



THE FACTORS AFFECTING E-CUSTOMER SATISFACTION TOWARD ONLINE SHOPPING EXPERIENCES IN LEBANON

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Abstract

This research study focused on investigating the factors that impact e-customer satisfaction with online shopping experiences in Lebanon. The study examined six independent variables: price perception, pay on delivery, social media interaction, website layout, security, and delivery performance, and their influence on e-customer satisfaction, which was the dependent variable. A quantitative research methodology was adopted, utilizing a structured questionnaire as the primary data collection instrument. The questionnaire was distributed to 323 participants, and the data were analyzed using SPSS. The findings of the study indicated that all hypotheses are supported expect the effect of the price perception on e-customer satisfaction which was negatively related. The results of the study have both theoretical and practical implications. Theoretically, these contributions enhance our comprehension of the factors influencing e-customer satisfaction, thus validating the pertinence of established theories within the distinct context of Lebanon. From a practical standpoint, the research outcomes offer valuable insights to e-commerce enterprises in Lebanon, aiding in the pinpointing of avenues for refining their online shopping platforms and strategies. This refinement ultimately leads to an elevation in customer satisfaction levels. Consequently, this process harbors the potential to catalyze the expansion and triumph of the e-commerce sector in Lebanon.

Keywords:

E-Customer Satisfaction, Online Shopping, Lebanon, Price Perception, Pay on Delivery, Social Media Interaction, Website Layout, Security, Delivery Performance.

Introduction

E-commerce has been rapidly growing worldwide during the past decade, but there are still challenges that need to be addressed to increase the adoption of online shopping. One of the critical challenges is the lack of trust in online transactions among consumers. Trust in online transactions is influenced by various factors, including website design, security, and delivery performance (Bilgihan et al., 2016; Kim & Lennon, 2013; Sukati, 2013).

However, the growth of e-commerce in Lebanon has been hindered by various challenges, including a lack of trust in online transactions, inadequate infrastructure, and a lack of awareness among consumers about the benefits of online shopping (Bilgihan et al., 2016; Moubayed & Kassar, 2019).

Another challenge facing e-commerce in Lebanon is the lack of awareness among consumers about the benefits of online shopping. Lebanese consumers tend to prefer traditional shopping methods, such as visiting physical stores (Chalhoub, 2021). This highlights the need to improve the online shopping experience and increase awareness of its benefits to encourage consumers to adopt e-commerce.

To address these challenges, it is crucial to understand the factors that affect e-customer satisfaction toward online shopping experiences in Lebanon. Previous studies have identified several factors that affect e-customer satisfaction in the context of e-commerce, including price perception, Pay on Delivery, social media interaction, website layout, security, and delivery performance. However, little is known about how these factors specifically affect e-customer satisfaction in the Lebanese context.

This study is aiming to investigate the impact of price perception, Pay on Delivery, social media interaction, website layout, security, and delivery performance on e-satisfaction. These variables were chosen based on a review of the literature on e-commerce and customer satisfaction, which identified them as critical factors that affect e-customer satisfaction (Kim & Lennon, 2013).

The research focuses on online shopping experiences in Lebanon. The Lebanese market is unique due to its cultural, social, and economic factors, which may affect the behaviour and attitudes of online shoppers (Parson et al., 2013). Therefore, it is important to understand the factors that influence e-customer satisfaction in the Lebanese context to improve the overall online shopping experience and increase the adoption of e-commerce in the country.

Therefore, this study aims to identify the factors that affect e-customer satisfaction in Lebanon.

2. Theoretical Background

This research's theoretical background is based on the expectancy disconfirmation theory.

2.1 Expectancy Disconfirmation Theory (EDT)

One of the widely used theoretical frameworks in studying customer satisfaction is the Expectancy Disconfirmation Theory (EDT). According to EDT, customer satisfaction is a function of the discrepancy between customers' expectations and their perceptions of actual performance. When customers perceive that the actual price of a product is lower than their expected price, they experience a positive disconfirmation, leading to higher levels of satisfaction (Kim et al., 2020).

According to EDT, customer satisfaction is determined by the perceived discrepancy between what customers expected and what they actually received from a product or service (Parasuraman et al., 1985).

The theory proposes that customers form initial expectations about a product or service based on various factors such as prior experiences, advertising, word-of-mouth, and brand reputation. These expectations serve as a reference point against which the actual performance of the product or service is evaluated. The comparison between expectations and performance leads to either confirmation or disconfirmation of expectations (Nair & Paul, 2019).

The EDT framework suggests that satisfaction is not solely determined by the objective quality of a product or service but also by the subjective evaluation of the match between expectations and performance. It emphasizes that customer satisfaction is a dynamic process that evolves over time as customers update their expectations based on their ongoing experiences (Chang et al., 2020).

Furthermore, the theory introduces the concept of disconfirmation as a critical factor in shaping customer satisfaction. Disconfirmation can lead to various cognitive and emotional responses, such as satisfaction, dissatisfaction, delight, or surprise. These responses, in turn, influence customers' future behaviors, including repeat purchases, word-of-mouth recommendations, and loyalty (Singh & Goyal, 2021).

Overall, the Expectancy Disconfirmation Theory provides valuable insights into the factors that influence customer satisfaction and highlights the importance of managing and meeting customer expectations to enhance satisfaction and build long-term customer relationships (Chang et al., 2020).

