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**Factors affecting consumers' repurchase intention in online shopping
Case study of e-commerce: JUMIA Algeria**

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ABSTRACT

Despite the e-commerce sector being not very well recognized in Algeria, that didn't stop companies and start-ups from taking a step towards it, therefore businesses aim to provide a good range on products and a positive online shopping experience in order to motivate them to make future repurchases. Through a qualitative and a quantitative study applied on the case of JUMIA Algeria, we studied the effect of multiples factors on repurchase intention.

The obtained results showed the existence of a statistically significant relationship between most of the studied variables

Key words: Perceived ease of use; Perceived usefulness; Perceived price; Service quality; Experience; Trust; Satisfaction; Repurchase intention.

Résumé

Bien que le secteur du e-commerce ne soit pas très reconnu en Algérie, cela n'a pas empêché les entreprises et les start-up de faire un pas vers celui-ci, les opérateurs visent donc à offrir une bonne gamme de produits et une expérience d'achat en ligne positive afin de les motiver à faire de futurs rachats. A travers une étude qualitative et quantitative appliquée sur le cas de JUMIA Algérie, nous avons étudié l'effet de multiples facteurs sur l'intention de rachat.

Les résultats obtenus ont montré l'existence d'une relation statistiquement significative entre la plupart des variables étudiées.

Mots clés : Facilité d'utilisation perçue ; Utilité perçue ; Prix perçu ; Expérience ; Qualité de service ; Confiance ; Satisfaction ; Intention de ré-achat.

ملخص

على الرغم من أن قطاع التجارة الإلكترونية غير معترف به جيداً في الجزائر، إلا أن ذلك لم يمنع الشركات والشركات الناشئة من اتخاذ خطوة نحو ذلك، ولهذا يهدف المشغلون إلى توفير مجموعة جيدة من المنتجات وتجربة تسوق إيجابية عبر الإنترنت من أجل تحفيزهم على إجراء أكثر من شراء أو اثنين في المستقبل؛ من خلال دراسة نوعية وكمية مطبقة على حالة جوميا الجزائر، درسنا تأثير العوامل المضاعفة على نية إعادة الشراء

أظهرت النتائج المتحصل عليها وجود علاقة ذات دلالة إحصائية بين معظم المتغيرات المدروسة

الكلمات المفتاحية: سهولة الاستخدام المدركة؛ المنفعة المدركة؛ السعر المدرك؛ الخبرة؛ جودة الخدمة؛ الثقة؛

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TABLE OF CONTENTS

ABSTRACT	3
ACKNOWLEDGMENTS.....	4
TABLE OF CONTENTS	5
TABLES LIST	9
FIGURES LIST	11
INTRODUCTION	13
CHAPTER I: PROBLEMATIC.....	16
1. Research context and objectives.....	17
2. Research questions	18
3. Research relevance.....	18
3.1. Theoretical relevance	18
3.2. Managerial relevance.....	18
4. Organizational context.....	19
4.1. JUMIA group.....	19
4.2. JUMIA objectives.....	19
4.3. JUMIA Algeria	20
4.3.1. JUMIA Algeria service components.....	20
4.3.2. JUMIA Algeria categories	21
CHAPTER II: LITERATURE REVIEW AND CONCEPTUAL MODEL	23
1. Literature review	24
1.1. Perceived ease of use.....	24
1.2. Perceived usefulness.....	25
1.3. Perceived price	26
1.4. Perceived service quality.....	28
1.5. Experience	28
1.6. Trust	30
1.7. Satisfaction	31
1.8. Repurchase intention	34
2. Conceptuel frame.....	36
2.1. Research objective	37
2.2. Previous theoretical models.....	37
2.2.1. First theoretical model	37
2.2.2. Second theoretical model	38
2.2.3. Third theoretical model.....	39

