimed at making shopping easier (Cachero-Martinez & Vazquez- Casielles, 2021; Trieval & Stenger, 2014), the convenience of shopping online (Jiang et al., 2013), and interactive social networking platforms (Gavurova et al., 2018; Hao et al., 2015). Interactive retail shops seem to be more reactive to customers (Kent et al., 2003) as website interactivity is regarded as a vital element in connecting with customers (Pauleen & Yoong, 2001; Jo & Kim, 2003).

Nonetheless, the website of some firms has not been utilized effectively and efficiently regarding their interactive nature (McAllister & Taylor, 2007). This has been mentioned as a key reason for user problems ranging from difficulty in locating a website, sluggish download times, and unwanted pop-up advertisements (Lazar et al., 2003) to mediocre content and information quality (Hachigan & Hallahan, 2003). According to Lee et al. (2011), the utmost challenge that customers may encounter when surfing an online vendor's website is essentially identifying the information they need or the transaction they desire to embark on. The more challenging it is to do this, the

less opportunity for customers to patronize a product or consider repurchase intention via the website. Literature indicates that online retailers who fail to provide exceptional experiences for customers can be detrimental to a firm since customers have considerable channels to derive in-depth knowledge of products as well as control the level of their experiences (Jung & Seock, 2017).

A study by Attakora-Amaniampong et al. (2021) revealed that some online retail shops were not patronized often in Ghana as a result of the poor website functionality regarding ease of navigation, cumbersome purchase process, convenience to surfing for products and processing an order. Scholars profess that the relevance of the website functionality of online retail shops cannot be disregarded since the fortunes of an online retail vendor, to some magnitude, can be ascribed to the functionality of its website (Gbolonyo et al., 2022). Also, Qalati et al. (2020) aver that when customers purchase products via the website of an online retail shop, they juxtapose the functionality of the website with competing shopping websites. However, the functionality of an online retailer's website creates a favorable experience for clients to swiftly identify the information and products they are looking for, thereby easing their purchasing intention. As a result, Bai et al. (2008) opined that the functionality of an online vendor's website is a relevant determinant of consumer behavioral intention including repurchase intention. Thus, the extent of the effective functionality of the website of some online retail platforms may account for the lack of support for the correlation between pragmatic experience, visual experience, intellectual experience, social experience, and Ghanaian customers' intentions to repurchase. On the tenets of the Belief-Attitude-Intention (B-A-I) as well as the Stimulus-Organism-Response (S-O-R) theory, the findings therefore show that pragmatic experience, visual experience, intellectual experience,

and social experience do not serve as a stimuli or belief factor that influence the online repurchase intentions of customers.

More so, as the results show a positive significant relationship between emotional experience and Ghanaian customers' intentions to repurchase, this comes as a surprise as emotional experience is considered a great deal from the perspective of this study. Thus, the Belief-Attitude-Intention (B-A-I), as well as the Stimulus-Organism-Response (S-O-R) theory employed as a theoretical foundation for the study, supports the proposition that emotional experience serves as a stimulus or a belief factor that influences online repurchase intentions of customers. The outcomes of this study are congruent with Tyrväinen et al. (2020) who utilized Brakus et al.'s emotional brand experience scale to measure emotions in omnichannel. The researchers found a positive and significant correlation between emotional experience and online repurchase intentions in online and in-store environments. Similarly, this research continues to be in harmony with the findings of several earlier studies that confirmed that emotional experience has a positive influence on online repurchase intention (Rose et al., 2012; Martin et al., 2015; Ladhari et al., 2017; Mishra et al., 2016; Das et al., 2019; Chiu et al., 2014; Molinillo et al., 2019). This implies that when a consumer experiences favorable emotional levels such as pleasure and enjoyment during online shopping, they form favorable shopping attitudes that lead to repurchase intention. It is therefore in this light that, scholars aver that during online shopping customers desire exceptional emotional experiences (Kim et al., 2016; Ladhari et al., 2017). Hence, the utmost objective of online retailers is to capture the audience of an emotional consumer by creating long-lasting relationships and enhancing engagement through the sharing of emotional experiences (Mishra et al., 2016; Das et al., 2019).

