

Faculty of Business and Law

BMKT 3006

Topic: Customer Experience in E-commerce: A Study on Electronic Goods

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Chapter 1: Introduction

1.1 Background and Context

The internationalization of online shopping has considerably changed the retail environment as more and more people choose to make purchases online, thanks to ease of use, the availability of a variety of items and affordable prices (Statista, 2024). Some of the products, such as electronic goods, have experienced rapid growth in their online sales. As suggested by Aghaei, Sahebi and Kordheydari (2021), electronics have one of the greatest shares in the international e-commerce because lifestyle, the possibility to work stay-from-home, and technology improvement have been digitized.

This digital transformation has adapted to consumer behaviour. Customers who shop online are no longer interested only in price and product features but in the overall experience, including shopping, selecting a product and offering assistance after the end of the transaction (L A7isedutei et al., 2020). Mental rest, convenience, and confidence in a platform, and after listening, are considered now vital factors in the process of making purchasing decisions.

1.2 Research Aim

This study will attempt to investigate the determinants of customer experience during the purchase of electronic items online.

1.3 Research Objectives

To achieve the aim, the following research objectives have been identified:

- To examine how **psychological factors** influence customer decisions in buying electronics online
- To evaluate the **role of social media** in shaping customer perceptions and behaviour
- To assess the **impact of website usability** on user satisfaction
- To analyse how **personalisation and AI recommendations** affect customer trust and engagement

- To investigate **post-purchase service expectations** and their influence on overall satisfaction

1.4 Research Justification

Leveraging the customer experience has been an important aspect as e-commerce platforms experience more competition in the coming days. Since electronics are products with high involvement, the perceived risk is usually higher, and the management of customer satisfaction becomes complicated (Chiu et al., 2021). What is more, personalisation with the use of AI and the growth of social commerce further provides new depths to the online shopping experience.

Although the area of online retailing has been explored, there is a knowledge gap on how diverse drivers, including psychological, technological, and social interact to define the experience of customers in a context of electronic products (Lemon and Verhoef, 2016). The study aims to bridge this gap and offer viable solutions to e-commerce business applications.

1.5 Brief Overview of Methodology

The research has adopted a quantitative approach in which a structured questionnaire survey will be used. The data will be gathered using the consumers who are aged 18 and above, and who have experience buying electronics online. This will be done by analysing descriptive and inferential statistics to establish trends, correlations, and behavioural potencies.

1.6 Structure of the Dissertation

This dissertation is organised into five chapters:

- **Chapter 1** introduces the research topic, aims, and justification.
- **Chapter 2** presents a critical review of relevant literature.
- **Chapter 3** explains the research design and methods.
- **Chapter 4** analyses and discusses the findings.
- **Chapter 5** concludes the research and offers recommendations.

Chapter 2: Literature Review

2.1 Theoretical Framework

Customer Experience Theory

A Customer Experience Theory maps that the value of products or services with functional or utilitarian benefits is no longer sourced in these elements only, but in the overall experience that the product or service provides. The experience is very important in e-commerce, where customer satisfaction and loyalty are enhanced by a strong experience; not only in the interface but in additional aspects such as after-sale services (Keyser et al., 2015).

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) defines how people will accept technology using two beliefs: perceived usefulness and perceived ease. When applied to the environment of e-commerce websites, TAM assists in identifying the reasons a user might be or might not be interested in using e-commerce sites dealing with electronic products due to features such as ease of navigation, mobile-friendly features, and dependability of the system itself are central to the irritability or lack thereof in using e-commerce websites in selling electronic products (Ibrahim et al., 2018).

Perceived Risk Theory

The Perceived Risk Theory can be recognized as the judgment about the negative consequences of a procurement as seen by the consumer. When acquisition of a product is acquired over the internet, there is a risk of the purchased good breaking down, fraud or failure to exchange bad goods, which results in delays in purchase and anxiety or uncertainty (Wei et al., 2018).

Trust in E-commerce

Online transactions rely on trust, with a particularly important factor being the inability of customers in online transactions to physically examine the goods. Trust in the vendor, security of the system and policy transparency are the important variables affecting online purchase intent.

Trust-building using branding, reviews and certifications in e-commerce of electronics becomes critical (Keyser et al., 2015).



Figure 1: Theoretical framework

Self-created

2.2 Customer Behaviour in Online Electronics Purchase

The nature of customer behaviour about online and offline purchase of electronics is quite different. Whereas in-store shopping presents a physical experience and real-time satisfaction, online shopping is convenient, and online reviews are available and reasonably priced. This has been intensified by the shift to online platforms, and despite the electronics boom multiplied by the pandemic, consumers are still apprehensive about electronics since it has a greater value and are more complicated than other purchases (Wei et al., 2018).