2.3.	Applied theoretical model.....	39
2.3.1.	Perceived ease of use.....	40
2.3.2.	Perceived usefulness.....	40
2.3.3.	Perceived price.....	41
2.3.4.	Service quality.....	41
2.3.5.	Experience.....	41
2.3.6.	Trust.....	41
2.3.7.	Satisfaction.....	41
2.3.8.	Repurchase intention.....	41
2.4.	Hypotheses.....	42
2.4.1.	Effect of perceived ease of use on repurchase intention in online shopping.....	42
2.4.2.	Effect of perceived usefulness on repurchase intention in online shopping.....	42
2.4.3.	Effect of perceived price on repurchase intention in online shopping.....	42
2.4.4.	Effect of service quality on repurchase intention in online shopping.....	43
2.4.5.	Effect of experience on repurchase intention in online shopping.....	43
2.4.6.	Effect of trust on repurchase intention in online shopping.....	44
2.4.7.	Effect of satisfaction on repurchase intention in online shopping.....	44
CHAPTER II: METHODOLOGICAL FRAME		45
1.	Methodological approach.....	46
2.	Methods and instruments for collecting information.....	46
2.1.	Used instruments.....	47
2.1.1.	Interviews.....	47
2.1.2.	The interviewed selection:.....	47
2.2.1.	Questionnaire.....	48
2.2.2.	Measurement items:.....	49
3.	Sampling.....	53
3.1.	Sampling method.....	53
4.	Practical modalities of the survey.....	54
4.1.	Research period.....	54
4.2.	Administration mode.....	54
Chapter IV: RESULTS AND DISCUSSION.....		55
1.	Results presentation.....	56
1.1.	Data processing and analysis for the qualitative study.....	56
1.1.1.	Perceived ease of use:.....	57
1.1.2.	Perceived usefulness.....	57
1.1.3.	Perceived price:.....	57

1.1.4.	Service quality	58
1.1.5.	Experience	58
1.1.6.	Trust	59
1.1.7.	Satisfaction	59
1.1.8.	Repurchase intention	59
1.2.	Data and analysis for quantitative study.....	60
1.2.1	Sample description.....	60
1.2.2.	Univariate descriptive analysis.....	61
1.2.2.1.	Purchase frequency.....	62
1.2.2.2.	Online shopping reasons.....	62
1.2.2.3.	Online shopping concerns	63
1.2.3.	Evaluation of repurchase intention factors.....	64
1.2.3.1.	Perceived ease of use.....	64
1.2.3.2.	Perceived usefulness.....	64
1.2.3.3.	Perceived price.....	65
1.2.3.4.	Service quality	65
1.2.3.5.	Experience	66
1.2.3.6.	Trust	66
1.2.3.7.	Satisfaction	67
1.2.3.8.	Repurchase intention	67
1.2.5.1.	Perceived ease of use.....	69
1.2.5.2.	Perceived usefulness.....	70
1.2.5.3.	Perceived price.....	72
1.2.5.4.	Service quality	73
1.2.5.5.	Experience	75
1.2.5.6.	Trust	76
1.2.5.7.	Satisfaction	78
1.2.5.8.	Repurchase intention	79
1.2.6.	Multiple regression:	81
1.3.	Hypotheses tests	81
2.	Discussion and results	84
	CONCLUSION.....	86
	BIBLIOGRAPHY.....	89
	ANNEXES	98
	ANNEX A- INTERVIEW GUIDE.....	99
	ANNEX B- QUESTIONNAIRE	102