3. Variables Conceptualization

In this section, the dependent variable (e-customer satisfaction) and the independent variables (price perception, Pay on Delivery, social media interaction, website layout, security, and delivery performance) are conceptualized.

3.1 E-Customer Satisfaction

E-customer satisfaction refers to customers' overall evaluation and contentment with their online shopping experiences, encompassing their feelings, perceptions, and attitudes towards various aspects of the e-commerce process (Oliver, 1997). It is the consumer's fulfillment response that arises from comparing perceived performance with expectations, reflecting the evaluation of the online transaction process (Oliver, 1997). It is also defined as the consumer's overall positive or negative feeling or attitude resulting from evaluating the benefits and costs associated with online shopping (Srinivasan et al., 2002). E-customer satisfaction is the subjective assessment of the overall quality of the online shopping experience (Lin & Wang, 2012). It is crucial for online retail success, influencing repurchase intentions and recommendations (Ghilan et al., 2020). In this study, e-customer satisfaction is conceptualized as the overall evaluation of the online shopping experience, considering aspects such as price perception, Pay on Delivery, social media interaction, website layout, security, and delivery (Ghilan et al., 2020).

3.2 Price Perception

Price perception is a crucial factor influencing customers' online shopping behavior and satisfaction. It refers to customers' subjective assessment of the value of products and services offered by an online retailer, based on their perceptions of the fairness, reasonableness, and competitiveness of the prices (Dodds et al., 1991). It involves the mental process by which consumers form judgments about the value of a product or service based on its price (Monroe, 2003). Price perception also encompasses consumers' evaluations of the fairness, reasonableness, or attractiveness of a price in comparison with internal reference prices and external price information (Kim & Park, 2011). In this study, price perception will be conceptualized as customers' subjective assessment of the fairness, reasonableness, and competitiveness of the prices charged by the online retailer. It will be measured using a scale adapted from previous studies, such as Li et al.'s (2019) dimensions of price perception: price level, price fairness, and price superiority. Price perception in the online shopping context is influenced by various factors, including pricing strategies, online market competition, and customers' past experiences and expectations (Jahanzeb & Fatima, 2021; Chen et al., 2021).

3.3 Pay on Delivery

Flavian et al. (2004) defined "Pay on Delivery" as a payment method that permits customers to place an order with an Internet retailer and make the payment upon the delivery of the merchandise to their residences, workplaces, or other specified delivery points. Jiao et al. (2012) defined Pay on Delivery as a payment method that allows customers to receive goods first and then make the payment, ensuring customer trust and reducing perceived risk in online shopping. Pay on Delivery (PoD) is a payment option that allows customers to make a payment for their online purchases upon the physical delivery of the products. It offers customers the convenience and assurance of inspecting the items before making the payment, thereby reducing potential risks associated with online transactions (Chen et al., 2021).

3.4 Social Media Interaction

During the 1990s, the concept of social media interaction in the context of e-commerce was not prevalent, as social media platforms as we know them today did not exist. Preece (2001) defined online community interaction as the exchange of messages and information within a virtual community where users can engage in discussions, share opinions, and build relationships. Kietzmann et al. (2011) defined social media interaction as the process of users engaging and communicating with others through social media platforms, such as sharing content, commenting, liking, and participating in online discussions. Overall, the conceptualization of social media interaction in this study aims to provide a comprehensive and multidimensional understanding of customers' perceptions of the social media interactions offered by online retailers in Lebanon and to identify the key determinants of social media interaction in the context of online shopping (Hassan & Rizvi, 2019).

3.5 Website Layout

Website layout was defined by Nielsen (1995) as the arrangement and organization of visual elements on a webpage, including the placement of text, images, navigation menus, and interactive features. Lim and Benbasat (2000) defined website layout as the visual representation and spatial arrangement of content and navigation elements on a webpage, intended to facilitate user interaction and information retrieval. Therefore, it is considered an important factor affecting e-customer satisfaction towards online shopping experiences (Nakata & Huang, 2019). Several other studies have explored the impact of website layout on customer satisfaction. For example, Kim et al. (2020) found that website design quality, including layout, significantly affects the perceived usefulness and ease of use of a website. In summary, website layout is a critical factor in creating a positive online shopping experience for customers. Studies have shown that the design, organization, and visual appeal of a website can significantly impact customer satisfaction and their willingness to engage in transactions on the site.

3.6 Security

Security in the context of e-commerce was defined by Hoffman et al. (1999) as the protection of information assets against unauthorized access. Security refers to the protection of customers' personal and financial information during online transactions. Several studies have emphasized the importance of security in enhancing e-customer satisfaction (Gefen, 2012; Yang & Jun, 2012). Security measures implemented on e-commerce platforms such as secure payment gateways, encryption, and secure login procedures can enhance customers' trust and satisfaction with online shopping experiences (Huang et al., 2016). Trust and security perceptions can also be affected by external factors such as perceived risk and the degree of uncertainty in the online shopping environment (Kim & Benbasat, 2016).

3.7 Delivery Performance

Delivery performance was defined by Mentzer et al. (1999) as the ability of a company to deliver products to customers in a timely and reliable manner, meeting the promised delivery dates and achieving high levels of order fill rate. When customers receive their orders promptly, they are more likely to develop trust in the online store and recommend the store to others (Van Hoek et al., 2001). Kannan et al. (2013) define delivery performance as the extent to which a firm can deliver products or services to customers in a timely and reliable manner. Heikkilä and Jussila (2019) defined delivery performance as the ability of a supplier to deliver the right products to the right place at the right time. For instance, Li and Su (2019) found that delivery time is one of the most critical factors that affect e-customer satisfaction.