Electronic purchases made on the Internet are usually a high-involvement purchase with complicated pricing, technical features, and brand name assessment. Electronics consumers are more cautious compared to other groups of products because the merchandise is technical, and consumers fear dissatisfaction after buying the product. The degree of this behaviour increases in case the customer does not know about the brand or when the return policy of returning is unclear. Perceived risk coupled with product complexity tends to force the consumer to use reviews, comparison tools and visual aids when it comes to making informed choices about products. Therefore, the effectiveness of electronic business sites in the electronic marketplace is as much concerned with the pricing as with the quality of information on products provided and the after-sales guarantees (Wei et al., 2018).

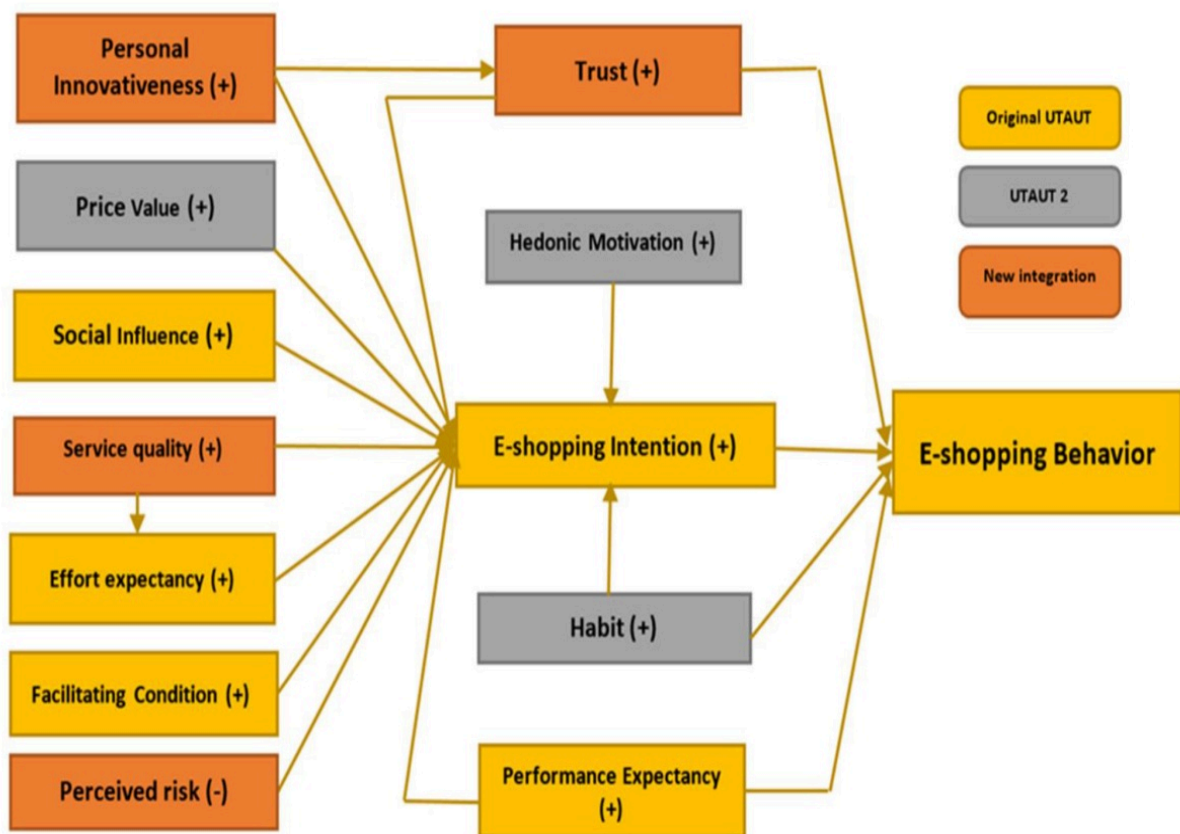


Figure 2: Conceptual framework of e-shopping behavior

(Yang et al., 2023)

2.3 Psychological Influences

Consumers are exposed to a lot of electronic products and brands on the internet, and this may overwhelm them, causing paralysis in decision-making. Schwartz (2014) refers to it as the paradox of choice, as the abundance of choices makes satisfaction less and defers the choices. In the case where what is being purchased is electronic, such as electronics, this can make one not want to purchase but rather regretful afterwards, as the specifications and the price differ immensely.

Emotional and cognitive factors affect online purchases. When there is trust due to branding, certification, or other user reviews, the customer is better off sharing the personal information and making the transaction. On the other hand, potential dangers such as defective products, delayed delivery, or data leaks lead to a lack of trust and lower the chances of buying the novelty. Further, psychological ease rises as people perceive reliable graphic information- padlocks on check-out pages, a guarantee of the returns, and access to customer care. There is thus a need among e-commerce retailers to create experiences that engender trust, at least among costly products such as electronics (Wei et al., 2018).