ANNEX C- CORRELATION TABLES.....	114
ANNEX D- TRANSCRIPTION	122

TABLES LIST

Table 1: Definitions of customer satisfaction.....	32
Table 2 Summary table of hypotheses.....	44
Table 3 Interviewers' profile	48
Table 4 Measurement items.....	50
Table 5: Interviews key words.....	56
Table 6: Respondents' profile	61
Table 7: Cronbach's alpha results on the theoretical model.....	69
Table 8: Perceived ease of use KMO and Barlett's test.....	69
Table 9: perceived ease of use total explained variance.....	70
Table 10: Perceived of use component matrix	70
Table 11: Perceived usefulness KMO and Barlett's test.....	71
Table 12: perceived usefulness total explained variance.....	71
Table 13: Perceived price component matrix	71
Table 14: perceived price total explained variance	72
Table 15: perceived price total explained variance	72
Table 16: Perceived price component matrix	73
Table 17: Service quality KMO and Barlett's test.....	73
Table 18: Service quality total explained variance.....	74
Table 19: Service quality component matrix.....	74
Table 20: Experience KMO and Barlett's test	75
Table 21: Experience total explained variance.....	75
Table 22: Experience component matrix.....	76
Table 23: Trust KMO and Barlett's test.....	76
Table 24: Trust total explained variance	77
Table 25: Trust component matrix	77
Table 26: Satisfaction KMO and Barlett's test	78
Table 27: Satisfaction total explained variance.....	78
Table 28: Satisfaction component matrix.....	79
Table 29: Repurchase intention KMO and Barlett's test	79
Table 30: Repurchase intention total variance explained.....	80
Table 31: Repurchase intention component matrix.....	80

Table 32: multiple regression	82
Table 33: Hypotheses tests summary	83

FIGURES LIST

Figure 1 Structural and organizational marketing department structure	22
Figure 2: Post-purchase satisfaction process	34
Figure 3: theoretical model N°1	37
Figure 4: Theoretical model N°2	38
Figure 5: Theoretical model N°3	39
Figure 6: Theoretical model	40
Figure 7: Methodological approach.....	46
Figure 8: online Purchase frequency at JUMIA	62
Figure 9: Reasons for shopping online at JUMIA	63
Figure 10: Concerns for shopping online at JUMIA	63
Figure 11: perceived ease of use average score.....	64
Figure 12: perceived usefulness average score.....	65
Figure 13: Perceived price average score	65
Figure 14: Service quality average score.....	66
Figure 15: Experience average score.....	66
Figure 16: Trust average score	67
Figure 17: Satisfaction average score	67
Figure 18: Repurchase intention average score.....	68

ABRIVIATIONS LIST

TAM: Technology Acceptance Model

PEOU: Perceived ease of use

PU: Perceived usefulness

PP: Perceived price

SQ: Service quality

EX: Experience

TR: Trust

SAT: Satisfaction

RI: Repurchase intention

INTRODUCTION

The world we once knew came across drastic changes which have taken place in a very short period of time, indeed the meteoric evolution that mankind has known since the 20th century is unparalleled, including economic principles because the laws that govern the world are no longer the same, and companies in order to survive have had to adapt to customers' needs and desires. In an increasingly competitive environment, technological innovation and the Internet, and finally the appearance of the coronavirus in December 2019, following the latter, the world found itself isolated, confined, which has forced consumers and even some reluctant ones, and other small businesses, to move towards e-commerce, or online sales, we define it as the use of electronic, digital media for a distance business transaction. We no longer see e-commerce as a direct competitor of physical sales but rather as one of its greatest allies.¹

Online sales companies have seen their turnover explode during this pandemic, in particular the e-commerce giant Amazon, with global sales growing by more than 50% compared to the same period in 2019 (holiday season). The year 2020 was when Amazon crossed the one million employee mark, the e-merchant made more than 400,000 new hires around the world, in 2020 alone.²

While amazon was and is the leader of its own in the market, that didn't stop competitors from merging in, another known e-commerce Aliexpress was founded in 2010 in China which is an e-commerce powerhouse located in the Asia-Pacific region.