4. Literature Review and Hypotheses Development

This section reviews the literature related to the factors affecting e-customer satisfaction. At the end of each sub-section, the hypotheses depicting the relationship between the independent variables (price perception, pay on delivery, social media interaction, website layout, security, and delivery performance) and the dependent variable (e-customer satisfaction) are given.

4.1 The Effect of Price Perception on e-Customer Satisfaction

Several studies have investigated the effect of price perception on e-customer satisfaction. For instance, Lin and Wang (2012) examined the effect of price perception on customer satisfaction in e-commerce. The study found that customers' perception of price fairness significantly influenced their overall satisfaction with the online shopping experience. Similarly, Kim et al. (2020) highlighted the importance of perceived value in determining customer satisfaction in e-commerce. Furthermore, Chen and Chen (2020) found that perceived price fairness significantly influenced customer satisfaction with online shopping. The study also showed that customers who perceived the price to be fair were more likely to recommend the online store to others. Similarly, Wang and Zhang (2019) found that price fairness significantly influenced customer satisfaction in cross-border e-commerce. In addition, price fairness has a direct and significant effect on consumer satisfaction (Ahmed et al., 2023). Therefore, the literature suggests that price perception is a critical factor in determining e-customer satisfaction with online shopping experiences. Customers' perception of price fairness, transparency, and promotions significantly influence their satisfaction levels. It is crucial for online retailers to ensure that prices are perceived to be fair and transparent to enhance e-customer satisfaction.

According to what is discussed previously, the following hypothesis is generated:

H1: There is a significant effect of price perception on e-customer satisfaction.

4.2 The Effect of Pay on Delivery on e-Customer Satisfaction

According to Yaseen & Naddaf (2020) found that there is a relationship between Pay on Delivery payment method on e-customer satisfaction. Yaseen and Naddaf (2020) found that customers prefer Pay on Delivery payment method that are fast, convenient, and secure. In their study, customers who used credit cards reported higher satisfaction levels than those who used other Pay on Delivery payment method. Similarly, Alqahtani and Albahar, (2022) reported that the ease of use and security of Pay on Delivery payment method positively influenced e-customer satisfaction.

Additionally, according to Nisar and Prabhakar, (2017) found that customers' satisfaction levels increased when online retailers offered a variety of payment options. In contrast, limiting payment options may result in decreased satisfaction levels (Sahu & Singh, 2019).

Mokhtar and Yusof (2020) found that customers who used mobile Pay on Delivery payment method reported higher satisfaction levels than those who used traditional Pay on Delivery payment method. This suggests that offering mobile payment options can enhance e-customer satisfaction. In addition, a study indicated that the free shipping marketing campaign payment promoting had a good-sized impact on customer satisfaction (Fanani, 2023).

According to what is discussed previously, the following hypothesis is generated:

H2: There is a significant effect of pay on delivery on e-customer satisfaction.

4.3 The Effect of Social Media Interaction on e-Customer Satisfaction

According to Kim and Ko (2020), social media interaction positively influences customer satisfaction by increasing perceived value and trust. Additionally, Wei, Lee, and Liang (2021) found that social media interaction positively affects e-customer satisfaction by enhancing customers' perceived ease of use and perceived usefulness.

In contrast, some studies have found mixed or negative effects of social media interaction on e-customer satisfaction. For example, Chen, Lai, and Chen (2021) found that social media interaction had a negative effect on e-customer satisfaction due to customers' concerns about privacy and security. Similarly, Yu and Kim (2021) found that social media interaction had a mixed effect on e-customer satisfaction, as it could both enhance or hinder customers' perceived quality of service.

According to what is discussed previously, the following hypothesis is generated:

H3: There is a significant effect of social media on e-customer satisfaction.

4.4 The Effect of Website Layout on e-Customer Satisfaction

One study found that website design and layout had a significant impact on customers' perceived ease of use, which, in turn, affected their satisfaction with the website (Lin & Wang, 2021). The study concluded that businesses should prioritize website design and layout to improve customers' satisfaction and loyalty. Another study found that a website's layout affected customers' trust in the site, which had a direct impact on their satisfaction with the site (Kim et al., 2020).

Moreover, research suggests that customers prefer simple and easy-to-use website designs (Yang & Lu, 2020). A study found that the simplicity of website design positively affected customers' satisfaction with the site and their intention to revisit it (Al-Debei et al., 2014). Additionally, research has shown that the use of visual design elements, such as images, can positively affect customers' emotional responses to a website (Yue et al., 2020).

According to what is discussed previously, the following hypothesis is generated:

H4: There is a significant effect of website layout on e-customer satisfaction.

4.5 The Effect of Security on e-Customer Satisfaction

Several studies have found a positive relationship between security and e-customer satisfaction. For instance, Chen and Barnes (2007) found that perceived security positively affects customers' trust in online transactions, which in turn leads to higher satisfaction. Similarly, Lin and Wang (2012) found that perceived security positively affects customers' intention to purchase from an online retailer.