2.4 Impact of Social Media

Social media plays a significant role in influencing consumer decision-making based on social assurance and endorsements by social media influencers, sponsored posts or reviews made by users. Erkan (2016) is of the view that social media users are more likely to take the word of other people just like them before they take the word of marketing messages. Influencer marketing also plays a significant role, as people tend to trust the product when recommended by the influencer, especially in tech niches.

Social media puts emotional and logical sway together in a hybrid. Content with a visual element, unboxing videos or product live demonstrations, is visceral and emotional, whereas review summaries and spec breakdowns are rational and can assist in an evaluation. It has been found that emotionally compelling content leads to increased impulse purchases, particularly in the case of tech gadgets. The perceived authenticity is further boosted by UGC, such as real-time product reviews or tutorials on their set-up products, which in turn influences the intent to buy through a positive impact (Erkan, 2016). Thus, the brands in the e-commerce sector should utilize social

media as a decisional milestone and not merely as an advertising platform among electronics customers.

2.5 Website Usability and User Experience

One of the reasons why customers are satisfied with the given website is its usability. Customers use different devices in e-commerce and are accustomed to the same performance, mobile in particular. An interface with a bad mobile can decrease confidence and the bounce rates (Khan et al., 2023).

The main reason that carts are abandoned is two-fold: complicated checkouts or hidden costs, and unclear return policies. 70% of all e-commerce carts are abandoned, with complex navigation being among the reasons. In the case of electronics, a characteristic that has cognitive loads, final purchase friction plays a huge part in the experience of the customer. The usability can be addressed by advanced tools of comparison, file filters, and live support. With all the competition in the market, platforms that spend resources on usability testing and smooth design will be more likely to convert a user and retain their loyalty (Khan et al., 2023).

2.6 Personalisation and AI Recommendations

Benefits of Tailored Suggestions

Personalisation is an e-commerce concept that utilizes Artificial Intelligence algorithms that suggest products depending on how the user behaves, prefers them, and interacts with them. These kinds of personalized recommendations have great potential to optimize customer experience in the form of condensed search times, satisfaction achieved, and purchase desire. Electronics sector, where the decisions made are usually technical and mind-boggling, personalisation will be used to drive consumers towards what they are interested in, and matches their needs.

Consumer Concerns about Data Privacy

Although it is beneficial, the practice of personalisation brings worries regarding data collection and use. Increased personalisation without transparency can also lead to privacy fears and a drop in user trust in such platforms, according to many consumers who have explicitly stated that they

feel uncomfortable with the extent to which behavioural tracking is needed to conduct AI-based recommendations.

AI as a Trust-Enhancing or Trust-Diminishing Factor

AI will either generate or destroy consumer trust. People do not resent advice that is timely and discreet, and AI further drives the ideal of proficiency and convenience among users. Whereas, in case users think that AI is manipulative or invasive, it may negatively influence perceived brand integrity. Trust is, therefore, a condition of the equilibrium of helpfulness and data ethics.

2.7 Post-Purchase Experience

E-commerce outcomes reveal that after purchase experience has a material influence on general satisfaction. In the electronic world, after a sale, a product can cause problems, thus it is essential to have good and quick after-sales services like installation support, software updates, and customer check-ins. These services minimize the anxiety of the buyers and affect repeat purchase behaviour.

Warranty, informative, revenue and support details should be made available in a persuasive manner. A study in this regard by Ozuem, Patten and Azemi (2019) shows that customer loyalty and trust are directly proportional to post-purchase assurances. In the case of electronics, where there may be more malfunctions than in any other group, a lenient and clear return policy will increase the sense of fairness of the platform. Good after-sales interactions not only eliminate short-term issues but also can lead to improved brand relations. The more complaints are handled efficiently and the platform shows that they care about the customer even after the transaction is made, the higher the chances that customers will come back to the platform (Ozuem, Patten and Azemi, 2019).

2.8 Emotional Engagement and Omnichannel Experience

Along with usability and personalization, emotional engagement has gained huge importance as an element of customer experience in online commerce. the journey of success does not just start and finish in one platform or channel anymore. Rather, customers communicate with brands via

numerous touchpoints uniting websites, mobile applications, social media, and also third-party content, developing an omnichannel environment. When it comes to the product in the electronics category where the purchases tend to be high-involvement, consumers will search and discover emotional confirmation with the help of user reports, video reviews, and support opinions of their peers before making final decisions. Moreover, the introduction of artificial intelligence has led to the increased feeling of distrust and lack of transparency about how found products are relevant to the user, however, on the other hand, too aggressive personalization may induce feelings of creeping out or creepiness effect. Such results support the necessity of the statement that a balance of emotional and technological involvement should be balanced to promote digital electronics commerce loyalty and satisfaction (Ozuem, Patten and Azemi, 2019).