The Alibaba-owned platform brings together independent sellers and consumers for safe and easy transactions. Aliexpress does not sell any products directly and only acts as an intermediary similar to the US online shopping platform eBay. It has grown in popularity in recent years with no less than 180 million active users as of March 2020.³

Despite the successful stories of international e-commerce, in Algeria, it does not seem to find a ground favorable and conducive to its development, although it can strongly contribute to strengthen the country's economic growth. The first e-commerce site to made surface was in 2006 under the name of Ouedkniss, a true precursor of online sales in Algeria, the country's most popular classifieds site. It is on this site, in fact, that Algerians made their

¹ <https://verydigital.fr/definition-e-commerce/>

² <https://www.lsa-conso.fr/l-annee-2020-d-amazon-en-chiffres,369408>

³ <https://expandedramblings.com/index.php/aliexpress-statistics-facts/>

first purchases online, it also greatly contributed to the popularization of the internet in Algeria.

However, it remains a classified ad site and does not necessarily offer online services that e-commerce platforms such as Amazon, Aliexpress, etc. can provide alongside.

The theme of this research relates to a new and little explored concept in Algeria. This concept represents a real lever of competitive differentiation in a sector where e-commerce is not well perceived. Through this research, we study the customers' repurchase intention factors with the international e-commerce JUMIA, in order to demonstrate whether the efforts made by JUMIA improve and increase customers retention.

This present memoire is structured into four chapters. The first chapter will present the problematic, the theoretical and managerial context of our research as well as the organization home. The second chapter will be dedicated to the theoretical framework. We will first present the literature review which will present previous work on the factors influencing repurchase intention in online shopping. Secondly, we will present the conceptual framework through the variables that constitute it. The third chapter will be devoted to the methodological framework, we will justify the methodological choices made. Finally, the fourth and final chapter will present the main results of the quantitative study as well as their discussion.

CHAPTER I: PROBLEMATIC

1. Research context and objectives

The market in Algeria is lately knowing an increase in e-commerce with the appearing of different applications and markets-places. In contrary to European countries, the national territory knows a completely different leader in online sales named JUMIA, it is a company incorporated under German law, headed by two Frenchmen and with international shareholders, which has won the title of "first African unicorn".

Following regular fundraising of a few hundred million dollars, JUMIA crossed the billion dollar valuation mark in February 2016, today it delivers to 36 districts and it just takes a few days to deliver the products. The main problem that still arises today in Algeria, is the different culture and the people's caution towards shopping online, yet as the biggest e-commerce platform in Algeria, customers find themselves using it more than any other website/application.

According to surveys conducted by Hootsuite and Jumia, it is reported that the number of e-commerce customers in Algeria in 2017 has reached 2.45 million with a record of 1.5 million visitors per month in with in the same year, a growth of 50% compared to 2016, one of the reasons that could have motivated people to take the step towards online shopping is that JUMIA offers traditional payment right at the delivery, so no security issues impact customers' decision.

JUMIA tries its best to keep its customers, offering a rich range of products by partnering with other national and international brands available on the national territory, giving the opportunity to customers to become either ambassadors or partners by selling the products online, connecting people to JUMIA by creating different themes in each occasion (Ramadan ,eid, amar darak) and using social media influencers to encourage people to use the application the promotional codes.

2. Research questions

Based on the context presented above, we formulated the following research question:

What are the factors effecting repurchase intention in online shopping?

From this main question are derived the secondary questions which will serve to guide this research work:

- What is the effect of perceived ease of use on repurchase intention in online shopping?
- What is the effect of perceived usefulness on repurchase intention in online shopping?
- What is the effect of perceived price on repurchase intention in online shopping?
- What is the effect of service quality on repurchase intention in online shopping?
- What is the effect of experience on repurchase intention in online shopping?
- What is the effect of trust on repurchase intention in online shopping?
- What is the effect of satisfaction on repurchase intention in online shopping?

3. Research relevance

The choice of our theme is relevant from a managerial point of view, but also theoretically.

3.1. Theoretical relevance

The concept of factors affecting repurchase intention in online shopping is recent since online shopping is one of the modern innovations in economics, there has been an increase in the research of this concept, where little work was done on it in Algeria.