In addition, in consonance with earlier studies, the outcomes of the study offer a strong justification for the mediating role of shopping attitude in the correlation between online customer experience and online repurchase intention. Given that earlier studies have provided support for the mediating role of shopping attitude, their concentration was primarily on the mediating role of shopping attitude in the correlation between a unidimensional online customer experience and online repurchase intention (Anshu et al., 2022; Joo & Lim, 2017; Yoon & Yu, 2022). Hence, the outcome of this study offers a significant contribution to current studies by demonstrating the mediating role of shopping attitude in the nexus between a multidimensional online customer experience on online repurchase intention. The study discovered that shopping attitude partially mediates the nexus between emotional experiences and online repurchase intention. Thus, the emotional experience as a key stimulus serve as a driver of internal responses that determine customers' attitudes and online repurchase intention, hence, the study justifies the proposition of the Belief-Attitude-Intention (B-A-I) as well as the Stimulus-Organism-Response (S-O-R) theory employed as a theoretical foundation for the study.

Nonetheless, the study found that shopping attitude does not mediate the relationship between a pragmatic experience, visual experience, social experience, and online repurchase intention. Thus, the key stimuli or belief factor (pragmatic experience, intellectual experience, visual experience, social experience) does not serve as drivers of internal responses that determine customers' attitudes and online repurchase intention. Hence, the current study does not support the proposition of the Belief-Attitude-Intention (B-A-I) as well as the Stimulus-Organism-Response (S-O-R) theory for this finding. The outcomes of this study could also be ascribed to the functionality of the websites of some online retail platforms in Ghana. When online shoppers cannot identify the

information they need on an online vendor's website, they feel disappointed as a result, an online retailer's website should possess essential characteristics (information, ease of use, attractive layout) that enhance the customer experience (Huang & Benyoucef, 2017).

As customers interact with an online vendor's website, they develop corresponding behaviors that impact their attitudes toward the website and products, as well as their acquisitions (Lorenzo et al., 2012). It is indispensable for online retailers to help a client avoid a bureaucratic purchase process, as a result, improving the response rate of a webpage is as significant as clicking several items during shopping (Micu et al., 2019; Rose et al., 2012). However, the probability of shoppers repurchasing a product is high when the purchase procedure is simple to comprehend and seamlessly navigate a retailer's website (Khan & Rahman, 2016). Scholars affirm that the online vendors' choice of color combination, privacy, security, the uniqueness of graphics and pictures, and the collection of the website's layout components significantly influence the online customer experience and consumer attitudes (Huang & Benyoucef, 2017; Rose et al., 2012; Kahn, 2017). However, some online retail platforms in Ghana are still at the budding stage of improving the functionality of their websites to offer a distinctive experience. Studies show that the websites of some of these online retail platforms do not have privacy policies that are meant to assist and inform online shoppers on the gathering of personal data, data use, and encryption technologies for the protection of user data (Baako et al., 2019; Tchao et al., 2017). Then again, in the aforementioned study by Attakora-Amaniampong et al. (2021), it is revealed that some online retail shops were not patronized often in Ghana as a result of the poor website functionality regarding ease of navigation, cumbersome purchase process, convenience to surfing for products as well as processing an order. Thus, the poor functionality of the online retail platform may be a

key reason why shopping attitude does not mediate the relationship between pragmatic experience, intellectual experience, visual experience, social experience, and online repurchase intention.

More so, consistent with earlier studies, the outcomes of this study confirm that shopping attitude has a favorable significant effect on repurchase intention (Pavlou & Fygenon, 2006; Destiny, 2012; Kudeshia & Kumar, 2017; Amoroso & Lim, 2017). Thus, an individual's attitude towards a website acts as a stimulus or a belief factor for future intentions including repurchase intentions, hence, the current study justifies the proposition of the Belief-Attitude-Intention (B-A-I) as well as the Stimulus-Organism-Response (S-O-R) theory as a theoretical guide for the study. This implies that when consumers form favorable attitudes towards an online retail shop they are motivated to repurchase a product from the same vendor. Hence, when consumer attitudes toward repurchase intentions are attuned favorably, it impacts behavioral intentions, which creates favorable appraisals and emotions eventually leading to online repurchase intentions (Tang et al. 2011).