In addition, studies have also identified specific security features that contribute to higher e-customer satisfaction. For example, Wang and Emurian (2005) found that security seals and privacy policies positively affect customers' trust and satisfaction. Similarly, Jun and Cai (2010) found that customers perceive SSL certificates, encryption, and firewalls as important security features that enhance satisfaction. Furthermore, Prawira et al., (2023) indicated that the security and e-customer satisfaction are positively related.

According to what is discussed previously, the following hypothesis is generated:

H5: There is a significant effect of security on e-customer satisfaction.

4.6 The Effect of Delivery on e-Customer Satisfaction

Delivery is a pivotal element of the online shopping experience, serving as a fundamental factor that profoundly impacts customer satisfaction. The punctual and effective delivery of orders plays a vital role in guaranteeing optimal customer satisfaction (Chung & Shin, 2020). Delivery performance significantly influences e-customer satisfaction (Gheysari et al., 2020). According to a study conducted by Adekunle et al. (2020), delivery reliability exhibits a positive and substantial impact on customer satisfaction.

Delivery time is also an essential factor that affects e-customer satisfaction. Customers expect their orders to be delivered as soon as possible. Late deliveries can lead to customer dissatisfaction and result in lost sales and negative reviews (Gheysari et al., 2020). According to a study by Gheysari et al. (2020), delivery time has a positive and significant effect on e-customer satisfaction. Furthermore, customers are more satisfied with the delivery service when they receive their orders earlier than expected (Adekunle et al., 2020).

Convenience is another crucial factor that affects e-customer satisfaction. Customers prefer to receive their orders at a convenient time and location. Providing flexible delivery options such as same-day delivery, click-and-collect, and home delivery can significantly improve customer satisfaction (Chung & Shin, 2020). According to a study by Chung and Shin (2020), convenient delivery has a positive and significant effect on e-customer satisfaction.

Returns and exchanges are another critical aspect of the delivery process. Customers expect a hassle-free and convenient returns and exchange process. A complicated returns and exchange process can result in customer dissatisfaction and negative reviews (Chung & Shin, 2020). According to a study by Gheysari et al. (2020), the returns and exchange process has a positive and significant effect on e-customer satisfaction.

According to what is discussed previously, the following hypothesis is generated:

H6: There is a significant effect of delivery on e-customer satisfaction.

5. Conceptual Framework

The conceptual framework seems to be an analysis method that comes in a variety of variations and situations and may be used in a number of different categories. The conceptual framework developed for this research is built to explore the impact of the independent variables (price perception, Pay on Delivery, social media interaction, website layout, security, and delivery performance) on the dependent variable (e-customer satisfaction). As shown in figure (1), in developing the theoretical model for our study on factors affecting e-customer satisfaction toward online shopping experiences in Lebanon, we drew insights from several relevant articles, including Jain and Sharma (2020), Prayitno (2016), and Tandon and Ertz (2022).

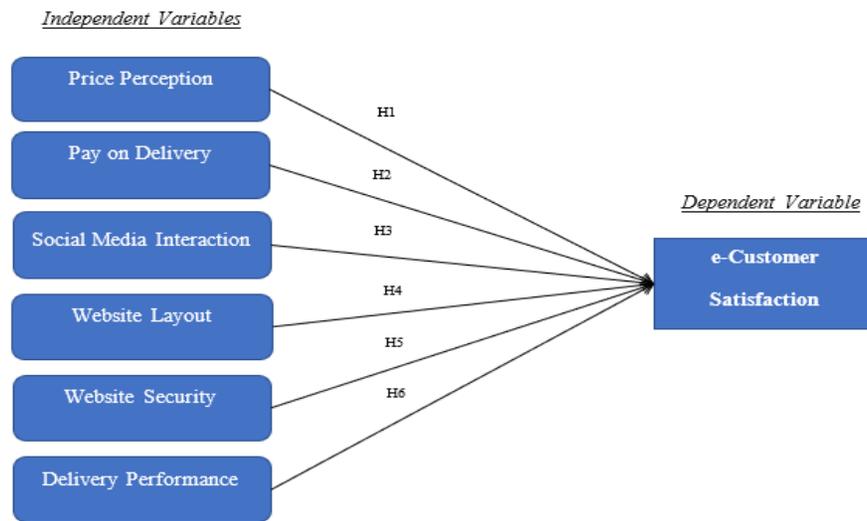


Figure 1: Conceptual Framework

6. Research Methodology

The current research design will adopt a conclusive cross-sectional approach, as its objective is to test specific hypotheses and analyze the connections among the research variables. In the following sections the researcher will address the measurement, research population and sample, analysis.

6.1 Research Approach

In this study, the researcher utilizes a quantitative methodology by gathering questionnaire responses as the primary data and assessing previous studies' literature as the secondary data. The prior data and literature studies were also collected using a quantitative approach, which concentrates on collecting precise data to determine frequency, range, and magnitude. This approach covers a vast amount of presently available data. To illustrate and clarify the connection between the independent and dependent variables, a descriptive analysis was employed. A descriptive technique was employed in the quantitative method to test the anticipated hypotheses, resulting in the usage of various tables, such as averages, means, variances, and standard deviations.

6.2 Research Sample

The sample used in this research consists of individuals using e-commerce sites to purchase their products and who completed questionnaires regarding the factors that impact e-customer satisfaction in Lebanon. The research aimed to investigate the factors affecting customer satisfaction and had a sampling unit of 323 e-commerce users in Lebanon. In order to determine an appropriate sample size for this research study, the Yamane formula is utilized. The Yamane formula is a commonly used formula for sample size calculation in research studies. It considers the population size, confidence level, and margin of error to determine the required sample size.