2.9 Literature Gaps

Even though psychological, technological, and social factors have illustrated the importance of studying individual factors of online shopping, such as usability, trust, and risk, there seems to be a gap that lacks integration of all or any of the three factors contributing to the same (Ray and Majumder, 2025). This segmentation inhibits the chances of getting a true insight into the multidimensional nature of customer experience, especially in high involvement products such as electronics.

The majority of research concerning e-commerce is based on general merchandise or fashion, whereas electronics are comparatively under-researched. Since the perceived risk is high, it is seen as very technical, and we rely more on reviews and aftercare when buying electronic products, a specific study is needed. As a case in point, the consumer experience could be severely hampered by product failure or the provision of no after-sales services, but little literature addresses these cases specifically when it comes to electronic e-commerce (Mai et al., 2024).

The proposed dissertation will fill the gaps by providing a more comprehensive analysis of interactions between various variables which influence customer experience during the process of purchasing electronic goods online, hence serving both academic history and practical application in business strategies.

Chapter 3: Methodology

3.1 Research Design

In this study, the research design is the quantitative descriptive research design, as this research design is suitable when it comes to the understanding of patterns and trends concerning the customer experiences about e-commerce, specifically in the electronics industry. A descriptive research design provides the researcher with the ability to measure variables and determine how these variables are related without controlling the environment (Thomas, 2023). The research design is a cross-sectional survey, which records data once in time to present the current behaviour, perception, and attitude of the online electronics consumers.

The quantitative methodology is appropriate to use in this study because the data needed will be well-structured, and one will have to statistically analyse several independent variables, including psychological elements, usability of the sites, and AI personalisation, among a relatively small and diverse consumer sample.

3.2 Research Instrument

As the main research tool, a structured questionnaire will be used, which will also allow gathering data in a sustainable and measurable form. The questionnaire will consist of seven points (A-G), each point covering a specific theme under customer experience; these are the demographic information, psychological factors, social media influence, usability of websites, AI personalisation, post-purchase services, and overall satisfaction.

Most of the questions are responded to on a 5-point Likert scale (e.g., 1 = Strongly Disagree to 5 = Strongly Agree), and this enables one to analyse attitudes and strength of perceptions (Joshi et al., 2015). Moreover, frequency scales are included wherever necessary, including the frequencies of purchases made by the respondents via the internet or the frequency of exposure to the social media content.

The small sample was used to test the instrument before the actual sample, thus enhancing the reliability and validity of the instrument in terms of clarity, relevancy and logical sequencing of the instrument.

3.3 Sampling Method

The study involves a non-probability convenience sampling strategy. Since this is a study of an exploratory nature and time is of the essence, then convenience sampling will allow reaching the respondents readily available and who can provide help (Etikan, Musa and Alkassim, 2016). The major inclusion criteria would be, 1 participants should be aged 18 years and above, 2 participants should be familiar with buying electronic products via the Internet.

The total number of respondents is designed as a range of 10-15 people, which is consistent with the small-scale academic research in the study, but is accepted as a drawback in terms of generalisability. Although it was small, there was an attempt to have a mix in the demographic categories, i.e. age, gender and purchasing behaviour.

3.4 Data Collection Method

The information was gathered with the help of the questionnaire distribution online via Google Forms. It was decided to use the online method since it is efficient, cost-effective and convenient to a large number of people, especially those who are digitally active in the e-commerce settings (Wright, 2005). The sample was reached based on personal networks and use of social media, which adds to the effectiveness of the convenience sampling technique.

Before the data collection, ethics approval was obtained, and informed consent was provided to all the participants. This entailed information on the intention of the study, confidentiality of answers, whether their participation is free will or not, and how they can withdraw their consent at any given moment without any penalty. No individual details were obtained to guarantee the protection and anonymity of data. Answers were kept confidential under conditions and were used only to analyze academically. The study conforms to the ethical principles mentioned in the British Psychological Society Code of Human Research Ethics (Oates, 2021).

3.5 Data Analysis Techniques

The descriptive and inferential statistics were applied to analyse the data collected, which was entered in a Google Form.

Descriptive Statistics

These were used to summarise the dataset, including:

- **Frequencies and percentages** (e.g., age groups, gender distribution, purchase frequency)
- **Measures of central tendency** (e.g., mean, median) for Likert scale responses, reflecting the overall attitudes and perceptions of participants

Inferential Statistics

To determine the relationship between variables, like in areas of background then simple correlation analysis was used:

- Trust and AI recommendations
- Website usability and purchase satisfaction
- Post-purchase services and overall loyalty

Further cross-tabulations were carried out to learn the demographic variations in the answers. The sample size was rather small, so the content of advanced regression could not be thoroughly explored, and only some of the patterns were observed when this was possible.