5.9 Chapter Summary

This chapter assessed the influence of online customer experience on repurchase intention, considering the mediating role of shopping attitude. Data was gathered from 435 respondents and analyzed using Structural Equation modelling. Additionally, an evaluation of the measurement model was carried out and the latent variable's reliability and validity were analyzed and presented in this chapter. Specifically, the SmartPLS 3.3.3 data analytical software was utilized to develop the pictorial and the results of reliability, convergent, and discriminant validity. Nevertheless, the

structural modelling revealed that three (3) hypotheses were confirmed and eight (8) rejected. The succeeding chapter presents the summary, conclusions, and recommendations of the study.



CHAPTER SIX

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

6.0 Chapter Overview

This chapter presents a summary, conclusion, and recommendations for this study. The chapter is categorized into four key sub-sections. The first presents a summary of the study and its findings after analyzing the data gathered from respondents. Furthermore, this chapter presents the theoretical as well as practical implications of the results. The chapter then further presents the conclusion based on the outcomes of the research. Lastly, the chapter proposes the limitations and future research directions of the study.

6.1 Summary of this Study and its Findings

This study sought to assess the influence of online customer experience on repurchase intention, considering the mediating effect of shopping attitude. The study was categorized into six separate chapters. Chapter one introduced the research by providing background information on the study, and the problem statement of the study. Additionally, the chapter outlined the purpose and objectives of the study, the research questions to be addressed, the hypothesis of the study, the significance of the study, and the chapter disposition. Moving forward, chapter two presents the context of the study. It provided information on internet penetration and online shopping in Ghana. Subsequently, chapter three reviewed extant literature on online customer experience, shopping attitude, and repurchase intention, and finally provided the theoretical and conceptual model for the study. Next, chapter four presented the research methodology utilized to address the objectives of the study. Especially, the chapter deliberated on the research philosophical underpinnings, the research approach, the research design, the research strategy, the sampling procedure, data

collection instruments, procedures and processing and analysis of findings. In addition, chapter five presented the study's outcomes of data analysis. Finally, chapter six deliberated on the summary of the study and its findings, and discussed the theoretical and practical implications as well as limitations and future research directions.

Through an extensive review of extant literature, a multidimensional online customer experience was conceptualized. They were social experience, intellectual experience, emotional experience, visual experience, and pragmatic experience. These dimensions were suggested to have a baseline and direct relationship with repurchase intention. Also, the study sought to identify whether shopping attitudes mediate the impact between online customer experience and repurchase intention. Herein, the first objective of the study was to assess the impact of online customer experience dimensions (social, intellectual, visual emotional, and pragmatic experience) on Ghanaian customers' intentions to repurchase. The second objective was to assess the mediating role of consumers' attitudes toward shopping on the correlation between online customer experiences (social, intellectual, visual, emotional, and pragmatic experience) and Ghanaian customers' intentions to repurchase. An account of the context of the study was presented. This description encompassed internet penetration and online shopping in Ghana. Having comprehensively reviewed extant literature in the subject area, a conceptual framework was developed to assess whether the dimensions of online customer experience influenced shopping attitudes and online repurchase intention. In this study, the Stimulus-Organism-Response (S-O-R) and the Belief-Attitude-Intention theory was employed to underpin the phenomenon of online customer experience, shopping attitudes, as well as online repurchase intention. On the tenets of the S-O-R and the B-A-I framework, this study conceptualized the stimuli (S) or the belief factor

as the online customer experience dimensions. Also, the organism (O) represented the attitudes of the online shopper and the response (R) as the consumer's repurchase intention. In addition, the study demonstrated whether shopping attitudes mediate the impact between online customer experience and online repurchase intention.