First, the estimate the population size of online shoppers in Lebanon is determined. According to recent data from reputable sources, the estimated population of online shoppers in Lebanon is approximately 500,000 (Lloyds Banks, 2023).

Using the Yamane formula, the calculation for sample size is as follows (Yamane, 1967):

$$n = N / (1 + N * e^2)$$

Where:

n = the sample size

N = the population size

e = the desired margin of error

Therefore, based on the Yamane formula and the desired confidence level and margin of error, a sample size of 323 customers is recommended for this research study.

7. Data Analysis

The data analysis and hypotheses testing section aims to explore the factors affecting e-customer satisfaction in Lebanon. The analysis will involve several steps, including data preparation, descriptive analysis, reliability analysis, correlation analysis, and potentially regression analysis.

7.1 Demographics and Descriptive Statistics

According to table (2), out of the 323 participants, 57.6% were female, while 42.4% were male. The majority of the sample consisted of female respondents. The participants' age distribution varied across different age groups. The largest age group was 18 to 23 years, comprising 36.5% of the sample, followed by the 24 to 28 years group with 21.1%. The age groups of 29 to 33 years, 39 to 43 years, and 49 to 53 years accounted for 15.5%, 7.4%, and 2.2% of the sample, respectively. The majority of the participants held a Master's degree (53.9%), followed by those with a Bachelor's degree (32.8%). A smaller proportion of the sample had a Highschool degree (6.2%), Doctorate of Business Administration (2.2%), or a PhD (5.0%). In terms of relationship status, the majority of participants identified as single (75.2%), while 21.4% were married, and 3.4% were divorced. The distribution of participants varied across different income brackets. The highest proportion of participants reported an income above 30 million LBP (Lebanese Pound) (45.5%). The remaining income brackets (13 million to 16 million LBP, 17 million to 20 million LBP, 21 million to 24 million LBP, and 25 million to 30 million LBP) represented smaller proportions of the sample.

Table 1 - Demographics

Demographic	Choice	Frequency	Percent
Gender	Male	186	57.6
	Female	137	42.4
Age Group	13 to 17 years	20	6.2
	18 to 23 years	118	36.5
	24 to 28 years	68	21.1
	29 to 33 years old	50	15.5
	34 to 38 years	16	5.0
	39 to 43 years	24	7.4
	44 to 48 years	8	2.5
	49 to 53 years	7	2.2
	54 to 58 years	8	2.5
	59 and above	4	1.2
Educational Group	Elementary School	0	0
	Highschool Degree	20	6.2
	Bachelor Degree	106	32.8
	Master's Degree	174	53.9
	Doctorate of Business Administration	7	2.2
	PhD	16	5.0
Relationship Status	Single	243	75.2
	Married	69	21.4
	Divorce	11	3.4
	Widow	0	0
Income Group	Below 8 million LBP	69	21.4
	8 million to 12 million LBP	36	11.1
	13 million to 16 million LBP	15	4.6
	17 million to 20 million	18	5.6
	21 million to 24 million	11	3.4
	25 million to 30 million	27	8.4
	Above 30 million	147	45.5
	Total	323	100.0

7.2 Descriptive Statistics

Looking at the mean values, Pay On Delivery (4.1300) and Customer e-Satisfaction (3.8452) have relatively higher scores, indicating positive perceptions and satisfaction among the participants. Website Layout (3.8204) and Delivery Performance (3.7214) also have moderately positive mean scores. Price Perception (3.3189) and Security (3.3777) have lower mean scores, indicating somewhat neutral perceptions. Social Media Interaction (3.5015) falls within the moderate range. The standard deviations provide insights into the variability within each variable. Variables like Pay On Delivery, Social Media Interaction, and Website Layout have relatively smaller standard deviations, suggesting less variability in participants' responses. On the other hand, Price Perception, Security, Delivery Performance, and Customer e-Satisfaction have slightly larger standard deviations, indicating greater variability in participants' perceptions and satisfaction levels.

Table 2 – Descriptive Statistics

Variables	Minimum	Maximum	Mean	Std. Deviation
Price Perception	1.00	5.00	3.3189	.91935
Pay On Delivery	1.00	5.00	4.1300	.90639
Social Media Interaction	2.00	5.00	3.5015	.90675
Website Layout	2.00	5.00	3.8204	.77936
Security	1.00	5.00	3.3777	.93570
Delivery Performance	1.00	5.00	3.7214	.84685
Customer e-Satisfaction	1.00	5.00	3.8452	.77672

7.3 Reliability Test

Table (3) represents the Cronbach alpha reliability test. Price Perception variable demonstrates a reliability coefficient of .718. Although the coefficient is somewhat lower than the desired threshold of .70, it still indicates an acceptable level of internal consistency. Pay on Delivery variable shows a reliability coefficient of .745, which indicates a satisfactory level of internal consistency. Social Media Interaction variable, comprising 4 items, exhibits a reliability

coefficient of .777, indicating good internal consistency. For Website Layout, the variable includes 8 items and shows a reliability coefficient of .732, suggesting acceptable internal consistency. Security has a reliability coefficient for of .774, indicating a good level of internal consistency. Delivery Performance demonstrates a reliability coefficient of .704, which indicates an acceptable level of internal consistency. Customer e-Satisfaction exhibits a reliability coefficient of .781, indicating a good level of internal consistency.