On the basis of this theoretical perspective, we wish to enrich the previous researches by (Tehreem, 2016) (Yulisetiari, Subagio, & Paramu, 2017) (Diyanti, Yulinear, & Suharyati, 2020) carried out on the determined factors in different research theoretical models.

3.2. Managerial relevance

In a highly competitive market factors like perceived ease of use, perceived usefulness, perceived price, service quality, experience, trust and satisfaction are important to customers to continue purchasing from the same online store. In this vein, this research aims to provide JUMIA Algeria with relevant recommendations to focus on the right factors that could motivate customers to repurchase from their online store.

4. Organizational context

4.1. JUMIA group

JUMIA is an online e-commerce founded in Nigeria in 2012, a market place relating multiples retailers and customers, today it's active in 11 African countries Algeria, Morocco, Tunisia, Kenya, Egypt, Uganda, Senegal, Ghana, South Africa, and the Ivory Coast, the online shopping mall offers a wide range of categories including: fashion, beauty, toys, electronics, and multiples appliances.

JUMIA has experienced a rapid growth, In November 2014, the Nigerian Startup declared that it had raised 120 million euros, then in March 2016, Goldman Sachs (investment bank in New York), AXA (French international group specializing in insurance) and Orange invested 326\$ million to continue the JUMIA development, in 2018, JUMIA experienced more than 42% growth in its business volume.

The group is active in the 11 countries that together accounted for 72% of Africa's GDP of €2 trillion, and 74% of Africa's consumer expenditure of €1.4 trillion in 2018, and that is according to the IMF and Euro-monitor, respectively.

4.2. JUMIA objectives

JUMIA underlined the following objectives

Short term objectives:

- Attract new customers.
- Connect African consumers with entrepreneurs to facilitate trades.
- Generate economic growth.
- Revolutionize the concept of shopping by offering customers the best experience of online shopping.
- Increase sales and therefore the sales force.
- Improve the reputation of the company.
- Convince people to buy.

Long term objectives

- Have a good image of the company.

- Maintain a sales growth rate higher than that of all competitors in its sector.
- Acquire a large share of the market.
- Retain its customers.

4.3. JUMIA Algeria

JUMIA is a multinational company, which was created in Algeria in 2014 with the goal and vision of becoming the first e-commerce in Africa with the implementation of best practices online and offline, presenting different products, it ensures delivery in 36 districts which can take from 1 or 2 days around Algiers, and 3 to 7 in other districts.

4.3.1. JUMIA Algeria service components

JUMIA is considered to be one of the main e-commerce business in Algeria, it provides both a website and an application for its users. It is made up of the following services:

- A. Seller service:** they are responsible for managing products and adding promotions on JUMIA Algeria, follow and process orders as soon as they are arrival. The marketplace: it is the linking of the offer (sellers) and the request (customers). Marketing is responsible for bringing customers to the site in such a way that they buy (they have a need) but they must have the choice and therefore the marketplace is responsible for bringing back sellers (business, auto-entrepreneur, individual) who want to sell on the JUMIA website/application

The seller on JUMIA goes through three essential steps:

- Acquire sellers: offer spaces on JUMIA, for companies who will present their products.
- The university step: train and equip the salespeople. JUMIA offers training at its salespeople to better master their professions because it is something new to them;
- Make the salespeople who have been acquired then trained efficient on the site operationally.

The stages of processing a request:

- Step1: The customer submits the request.
- Step2: The seller receives a notification of a new order by e-mail.
- Step3: The seller packages the item and places the order "ready to be dispatched".

- Step4: The seller drops the item off at JUMIA or calls the pick-up service to take up the order.
- Step5: JUMIA delivers the customer.
- Step6: JUMIA pays the company for its sales every week.