In achieving the objectives of the study, the research methodological processes included a quantitative research approach, survey strategy, and a purposive sample of four hundred and thirty-five (435) online shoppers in the southern part of Ghana. A structured measurement instrument was designed and administered to collect data using self-administration and survey administration software (Google forms). However, at the end of analyzing the data, the descriptive analysis of the profile of the participants revealed that more males participated in the research than females. Also, the majority of the respondents were first-degree holders. In conducting reliability, and validity tests and the structural model analyses, SPSS software and Smart PLS 3.3.3 was utilized. A summary of the results is presented accordingly:

First, the results revealed that pragmatic experience, intellectual experience, visual experience, and social experience) had an insignificant effect on Ghanaian customers' intentions to repurchase. However, emotional experience was considered a great deal in the context of this study since it was the only dimension that significantly and positively influenced Ghanaian customers' intentions to repurchase. Second, the role of shopping attitude as a mediator in this relationship was also assessed. The study outcome revealed that shopping attitude partially mediates the nexus between emotional experience and Ghanaian customers' intentions to repurchase. Nevertheless, consumers' shopping attitudes failed to mediate the relationship between pragmatic experiences,

visual experiences, intellectual experience, social experience, and online repurchase intention. In addition, it was revealed that shopping attitude positively and significantly influenced online repurchase intention.

6.2 Implications of the Study

The ensuing section presents an in-depth discussion of the theoretical and practical implications of the study.

6.2.1 Theoretical Implications

Online customer experience has been identified in the literature to contribute significantly to a firm's online marketing outcomes (Rose et al., 2012; Trevinal & Stenger, 2014; Varshneya et al., 2017). As the application of the Stimulus-Organism-Response (S-O-R) and the Belief-Attitude-Intention (B-A-I) theory has been called for by several scholars (Cachero-Martinez & Vazquez-Casielles, 2021; Izogo & Jayawardena, 2018; Kim et al., 2016; Rose et al., 2012), in this study, in response, broadens the horizon of Stimulus-Organism-Response (S-O-R) and the Belief-Attitude-Intention theory and online customer experience literature in the perspective of a developing economy. The study brings forward three key theoretical contributions. First, in congruence with online customer experience studies undertaken in advanced countries, this study is relatively one of the first to consider customer experience in the online retail context in Ghana. The findings provide novel insights into the salience of online customer experience concerning online shopping. Scholars aver that numerous studies have recognized the significant role of online customer experience in customer satisfaction (Rose et al., 2011), product purchases (Bleier et al., 2019), and word of mouth (Barari et al., 2020) all of which influence the long-term competitive edge of a firm (Klaus, 2013; Lemon & Verhoef, 2016). In addition, several scholars have examined the role of

the Stimulus-Organism-Response (S-O-R) and the Belief-Attitude-Intention (B-A-I) theory in online customer experience studies (Cachero-Martinez & Vazquez- Casielles, 2021; Izogo & Jayawardena, 2018). In harmony with the extant studies, the study argues that online customer experience is viewed as a multidimensional construct comprising pragmatic, social, intellectual, visual, and emotional experience (Srivastava & Kaul, 2016; Gentile et al., 2007; Lemon & Verhoef, 2016; Bleier et al., 2019). However, relatively limited studies have examined the effect of multidimensional online customer experience on repurchase intention. Copious previous studies have conceptualized online customer experience from the unidimensional perspective (Anshu et al., 2022; Meric & Yildirim, 2021; Antwi & Amponsah, 2021; Jaiswal & Singh; 2020; Joo & Lim, 2017; Roggeven et al., 2015; Yeo et al., 2017; Yoon & Yu 2022). Nonetheless, this study answers the call of those earlier studies. It broadens the horizon on conceptualizing online customer experience, particularly emotional experience, as a multidimensional construct and its influence on e-marketing outcomes, hence, contributing to the scholarly debate from the outlook of an emerging country such as Ghana. More so, based on the outcomes of this study, we contribute to a holistic insight into the literature on e-retail customer experience, Stimulus-Organism-Response (S-O-R), and Belief-Attitude-Intention (B-A-I) theory by demonstrating that the multidimensional nature of online customer experience and its outcomes are largely dependent on the functionality of an online vendor's website.