Table 3 - Item Reliability

Variables	Number of Items	Cronbach's Alpha
Price Perception	3	.718
Pay On Delivery	5	.745
Social Media Interaction	5	.777
Website Layout	9	.732
Security	4	.774
Delivery Performance	5	.704
Customer e-Satisfaction	4	.781

7.4 Validity Test

Table (4) presents the validity results for each variable. Price Perception KMO extraction value is .748, indicating that there is a reasonable amount of common variance between the items. Pay On Delivery KMO extraction value of .799, indicating a high level of common variance among the items. Social Media Interaction exhibits a KMO extraction value of .778, indicating a satisfactory amount of common variance among the items. Website Layout KMO extraction value is .707, indicating an acceptable level of common variance among the items. Security KMO extraction value for this variable is .712, suggesting a reasonable amount of common variance among the items. Delivery Performance KMO extraction value is .796, indicating a high level of common variance among the items. Finally, customer e-Satisfaction KMO extraction value is .739, indicating a satisfactory amount of common variance among the items.

Table 4 - KMO per Variable

Variable	Number of Items	KMO Validity Test
Price Perception	3	.748
Pay On Delivery	5	.799
Social Media Interaction	5	.778
Website Layout	9	.707
Security	4	.712
Delivery Performance	5	.796
Customer e-Satisfaction	4	.739

7.5 Correlation Test

The results of the Pearson correlation test indicate significant relationships between various variables and Customer e-Satisfaction as shown in table (5). Firstly, a weak positive correlation was found between Price Perception and Customer e-Satisfaction ($r = .108$; $p < .05$), suggesting that higher price perception may slightly contribute to higher satisfaction. Secondly, moderate positive correlations were observed between Pay On Delivery ($r = .328$; $p < .05$), Social Media Interaction ($r = .331$; $p < .05$), Website Layout ($r = .431$; $p < .05$), Security ($r = .423$; $p < .05$), and a strong positive correlation between Delivery Performance ($r = .609$; $p < .05$), and Customer e-Satisfaction. These findings suggest that customers who are more satisfied with the pay on delivery option, engage more with social media during online shopping, perceive better website layout, higher security, and improved delivery performance are more likely to have higher overall satisfaction with their online shopping experiences. These results highlight the importance of these factors in shaping customer satisfaction and suggest that focusing on optimizing these areas can lead to enhanced customer experiences and higher satisfaction levels.

Table 5 - Pearson R Correlation

Variables		Price Perception	Pay On Delivery	Social Media Interaction	Website Layout	Security	Delivery Performance	Customer e-Satisfaction
Price Perception	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	323						
Pay On Delivery	Pearson Correlation	.032	1					
	Sig. (2-tailed)	.566						
	N	323	323					
Social Media Interaction	Pearson Correlation	.098	.279**	1				
	Sig. (2-tailed)	.078	.000					
	N	323	323	323				
Website Layout	Pearson Correlation	.032	.385**	.119*	1			
	Sig. (2-tailed)	.561	.000	.032				
	N	323	323	323	323			
Security	Pearson Correlation	.112*	.099	.073	.285**	1		
	Sig. (2-tailed)	.044	.075	.194	.000			
	N	323	323	323	323	323		
Delivery Performance	Pearson Correlation	.174**	.355**	.219**	.446**	.208**	1	
	Sig. (2-tailed)	.002	.000	.000	.000	.000		
	N	323	323	323	323	323	323	
Customer e-Satisfaction	Pearson Correlation	.108	.382**	.331**	.431**	.423**	.609**	1
	Sig. (2-tailed)	.041	.000	.000	.000	.000	.000	
	N	323	323	323	323	323	323	323

7.6 Collinearity Statistics

Looking at table (13), tolerance values range from 0 to 1, where values close to 1 indicate low collinearity. In this case, all variables have relatively high tolerance values, suggesting low collinearity. Based on the provided collinearity statistics, there is a high collinearity detected among the variables (Price Perception, Pay on Delivery, Social Media Interaction, Website Layout, Security, and Delivery Performance). The tolerance values are high, and the VIF values are close to 1, indicating that multicollinearity is not a major concern in the regression analysis.

Table 6 - Collinearity Statistics

Variables	Collinearity Statistics	
	Tolerance	VIF
Price Perception	.954	1.048
Pay On Delivery	.768	1.302
Social Media Interaction	.899	1.112
Website Layout	.702	1.424
Security	.901	1.109
Delivery Performance	.722	1.386

7.7 Regression Model

The regression model achieved an R value of .724, indicating a moderately strong positive relationship between the predictors (Delivery Performance, Price Perception, Security, Social Media Interaction, Pay On Delivery, and Website Layout) and the dependent variable (Customer e-Satisfaction). The R-squared value of .524 indicates that 52.4% of the variance in Customer e-Satisfaction can be explained by the predictors. The adjusted R-squared value of .515 considers the number of predictors in the model and provides a more conservative estimate of the explained variance. The standard error of the estimate is .54107, representing the average distance between the observed and predicted values (see table 7).