Interpretation at levels of statistics was done not only on findings and results that were numerical but also on the following factors of the results, as they correspond to what is available in the literature and theories as discussed in Chapter 2.

3.6 Research Limitations

Although the methodology used was adequate to embrace the whole scope of this research, various limitations should be acknowledged:

Sampling Limitations

The convenience sampling and relatively small sample, 10-15 respondents, do not allow extending the findings to the wider population. This sample does not necessarily represent all online consumers of electronics, particularly when it comes to various cultural or socioeconomic environments.

Self-Reported Data Bias

Use of self-reported information could also create the risk of response bias (social desirability bias, or inaccurate interpretation of questions). Despite the attempts to word questions clearly, they are subjective and cannot always depict real behaviours or attitudes.

Cross-Sectional Nature

As a cross-sectional study, the research only represents the opinions of the participants once, i.e., the changes in behaviour or perception triggered by the changing trends (e.g., the integration of AI or changes caused by the COVID pandemic) are not monitored over time.

Despite these limitations, methodology is a productive basis to establish critical themes and produce ideas about customer experience in electronics-oriented e-commerce.

Chapter 4: Results and Discussion

4.1 Demographic Profile (Section A Analysis)

Table 4.1: Demographic Characteristics of Respondents (n = 12)

<i>Category</i>	<i>Option</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Age</i>	18–24	8	66.7%
	Above 24	4	33.3%
<i>Gender</i>	Male	5	41.7%
	Female	6	50.0%
	Non-binary / Third	0	0%
	Prefer not to say	1	8.3%
<i>Frequency of online electronics purchases</i>	Never	0	0%
	Rarely (1–2/year)	2	16.7%
	Occasionally (3–5/year)	5	41.7%
	Frequently (6+/year)	5	41.7%

Those who were between the ages of 18 and 24 formed the major part (66.7%), and the younger adults seem to be more active in online purchasing of electronics, as was reported earlier. There was also a balance of gender where the females were slightly represented.

The digitally active cohort is also reflected in the frequency of purchase, with more than 80 per cent buying electronics on both occasions and frequent basis over the Internet. It promotes this growing trend of digitisation in the sense that electronics are currently considered a mainstream online category.

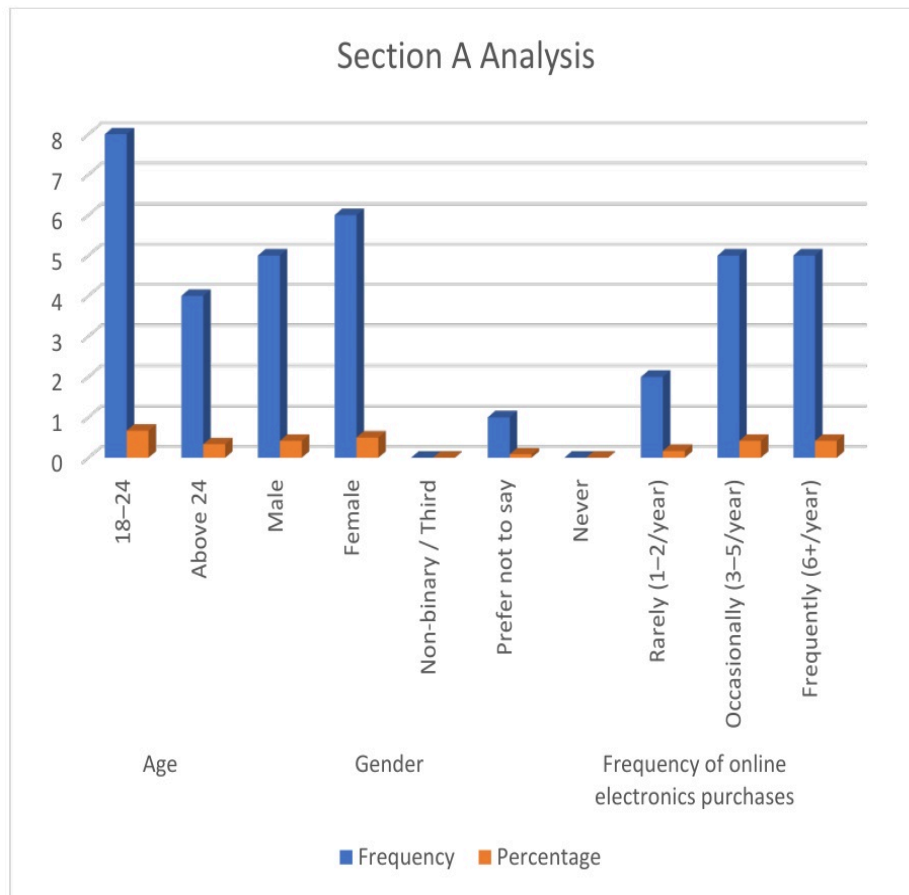


Figure 3: Section A analysis

Self-created

Such demographics and their nature form an apt foundation for studying the preceding sections on user behaviour and perceptions, as well as tech-savvy, younger age groups of consumers that might be more adept at navigating digital experiences and adopting AI-driven personalisation.