Second, this study elucidates the mediating effect of a multidimensional nature of online customer experience on repurchase intention through shopping attitude. In doing so, it answers the call of Anshu et al. (2022) who profess that the subject of this research is relatively new and limited, hence, more studies are required in this area (Anshu et al., 2022). Nevertheless, earlier studies have

underscored the mediating effect of a unidimensional online customer experience on repurchase intention through attitude (Anshu et al., 2022; Yoon & Yu, 2022; Yeo et al., 2017). As a result, the novelty of this study is that it contributes to the extant literature by conceptualizing online customer experience especially emotional experience as a multidimensional construct considering the mediating role of shopping attitude. Based on the results of this study, the functionality of an online vendor's website is key in determining the outcomes of a multidimensional online customer experience and shaping consumer attitudes, hence, contributing to the scholarly customer experience literature.

Thirdly, given that online customer experience models including quantitative and qualitative have been obtained from developed markets that are more technologically inclined (Lemke et al., 2011; Izogo et al., 2016; Klaus, 2013; Martin et al., 2015), scholars recommend context-specific studies (Klaus, 2013; Lemon & Verhoef, 2016). Thus, this study responds to the scholars' call by empirically testing the online customer experience models drawn from research undertaken earlier in advanced markets across developing countries (Izogo & Jayawardhena, 2018; Pandey & Chawla, 2018). Therefore, by employing the S-O-R and B-A-I framework this study offers a more holistic understanding and contributes to scholarly works on the nature of online customer experience in an online retailing environment from the perspective of an emerging country where online customer experience studies are relatively limited.

6.2.2 Practical Implications

Consumption has become a form of leisure, so online shopping is progressively emotional and tends to be relished during purchase. If the vendor desires to improve the impact of experiences on repurchase intention, an effective manner to do it would be to enthuse the customer. In view of

contribution to practice, this study provides more valuable insight and enlightens online retailers, managers, and practitioners on multiple dimensions of experiences (pragmatic, visual, intellectual, emotional, and social experience) and how it influences consumers' repurchase intention. In addition, this study offers interesting insights for online vendors on important factors that online shoppers take into consideration when shopping. This essentially furnishes online vendors with the necessary information necessary to undertake strategic decisions in their overall online marketing activities.

More importantly, online customer experiences rely on the elements that online vendors can regulate. For instance, the website layout, the value of an informative website, pricing, color swatch, marketing communications, personalization, dynamic imaging learning, flow, augmented reality, daring task, or a challenge, socialization, zoom, magnified product view, body measurement tools, spin the products, and rich media (Cachero-Martínez & Vázquez-Casielles, 2021). In concurrence with the results of this study, scholars aver that the quality of experiences depends on the functionality of an online retailer's website (Khan & Rahman, 2016; (Kenningham et al., 2017; Qalati et al., 2020). Nonetheless, numerous scholars profess that practitioners can offer distinctive experiences though enhancing the functionality of their websites by providing attractive online retail platforms, simplifying the buying procedures and ease of navigation, enhancing the interactivity of its social media platforms, providing assisted selling tools (e.g., dynamic imaging, store locators, body measurement tools, Chatbots, and tracking systems), and offering the convenience of online shopping (Kenningham et al., 2017; Cachero-Martinez & Vazquez-Casielles, 2021; Khan & Rahman, 2016; Gavurova et al., 2018; Hao et al., 2015). Given that customers expect a functional website and affordable as well as attractive products, delivering

products swiftly and conveniently with the minimum effort are mostly cherished by online shoppers. This could be an effective method of providing excitement as consumers expect distinctiveness in their experiences when shopping online.

Also, online retailers can provide exceptional experiences by improving the privacy and security features of their websites. Online shoppers desire privacy and security during shopping, thus Confidentiality: Protection against unapproved data disclosure, Privacy: Provision of data control and disclosure, and Integrity: Prevention against unapproved data amendment are the main concerns that must not be neglected (Baako et al., 2019). Online retail shops can utilize encryption software and anti-hacking tools to protect the client's details such as their credit card number, phone number, and account particulars. These in turn could improve the experiences, and shopping attitudes, facilitate the repurchase intention of consumers, and serve as a key determinant for building a long-lasting competitive edge in a market filled with opportunities (Anshu et al., 2022)