The coefficients table in table (8) provides information about the individual predictors in the regression model. The constant term has a coefficient of .348, indicating the expected value of Customer e-Satisfaction when all predictors are zero. Among the predictors, pay on delivery (Beta = .116), Social Media Interaction (Beta = .174), Website Layout (Beta = .092), Security (Beta = .285), and Delivery Performance (Beta = .434) have positive standardized coefficients, indicating positive contributions to Customer e-Satisfaction. Price Perception (Beta = -.023) has a negative coefficient, suggesting a small negative impact, although it is not statistically significant. The t-values and corresponding p-values indicate the significance of each predictor in the model.

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Table 7 - Model Summary and ANOVA

Test	R	R ²	Adjusted R ²	Sum of Squares	Mean	F
Result	.724	.524	.515	101.749	16.958	57.926

Table 8 - Regression

Coefficients	B	Std. Error	Beta	t	Sig.
Price Perception	-.019	.034	-.023	-.577	.564
Pay On Delivery	.099	.038	.116	2.620	.009
Social Media Interaction	.149	.035	.174	4.258	.000
Website Layout	.091	.046	.092	1.976	.049
Security	.236	.034	.285	6.963	.000
Delivery Performance	.398	.042	.434	9.497	.000

8. Discussion

Hypothesis H1 proposed a significant effect of price perception on e-customer satisfaction. However, the regression analysis results did not support this hypothesis, indicating a non-significant relationship (Beta = -0.023, $p > 0.05$). This means that the composition of the sample may have influenced the results. The sample size was small or not diverse enough. Additionally, the sample's demographics and preferences might not be representative of the broader population, leading to different outcomes. This finding aligns with previous research that has produced mixed results regarding the impact of price perception on customer satisfaction. While some studies have found a positive relationship, suggesting that customers who perceive prices as fair and reasonable are more satisfied (Zeithaml, 2018), others have found no significant association (Sweeney et al., 2019).

Hypothesis H2 suggested a significant effect of pay on delivery on e-customer satisfaction. The regression analysis results confirmed this hypothesis, revealing a significant positive relationship (Beta = 0.116, $p < 0.05$). This means that the significant effect suggests that customers who have the option to pay for their purchases upon delivery tend to experience higher levels of satisfaction. This could be attributed to the sense of security and control it offers. Customers might feel more at ease knowing that they will only pay when they physically receive the ordered items, reducing the risk of fraudulent transactions or receiving subpar products. This finding is consistent with prior studies emphasizing the importance of pay on delivery in customer satisfaction. For instance, Chen and Shen (2019) found that a convenient and secure payment process positively influences customer satisfaction in e-commerce.

Hypothesis H3 proposed a significant effect of social media interaction on e-customer satisfaction. The regression analysis results supported this hypothesis, demonstrating a significant positive relationship (Beta = 0.174, $p < 0.001$). This means that engaging with customers through social media allows for more direct and personalized interactions. This finding aligns with existing literature that highlights the positive impact of social media engagement on customer satisfaction in the e-commerce context (Chen & Xie, 2008). Effective utilization of social media platforms allows businesses to engage with customers, address concerns, and provide valuable content, ultimately leading to increased satisfaction.

Hypothesis H4 suggested a significant effect of website layout on e-customer satisfaction. The regression analysis results supported this hypothesis, indicating a significant positive relationship (Beta = 0.092, $p < 0.05$). This means that customers can easily find the products they are looking for, access important information, and move through the purchasing process seamlessly. A clutter-free and logically organized layout reduces frustration and positively impacts customer satisfaction. This finding is consistent with prior research emphasizing the impact of visual aesthetics, ease of navigation, and user-friendly interfaces on customer satisfaction (Hussain et al., 2018). A well-designed website enhances the overall user experience, reduces cognitive load, and promotes trust and satisfaction.

Hypothesis H5 proposed a significant effect of security on e-customer satisfaction. The regression analysis results confirmed this hypothesis, revealing a significant positive relationship (Beta = 0.285, $p < 0.001$). This means that security is implemented seamlessly into the user experience. Customers feel that security enhances, rather than hinders, their interactions. This finding aligns with prior research that emphasizes the importance of security and privacy concerns in influencing customers' trust and satisfaction in e-commerce environments (Chen et al., 2018).

Hypothesis H6 suggested a significant effect of delivery performance on e-customer satisfaction. The regression analysis results supported this hypothesis, indicating a significant positive relationship (Beta = 0.434, $p < 0.001$). This means that the quality of delivery service reflects the overall quality of the retailer's service. A smooth and hassle-free delivery experience positively influences customers' perceptions of the retailer's competence and commitment to customer satisfaction. Previous research has consistently highlighted the significance of fast and reliable delivery, accurate order tracking, and timely notifications in enhancing customer satisfaction and loyalty (Van Riel et al., 2011).

In conclusion, the regression analysis provided insights into the associations between the predictor variables (price perception, payment method, social media interaction, website layout, security, and delivery performance) and e-customer satisfaction. While price perception did not show a significant relationship, Pay on Delivery, social media interaction, website layout, security, and delivery performance all exhibited significant associations with e-customer satisfaction. These findings are in line with previous research, highlighting the multifaceted nature of customer satisfaction in the e-commerce context.

9. Theoretical and Practical Implications

The theoretical implications of the findings contribute to the understanding of e-customer satisfaction in e-commerce, while the practical implications offer recommendations for online retailers to optimize the e-commerce experience. This research is important on a theoretical level for several reasons. Firstly, it contributes to the literature on e-commerce by identifying the factors that affect e-customer satisfaction toward online shopping experiences in Lebanon. By filling the gap in the literature, this study can provide insights into how online retailers and policymakers can improve the online shopping experience and

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increase the adoption of e-commerce in Lebanon. Moreover, this research can also serve as a foundation for future studies on e-commerce in Lebanon and other developing countries in the region.