B. Customer service: It is a call center between clients and agents of JUMIA includes a system called OMS (Order and Management Service), and consists of two semi-services:

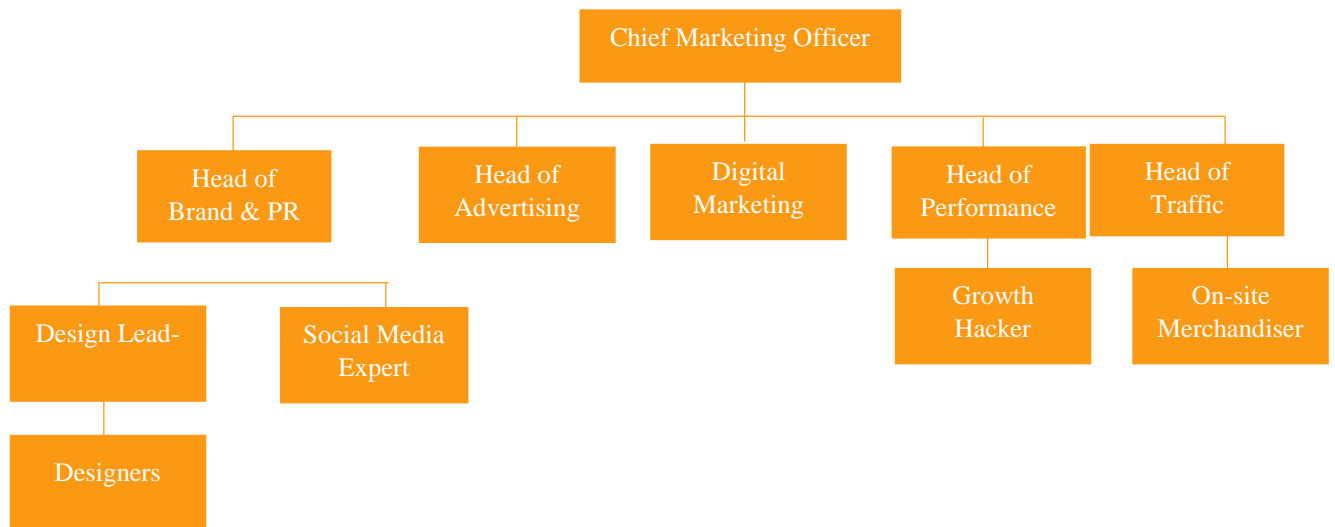
- Service in bond: are incoming calls by customers to place their orders
- Service out bond: are outgoing calls by JUMIA agents to contact the customers and confirm their orders, and notify them of the delivery date.

C. Content service: The main function of this service is to process, adjust, and modify the content of the advertisements that must appear on the site, update upload of products, Check prices, content, the product category, description, characteristics, image, product's, product's brand and the dimensions of the product.

4.3.2. JUMIA Algeria categories

- A. JUMIA mall:** It is an online shopping catalog, in other words, it offers several categories, several brands and several products, TV, Smartphone, household appliances, women's and men's fashion, beauty, hygiene, toys, sport, furniture, car...
- B. JUMIA food:** It's another category offered by JUMIA, this one is related to food, there's even an application for it, it provides food delivery and ordering is carried out with multiple restaurants in Algiers and pizzerias chosen by consumers, in relation to their locations.
- C. JUMIA services:** Provides a complete trade processing electronic platform through a network of warehousing and processing service providers orders and logistics managed by the company and managed by a third party, JUMIA services combines the capacities of its own carefully selected partners in an interface of homogeneous service, thus offering the best services available in each of its markets through a one-stop service interface.

Figure 1 Structural and organizational marketing department structure



Source: Department of Human Resources

**CHAPTER II: LITERATURE REVIEW
AND CONCEPTUAL MODEL**

1. Literature review

In this chapter we will present the literature review, then the conceptual framework of our research with the main concepts used

1.1. Perceived ease of use

Ease of use means the system layout, navigation series, and convenience to search either for a product or different information. It's far much like the concept of "convenience" introduced by (Srinivasan, Anderson, & Ponnnavolu, 2002)

or "user interface" used by (Szymanski & and Hise, 2000) a less achieving online retailer does not meet purchasers' expectation which could lead to clients not being happy with their time shopping on that internet application or website.