From the perspective of online shopping, the customer is still social. Basically, as the association with other clients or with shop personnel changes, online vendors need to develop experiences that enhance communication between customers through brand communities. In this regard, consumers can share like-minded interests as well as give special credence to the retorts of other customers on social networks (Cachero-Martínez & Vázquez-Casielles, 2021). Social interaction is an indispensable way of determining the online experiences of customers. The social experience in the form of social interaction through social networking sites plays a significant role in influencing a consumer's behavior through shopping attitude, and online repurchase intention. As a result, online shoppers who lack interpersonal and social interactions with consumers and retailers when shopping online are not likely to earn the trust of an online vendor (Hao Suan Samuel et al., 2015;

Pandey & Chawla, 2018). The study further recommends that firms must recognize their current digital and social media networking applications and capabilities. They must then craft an appropriate social media strategy for their online retail activities. Fundamentally, online vendors, need to augment social elements to their online retail platforms or add commerce elements to their social media avenues. This distinctive medium provides numerous benefits to improve online customer experiences.

More specifically, social networking avenues have introduced social media listening tools and customer feedback data streams for firms to observe the conversations surrounding their brand, and that significantly improves online experiences (Barreda & Bilgihan, 2014; Bilgihan et al., 2016). As a result, the study recommends that online vendors need to employ social networking tools to develop emotional hooks with clients, listen, as well as determine the appropriate method of communicating with clients. Concentrating on these actions can also heighten amusement, as well as encouragement when shopping online which in turn enhances shopping attitude and revisit intention to a firm's website.

6.3 Conclusions

On the tenets of Stimulus-Organism-Response (S-O-R) and Belief-Attitude-Intention (B-A-I) theory, this study was undertaken to assess the influence of online customer experience on repurchase intention. The role of shopping attitude as a mediator was also assessed. The study has provided interesting insights into the impact of online customer experience on repurchase intention. Empirical evidence has been provided on the mediating role of shopping attitude. However, the study extended the empirical studies by conceptualizing online customer experience

from a multidimensional standpoint including visual, intellectual, social, emotional, and pragmatic experiences. Of these five dimensions, the study concludes that emotional experience positively influenced Ghanaian customers' intentions to repurchase. More importantly, the study outcomes found that pragmatic experience, intellectual experience, visual, and social experience does not influence consumers' online repurchase intention. The findings are inconsistent with previous evidence in the literature (Cachero-Martínez & Vázquez-Casielles, 2021; Hao et al., 2015; Pandey & Chawla, 2018). More so, based on the outcomes of the mediation analysis, shopping attitude mediates the nexus between emotional experience and online repurchase intention. Nonetheless, it was discovered that consumers' shopping attitudes failed to mediate the relationship between pragmatic experience, visual experience, intellectual experience, social experience, and online repurchase intention. In addition, the correlation between shopping attitudes and Ghanaian customers' intentions to repurchase was confirmed.

6.4 Limitations and Future Research Directions

The subject of shopping attitude mediating the nexus between online customer experience and e-marketing outcomes, including repurchase intention, is relatively limited (Anshu et al., 2022). Hence, it will be interesting to conduct more studies in this area and augment the scholarly debate on the multidimensional nature of online customer experience. Additionally, this study has some limitations which require further studies in the future. Primarily, the sample size chosen may not exemplify the entire population of digital purchasers in distinct geographic regions and nations. Therefore, it will be essential to undertake a similar study with a larger sample size in other emerging nations to enhance the generalization of the results. More importantly, the study was conducted during a specific time frame; as a result, undertaking longitudinal research would offer

significant insight into how the experiences of customers improve over time in Ghana in order to enhance the validity of the findings. Also, given that online customer experience dimensions vary from one geographic region to another in terms of technological variation (Shobeiri et al., 2018;), it will be interesting to conduct the subject of this study in emerging countries in order to offer valuable understanding for practitioners and contribute to extant literature. Lastly, it will be interesting to assess the effect of the multiple dimensions of OCE on behavioral intentions and outcomes such as electronic word of mouth (eWOM) and customer engagement (Anshu et al., 2022; Cachero-Martínez & Vázquez-Casielles, 2021).