Secondly, this research can contribute to the theoretical understanding of the relationship between the independent variables (price perception, mode of payment, social media interaction, website layout, security, and delivery performance) and the dependent variable (e-customer satisfaction). By identifying the factors that influence e-customer satisfaction in the context of online shopping in Lebanon, this research can provide a better understanding of the underlying mechanisms that drive e-commerce adoption.

This research is also important on a practical level for several reasons. Firstly, it can provide insights into how online retailers can improve the online shopping experience to increase customer satisfaction and loyalty. For example, by understanding the impact of website layout on e-customer satisfaction, online retailers can optimize their website design to enhance the online shopping experience.

Secondly, this research can provide insights into how policymakers can promote the adoption of e-commerce in Lebanon. By understanding the factors that influence e-customer satisfaction in the context of online shopping in Lebanon, policymakers can address the challenges that prevent consumers from adopting e-commerce. For example, by improving the security of online transactions and promoting the use of trusted payment methods, policymakers can increase trust in online transactions and encourage e-commerce adoption.

10. Conclusion

The findings of this study contribute to the existing literature by providing valuable insights into the factors influencing e-customer satisfaction in online shopping. The discussion highlighted the results for each hypothesis and linked them with relevant references from the literature. It was found that there was no significant effect of price perception on e-customer satisfaction, which aligns with previous research. However, significant effect was observed of pay on delivery, social media interaction, website layout, security, and delivery performance on e-customer satisfaction, consistent with prior studies.

11. Limitations and Future Research

This study has some limitations. The sample size of 323 participants might not be fully representative of the entire population of online shoppers in Lebanon. It could be skewed towards a certain demographic, potentially limiting the generalizability of the findings. Sole reliance on a questionnaire for data collection might have restricted the depth of understanding. Incorporating qualitative methods or interviews could have provided richer insights into participants' perspectives. In addition, the findings may be contextually bound to Lebanon and might not be directly applicable to other regions or cultures. Factors unique to Lebanon's e-commerce landscape could influence the results.

For future research, the researcher suggests to expand the sample size and diversifying participant demographics that could improve the generalizability of the findings, providing a more accurate representation of the wider population. In addition, incorporating qualitative research methods, such as interviews or focus groups, could offer deeper insights into participants' perceptions and experiences, adding nuance to the quantitative findings. Mediating or moderating variables are suggested for future research that might influence the relationships between the studied variables could provide a more holistic understanding of the mechanisms at play. Moreover, comparing findings across different regions or countries could shed light on cultural variations and contextual differences that impact e-customer satisfaction. In addition, the researcher suggests for future research to combine quantitative and qualitative approaches that could provide a comprehensive view of the research topic, capturing both numerical trends and participants' narratives.

In summary, while this research contributes valuable insights into the factors impacting e-customer satisfaction in Lebanon's e-commerce landscape, its limitations suggest avenues for further exploration and refinement. Future studies can build upon these findings by addressing methodological limitations and delving deeper into the complexities of customer satisfaction within online shopping contexts.

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العوامل المؤثرة على رضا العملاء الإلكترونيين تجاه تجارب التسوق عبر الإنترنت في لبنان

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الملخص

تركزت هذه الدراسة البحثية على التحقيق في العوامل التي تؤثر على رضا العملاء الإلكترونيين بتجارب التسوق عبر الإنترنت في لبنان. استعرضت الدراسة ست متغيرات مستقلة: تصور السعر، الدفع عند التسليم، التفاعل عبر وسائل التواصل الاجتماعي، تخطيط الموقع، الأمان، وأداء التوصيل، وتأثيرها على رضا العملاء الإلكترونيين، وهو المتغير المعتمد. تم اعتماد منهجية البحث الكمي، باستخدام استبيان منظم كأداة لجمع البيانات الأساسية. تم توزيع الاستبيان على ٣٢٣ مشاركاً، وتم تحليل البيانات باستخدام برنامج SPSS. أظهرت نتائج الدراسة أن جميع الفرضيات معتمدة باستثناء تأثير تصور السعر على رضا العملاء الإلكترونيين الذي كان ذا تأثير سلبي. تحمل نتائج الدراسة مدلولات نظرية وعملية. من الناحية النظرية، تسهم هذه المساهمات في تعزيز فهمنا للعوامل التي تؤثر على رضا العملاء الإلكترونيين، مما يؤكد ملاءمة النظريات المثبتة ضمن سياق لبنان المميز. من وجهة النظر العملية، تقدم نتائج البحث رؤى قيمة لشركات التجارة الإلكترونية في لبنان، مما يساعد في تحديد سبل تحسين منصاتهم واستراتيجياتهم للتسوق عبر الإنترنت. يؤدي هذا التحسين في النهاية إلى رفع مستويات رضا العملاء. وبالتالي، تحمل هذه العملية الإمكانية لتعزيز التوسع والنجاح في قطاع التجارة الإلكترونية في لبنان.

الكلمات الرئيسية: رضا العملاء الإلكترونيين، التسوق عبر الإنترنت، لبنان، تصور السعر، الدفع عند التسليم، التفاعل عبر وسائل التواصل الاجتماعي، تخطيط الموقع، الأمان، أداء التوصيل.