Perceived ease of use is related to the difficulty of accessing to the technical system and its display. Based on technology acceptance model (TAM) which was introduced by Davis (1986), users'-perceived ease of use is one of the most critical factors when they accept a system. (Davis F. D., 1986) Defines ease of-use as "the degree to which an individual believes that using a particular system would be free of physical and mental effort'

In other words, the extent to which users would believe that by utilizing a specific system, they would do it effortlessly, the more users' experience with a specific system is simple-to use, the higher their interest in the use of it

The core assumption in TAM is that the use of technology by individuals is determined by their acceptance of the technology itself, which is mainly determined by two important factors, perceived usefulness (PU) and perceived ease of use (PEOU) (Jones & & Kauppi, 2018)

PEOU could notably and indirectly have an effect on the customers repurchase attitude closer towards one online website or application considering the fact that consumers essentially opt for straight forward systems.

Furthermore, (Maddox & and Gong, 2005) Brought that perceived ease of use was also linked to perceived risk as well as the attitude towards online purchasing. Once customers perceived any risk, their inclination to online buying will certainly lower.

The Technology acceptance model hints that an online shopping web site or application that is easy to use usually create perceived usefulness, said that any amelioration in ease of use can help in increasing performance, which would have an impact on perceived usefulness (Venkatesh & and Davis, 2000).

It was proved in previous studies that both ease of use and perceived usefulness have an impact on the customer in online shopping (Devaraj, Fan, & and Kohli, 2002)

That is to say, perceived ease of use is the user's perception towards the process of using a website or an application which leads to obtaining benefits from it

1.2. Perceived usefulness

Further to perceived ease of use, based on the technology acceptance version mentioned before (TAM) brought by (Davis F. D., 1986) perceived usefulness is also another critical element in user acceptance of a device. The perceived usefulness of the system is related to its productivity, its effectiveness and its usual advantages to enhance consumer performance.

The center assumptions in the TAM are that individuals' utilization of the technology is mediated by their reputation of that technology, which in turn is decided by using cognitive elements perceived usefulness (PU) and perceived ease-of-use (PEOU) (Jones & & Kauppi, 2018)

In other words, it is the quantity to which a person believes that the use of a technology will strengthen the overall performance of his/her work. Consequently, the more beneficial an application or a web site is, the better the users' desire to use it.

According to (Ajzen & and Fishbein, 1980) a person who believes that acting in a certain behavior will lead to mostly positive outcomes will hold a favorable feeling towards performing the behavior. According to (Davis F. D., 1986) individuals form loyalty intentions towards online shopping based largely on a cognitive appraisal of how it will improve their shopping performance.

A customer is expected to develop feelings of satisfaction and would continue using the e-commerce when it is perceived useful to him/her (Bhattacharjee, 2001)

Customers who have a successful operation of product purchase in an efficient way, will be more likely to show repurchase intentions (Babin & and Babin, 2001) and prior research shows that PU have a meaningful influence on satisfaction (Devaraj, Fan, & and Kohli, 2002)

1.3. Perceived price

Price perception represents both value and sacrifice offered by the customer to get the product or service meant. Some of the studies found that a positive price perception have a good impact on purchase and repurchase intention (Petrick, 2002) (Ladhari.R, Gonthier.J, & Lajante.M, 2019).

(Fornell C. , 1992) Mentioned that customers always consider price when processing the product's or service's value.

Price is an important factor in customer's satisfaction, since most customers focus more on the price when they are evaluating the offered product or service (Vasić.N, Kilibarda.M, & Kaurin.T, 2019).

In the eyes of a customer, the price is what is sacrificed to get a product or a service, (Zeithaml V. , 1989). Pricing influences the customer's perceptions towards the provided product's value and usability, in consequence, it effects satisfaction (H. W. Kim, 2012).