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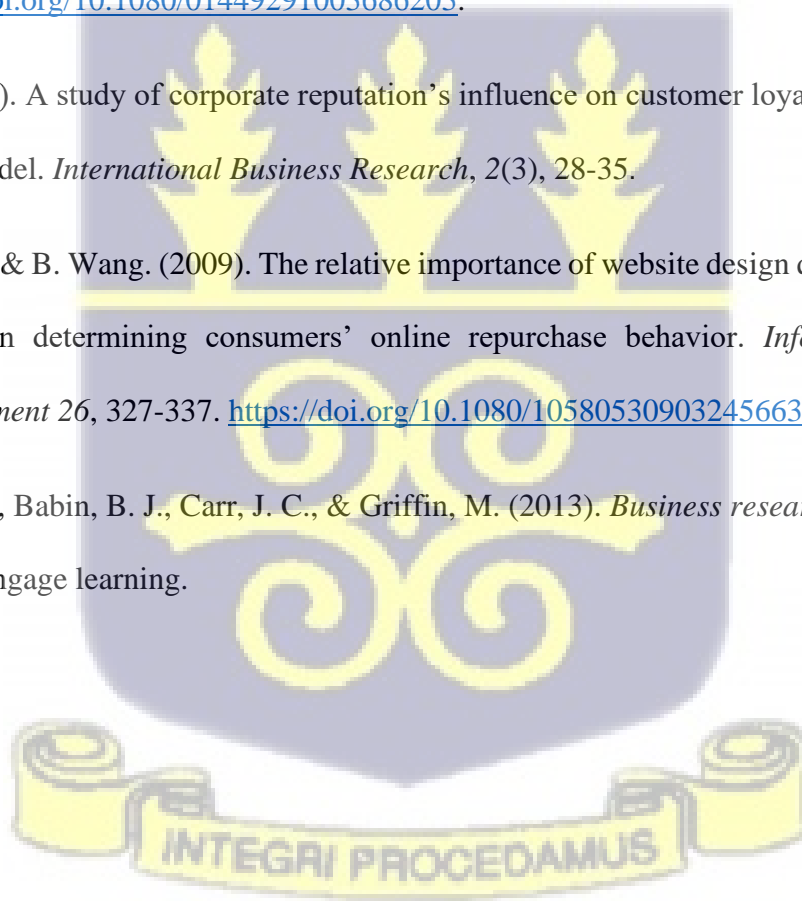
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APPENDICES
Appendix A- Questionnaire



DEPARTMENT OF MARKETING AND ENTREPREURSHIP

Dear Sir/Madam,

I am a Master of Philosophy student at the University of Ghana Business School. I am undertaking a study on “**Assessing the influence of online customer experience on repurchase intention- The mediating role of shopping attitude**” in Ghana. All information provided will be kept with utmost confidentiality and used exclusively for academic purposes. By participating in this survey, you agree to willingly partake in this research. For enquires, kindly contact me through the following email: intellectual1791@gmail.com. Thank you.

SECTION A: Background Information (Please tick where appropriate)

1. **Gender:** Male Female
2. **Age:** Under 20 21-30 31-40 41 and above
3. **Educational Status:** Primary Secondary Tertiary- Undergraduate Tertiary- Postgraduate
4. **Occupational Status:** Student Salaried worker Self-employed
Pensioner Unemployed Other (kindly indicate).....
5. **Marital status:** Single Cohabiting Married Divorced Separated
Widowed
6. **How often do you shop online? NB: if you have never shopped online, there is no need to continue answering the survey.**
Daily Weekly Fortnightly Monthly Once in two months Quarterly
 Yearly Never Shop online
7. **Which online retail shop (s) do you usually shop from?** Jumia Amazon Jiji Ghana
 Tonaton Melcom Ghana Superprice Ghanaweshop Kikuu Shop Beta Alibaba shop Other (kindly indicate).....

8. **Which product (s) do you usually purchase online?** Clothing and fashion [] Food and Beverages [] Shoes [] Cosmetics and perfumery [] Jewelry [] Sports products [] Furniture [] Electronic appliances [] Other (kindly indicate).....