4.2 Psychological Factors (Section B Analysis)

Table 4.2: Psychological Responses (Mean Scores)

Statement	Mean
<i>I feel confident entering my personal and payment details</i>	3.8
<i>I am concerned about the risks when buying electronics online</i>	4.2
<i>It's a tough decision due to overwhelming choices</i>	3.9
<i>A strong brand reputation reduces my anxiety</i>	4.4
<i>Product specifications and reviews are useful in decision-making</i>	4.7

The respondents are highly concerned about the online risks (4.2), yet they demonstrate moderate confidence levels (3.8) and high levels of trust (3.8) to share personal/payment details. This duality can be used to support Perceived Risk Theory (Wei et al., 2018), that the risk will not exclude action when it comes to a belief of trust and value.

Brand reputation and product reviews are well-rated (4.4 and 4.7, respectively), which makes the information richness relevant to the decision-making, as presented by the Technology Acceptance Model (TAM) (Ibrahim et al., 2018). Choice overload (3.9) is fairly high, considering that this symptom is explained by the paradox of choice, introduced by Schwartz (2014), and leading to purchase indecisiveness or buyer's regret.

All these imply that the platforms should aim at precise product specifications, recognized branding, and a simplified decision-making process to lessen the apprehension of the customer and enhance trust.

4.3 Social Media Influence (Section C Analysis)

Table 4.3: Social Media Impact on Purchasing (Mean Scores)

<i>Statement</i>	<i>Mean</i>
<i>Social media exposure increases impulsive purchases</i>	3.6
<i>Influencer endorsements affect my trust in products/platforms</i>	3.9
<i>Positive content on social media improves product perception</i>	4.2
<i>User-generated content (e.g., unboxing posts) helps in decision-making</i>	4.5

The highest scores applied to correlation employing user-generated content (4.5) and positive content perception (4.2), Activity of social proof (Erkan, 2016) in e-commerce on electronics. Credibility of influencers was also influential (3.9), which indicates that the endorsement of a product enhances its trust, particularly when used alongside peer information.

Being susceptible to impulsive buying when exposed (3.6) implies that important content of buying something powerful in emotions should not exist without visuals, such as unboxing. These trends agree with Erkan (2016), who concluded that social media erases the distinction between emotive and rational purchasing.

Digital marketers are therefore advised to focus on genuine content and influencer partnerships, and the use of visual messaging to attract the attention of buyers in the electronics industry with a greater impact.

4.4 Website Usability (Section D Analysis)

Table 4.4: Website Usability and Purchase Experience (Mean Scores)

<i>Statement</i>	<i>Mean</i>
<i>I find the platform's navigation and layout efficient</i>	3.8
<i>Mobile usability is as important as desktop performance</i>	4.3
<i>I have abandoned orders due to complicated navigation or checkout</i>	3.7
<i>Comparison tools and filters help me make purchase decisions</i>	4.6

Mobile responsiveness (4.3) is a key element that was preferred by the majority of the respondents, representing the rise in the application of mobile in online shopping processes. The necessity of comparison tools (4.6) and the high index of abandoning (3.7) emphasise the role of what could be called as usability of the site to complete the purchase. The results reflect the principles of web usability postulated by Khan et al. (2023) and those presented by Hassan et al. (2020), who state the importance of responsive, frictionless interfaces. Complex navigation or low-quality mobile user experience results in abandonment at the checkout, particularly among tech-driven product categories in which specs and price comparisons are required.

4.5 Personalization & AI (Section E Analysis)

Table 4.5: Responses on Personalization and AI (Mean Scores)

<i>Statement</i>	<i>Mean</i>
<i>I am more likely to consider recommended products aligned with my prior behaviour</i>	4.3
<i>Recommendation engines help me discover new products</i>	4.1
<i>Excessive personalization raises concerns about how my data is used</i>	3.9
<i>AI-driven personalization reflects platform competence and increases my trust in its suggestions</i>	4.2

The results show that the general attitude toward AI-based personalization has been positive, with most of the participants agreeing on recommendations fit (4.3) and technological competence (4.2). The obtained results can be explained by the fact that users appreciate smart systems that are valuable without any additional effort needed on their part, as per the Technology Acceptance Model instruction (Ibrahim et al., 2018).