SECTION B: Online Customer Experience

Please select your level of agreement and disagreement with the following statements regarding your online shopping. Tick [√] the suitable cell on the Likert scale: “1= Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neither Agree nor Disagree, 5= Somewhat Agree, 6= Agree 7= Strongly Agree”

No.	Pragmatic Experience	1	2	3	4	5	6	7
9	The website provides an assortment of quality products at a good price.							
10	Good pricing structures and policies are offered by the online retailer.							
11	Attractive retail promotions, and competitive discounts are provided by the retailer.							
12	The retailer provides convenient delivery terms for items purchased.							
13	Alternative payment methods are available while shopping online.							
14	The website provides assisted selling tools (e.g., dynamic imaging, store locators, body measurement tools, Chatbots, and tracking systems) for online shopping							
15	Augmented products (online customer care, guarantees, warranties, product reviews, FAQ) are accessible while shopping online.							
	Visual Experience	1	2	3	4	5	6	7
16	The layout of the website (colors, font size, pictures) is appealing.							

17	The arrangement of content on the website (by gender, products category, and price) is satisfactory and instinctive, enhancing my shopping experience.							
18	The products displayed on the website are properly merchandised.							
19	The website is devoid of unsolicited adverts and links.							
20	The website offers multilingual options, providing content in different languages.							
21	The website has a clear call-to-action and opt-in email features.							
	Intellectual Experience	1	2	3	4	5	6	7
22	The website is easy to use for problem-solving and need satisfaction.							
23	The retail site loads at an acceptable speed.							
24	The content presented on the website is intellectually stimulating and holds my attention.							
25	It is simple to navigate the website and locate specific items.							
26	The website features current and important information, which stimulates my ingenuity.							
27	The platform is compatible with multiple browsers and devices.							
28	The website offers security and privacy for online transaction.							
	Social Experience	1	2	3	4	5	6	7
29	Share buttons (e.g., to Facebook, Twitter, Instagram) are available on the website to grant direct access to these platforms.							
30	The share buttons on the website are well appreciated by persons who use distinct social media channels.							

31	Surfing this website provides information about fads relating to my attitudes and lifestyles.							
32	I can surf the retailer’s social media channels for regular updates on new products and upcoming promotional deals through this website.							
33	I can regularly communicate with customer services reps through the retailer’s chatbots, message boards, email and social media platforms.							

Section C: Emotional Experience

This section of the questionnaire measures your emotional experience while shopping online. Using the Pleasure-Arousal-Dominance scale (1-7), please rate the degree as to which you felt each scale of emotions.

34	Unhappy (1)	2	3	4	5	6	(7) Happy
35	Annoyed (1)	2	3	4	5	6	(7) Pleased
36	Sluggish (1)	2	3	4	5	6	(7) Frenzied
37	Calm (1)	2	3	4	5	6	(7) Excited
38	Influenced (1)	2	3	4	5	6	(7) Influential

Section D: Shopping Attitude and Online Repurchase Intention

Please select your level of agreement and disagreement with the following statements regarding your online shopping. Tick [√] the suitable cell on the Likert scale: “1= Strongly Disagree, 2= Disagree, 3= Somewhat Disagree, 4= Neither Agree nor Disagree, 5= Somewhat Agree, 6= Agree 7= Strongly Agree”

	Consumer Attitude toward Online Shopping	1	2	3	4	5	6	7
39	I am happy when I am shopping online.							
40	I prefer purchasing online to buying in a physical retail shop.							
41	Shopping online is a good idea.							
42	My impression of the retailer’s website is satisfactory based on my experience.							

43	My interest in the website has enhanced my shopping experience.							
44	Online shopping is an enjoyable activity to engage in.							
Online Repurchase Intention								
		1	2	3	4	5	6	7
45	I usually shop on this website.							
46	I intend to continue shopping on this website.							
47	I will repurchase from this website.							
48	It is likely I will repurchase from this website.							
49	While there are new competing websites, I will not give up shopping on this website.							
50	My intention is to encourage others to shop on this website in the future.							

Thanks for your time and participation