Nevertheless, the privacy issue (3.9) manifests an opposition between utility and credibility. Although AI improves decision-making, it triggers what is known as data surveillance anxiety, where too much targeting may be experienced as intrusion unless handled in a rather transparent manner.

Personalization is appreciated by consumers when it enhances convenience and relevance, also. Data collection procedures must be transparent because trust and engagement have to be maintained.

4.6 Post Purchase Services (Section F Analysis)

Table 4.6: Post-Purchase Experience (Mean Scores)

<i>Statement</i>	<i>Mean</i>
<i>Clear return/warranty policies increase my confidence</i>	4.6
<i>Receiving installation help or check-ins improves my perception of customer care</i>	4.3
<i>Availability of real-time support increases my trust in the platform</i>	4.5
<i>My experience with returns and complaints in e-commerce has been positive</i>	4.1

Post-purchase services have become some of the most important customer satisfaction drivers and especially in products such as electronics, which have an increased risk of malfunction. Clarifying return policies (4.6) and providing real-time support (4.5) were most important to respondents, as this would result in long-term loyalty on the part of customers due to the excellent after-sales services.

Installation support (4.3) adds strength to customer care by strengthening the perception of the platform as a service-oriented one. The maturity of the e-commerce platforms in terms of addressing post-transacting issues is evidenced by positive experience in returns (4.1).

These results indicate a close relationship between after-sales services and satisfaction in general, and this implies the importance of developing powerful customer support systems as part of the user experience journey.

4.7 Overall Experience (Section G Analysis)

Table 4.7: Overall Satisfaction and Loyalty (Mean Scores)

<i>Statement</i>	<i>Mean</i>
<i>I am satisfied with my overall experience purchasing electronics online</i>	4.2
<i>I would recommend purchasing electronics online to friends/peers</i>	4.4
<i>I am likely to continue purchasing electronics online in the future</i>	4.5

The satisfaction with the online shopping of electronics was rated higher (4.2). This indicates that the basics, which include pricing, convenience, and usability, are being satisfied. The willingness to buy in the future (4.5) and recommending (4.4) demonstrates the existence of a loyal and committed customer base.

The high scores in trust, site usability, personalization and after-sales care make the overall end-to-end experience successful, which is in line with experience throughout the lifetime, not only at purchase time.

This combination of usability, support, trust and emotional satisfaction re-supports what has been said before; successful e-commerce platforms have to balance functionality with empathy, and they have to focus on ease of transaction as well as on relationship-building capabilities.

4.8 Key Insights

Any dimension-wise analysis shows that trust, usability, and after-sales service are the main pillars of the effective e-commerce journey in the sphere of electronics. The ability to trust the platform was noted by respondents every time, be it in the form of brand reputation, real-time help or even clear policies. These attributes minimized the purchase anxiety and improved loyalty directly.

Another significant determinant of satisfaction was website usability, especially the ability to navigate intuitively, a high level of performance in mobile devices, and effective comparison

features. An integrated electronic interface also made sure that buyers could identify the relevant products easily, evaluate products evaluation and purchase with ease. Poor interface design usually causes cart abandonment, and hence, the importance of user-centric platform architecture.

Although personalization and AI recommendations seemed to be accepted by most of the surveyed consumers, an undertone of privacy issues can be observed. The customers like relevant recommendations to be made, but they are cautious of unnoticeable monitoring tools. Platforms should thus strike between personalisation and transparency of data use as a method of retaining trust.

Last but not least, the increased presence of social media in decision making, primarily in the form of user-generated content and the credibility of the influencer, all point to its potential as a leverage to influence emotional investment. Graphical images and social proof have emerged as a powerful decision-making stimulator, especially among younger, digitally illiterate consumers.

In conclusion, the evidence shows the multidimensional perception of customer experience, where the technical competence, emotional assurance, and after-sales services harmonise to yield the habit of long-term consumer behaviour in the electronics e-commerce industry.

Chapter 5: Conclusion and Recommendations

5.1 Summary of Key Findings

In this study, I aimed to examine the multidimensional aspects that govern customer experience during the purchase of electronic products online. The research aimed at covering five objectives, all of which were efficiently studied using quantitative data from the survey and put in perspective with the existing literature.

The cognitive aspect elucidated in the first objective was that consumers portrayed a rather high degree of faith in the release of personal and payment information, but there is an exception of great concern with online threats, including fraud and failure of products. The importance of the brand reputation and detailed product details as significant tools in reducing the perception of the risk was also notable, which corresponds to the current models, e.g., Technology Acceptance Model (TAM) and Perceived Risk Theory.

The second goal was to evaluate how social media itself creates perceptions and behaviours. Conclusions revealed that social proof in the form of user-generated media, including unboxing videos and reviews, significantly affected purchase. Influencer marketing also served as an intermediate process of trust building in products and platforms, especially in younger buyers.

The third goal was focused on the effect of the usability of websites. Results of the response surveys demonstrated that an intuitive navigation, mobile orientation, as well as simplified checkout processes were decisive factors in the satisfaction formation. Shopping cart abandonment was also linked to poor user experience, and this fact proves that usability matters in customer retention and conversion.

The fourth goal examined the impact of individualisation and recommendation algorithms. Findings revealed that compliance with the previous behaviour of browsing brought a positive effect on engagement, as well as privacy and over-tracking of data concerns were also there. More broadly, AI was considered a symbol of technological competence, which further boosted the elements of platform trust, albeit in a conditional manner.

The last goal studied was post-purchase service anticipations. The respondents scored high on variables of return policies, clarity of warranties, and availability of real-time assistance to lead to overall satisfaction. Customer loyalty and repeat purchase possibility were coupled with positive after-sales interaction.

In short, the study explains that trust, platform usability, personalization, and post-purchase support are considered critical processes of delivering a positive customer experience on electronics-related e-commerce platforms.

5.2 Contributions to Marketing Theory and Practice

The conclusions of the given dissertation are meaningful both to theory and business practice. On a theoretical front, this research enhances the use of the existing models in electronics e-commerce, like TAM and Theory of Perceived Risk, which were used extensively in the study of high-involvement, high-value types of products. Its study confirms the importance of both psychological and technological factors, yet also incorporates the social aspect in the competence of digital content and the involvement of influencers.

As far as the practical application is concerned, the research provides the marketers and the platform developers who work in the field of electronics segment with subtle information. Looking at these pain points and expectations, which cover everything customers have after checkout to trust in AI, the platforms can target their strategy and make a better approach toward customer retention and client satisfaction. It is important to note that the dual attitude toward personalization (welcome but disturbing) becomes a new twist to the trust management in marketing practices.

5.3 Practical Recommendations

With the major findings, many practical suggestions can be given to businesses in the case of an e-commerce firm marketing electronic products. First, organisations are obliged to be transparent about using data, and this is particularly important when they introduce AI-based recommendation engines. The users should be made aware of their collection and use of their data, so it is neither harsh nor intrusive personalisation.

Second, it is quite reasonable to enhance the effectiveness of online platforms. That means improving the navigation, making it mobile responsive, and lowering the chances of adopting friction by using anti-fraud systems. An intuitive interface may considerably decrease the dropout rates and make the user more satisfied.

Third, firms ought to perfect their social media strategy by investing in genuine user-generated content. Instead of too smooth influencer campaigns, the real talk of real users by testing out a product or talking about how they used it has demonstrated to have a stronger effect in influencing buyer decisions.

Lastly, companies have to beef up their after-sales arrangements. Real-time customer support made available through easy-to-use warranty information, convenient returns procedures, and easy-to-access returns information can go a long way toward changing the perception of customer service. After-delivery follow-up messages, installation support, and troubleshooting manuals can also make the brand stand out as a customer-centred and dependable one.

5.4 Limitations

This research is accompanied by numerous limitations, despite its useful findings. Among the most outstanding ones are the sample size and diversity. The generalisability about the research population is weak, bearing in mind that only 12 respondents were used in the research, and the analysis should not be generalised to include other broader or more demographically mixed populations.

Also, all the data obtained was self-reported using an online survey. The approach adds possible biases, such as the social desirability bias and the probability of misinterpretation of questions. Moreover, since the study was cross-sectional, the conclusions can reflect only one specific moment without taking into consideration the trends in behaviours, seasonal characteristics, or the engagement habits of long-term users.

These limitations imply that the findings should not be applied in general, and further studies should be conducted to generalize them to the extent that they can be over a wider range.

5.5 Future Research

Future studies are to attempt to solve the above-mentioned limitations by applying a longitudinal approach. Monitoring behaviours of consumers over time would bring a more dynamic picture of customer experience, and the researcher will be able to know trends of retention, loyalty and changes of preferences.

The incorporation of cross-cultural studies is another prospective direction. Trust in the consumption environment, the use of technology, as well as the impact of social media, can greatly differ depending on culture and markets. Future studies will have a more comprehensive picture of how the dynamics of e-commerce work across the world by comparing regional or international samples.

Lastly, the mixed methods approach, which involves mixing quantitative surveys with qualitative interviews or focus groups, might discover more underlying reasons, emotions and behaviour propelling agents that are not recognised by quantitative methods. Such triangulated studies would strengthen the quality and breadth of knowledge on the developing scenario of the electronics e-commerce.

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