Price has an impact on customer's satisfaction and experience in online shopping, according to, a significant number of customers have changed the previous retailer because of the pricing (T. Jiradilok, 2014).

Many customers shop online not only for convenience but for the offered prices as well, the goal is to find either same or lower prices than the ones in traditional stores (Maxwell & MaxwellS., 2001).

While shopping online, customers don't have the opportunity to view or try the product, they don't know if it is identical to the image on the website or applications, therefore, price perception is very important (Liu & and K. P. Arnett, 2000). Customers can have at their disposal multiples online stores and compare the products' prices in order to choose the lowest and know what e-commerce to use.

(Kotler & and Armstrong, 2016) Defined price as "The amount of money exchanged for a product and service. Furthermore, prices are a number of values that consumers exchange for the number of benefits by owning or using an item or service".

According to the previous studies, literature gave little insight when it comes to price and its influence on purchase or repurchase intention.

Perceived price is defined as the price envisioned by the customer. It is the personal or subjective perception of the determined product or service, and translate that through the concepts of “expensive” or “cheap” in their memory.

(Jung, 2014) Said that the customer’s price perception is the result of a personal cognition and perception. It is possible for a customer to have a high tolerance for the price when he is satisfied with the product’s performance (Anderson, 1996).

PP has a role in customer’s decision from whom to get the product or service, the needs and desires of each customers differ, so does their ability to pay a certain price which obviously effect their purchase behaviors. According to (Oliver, 1997) the customers judge the price by the service quality that comes with it and is also responsible for satisfy action or dissatisfaction.

Firms should control the customer’s price perception by offering low attractive prices yet keep a good quality in order to increase the customer’s satisfaction which itself will impact positively the repurchase intention.

(Jacoby & Olson, 1997) Talked about objective price which is the given price to the product or service by the company, and the encoded price which is the perceived price attributed by customers, they suggested that these two were not equal in the customers mind, in fact the perceived price is more important to the customer than the real one since it effects his buying behavior or purchase intention.

According to (Anderson, Fornell, & Lehmann, 1994) price is a major factor in customer satisfaction, it helps evaluating the value of a product or service, and since price is a sacrifice, customers usually tend to increase the total utility, and any augmentation in price, makes the customer believe he or she sacrificed more.

From a customer’s belief, price is the amount they give up to fulfill their needs or desire. They view it as a quality indicator which reflects their classical intellect "you get what you pay for" (Erickson & Johansson, 1985).

Thus, the perceived price is not the actual price of the a product, when customers shop online and find the product they are looking for with a meaningful price, they could identify the perceived price as either heap or expensive (Kashyap & Bojanic, 2000).

1.4. Perceived service quality

(Aydin & Özer, 2005) Consider high service quality to be a way and a tool to compete with other firms. Since service quality has an obvious effect on customers' satisfaction, in addition to trust, when customers receive a better service than they are expected before their purchase operation, they are satisfied, and they become more trustful with that e-commerce assuming they are useful and good providers.

Service quality can represent the comparison between the customer's perception of the received service and the expected service (Parasuraman, A., & Berry, 1998) and is how the consumers' feel about what the service provides and its excellence (Parasuraman, Zeithaml, & Leonard, 1988).

Any company with a high-quality service will have the opportunity to differentiate from its competitors, and we can define service as to which level a service, its attributes and methods can satisfy the customers' expectation.

Stated that SQ has been recognized multiple times as one of the important problems inside the service category (Clottey, Collier, & Stodnick, 2008).

Quality can have multiples definitions, such as "fit for use", "fulfillment of requirements" and even "variation". The American Society for Quality defines quality as "the totality of features and characteristics of a product or service that bear on its ability to satisfy expressed or implied needs" (Kotler P. , 2007).

This emphasizes that quality is centered on the customer, which means a company is able to deliver quality if its products match, or exceed customer's expectations and needs, and any company that achieve so, is a high quality one, on the other hand, if the offered service is the same as the expected one than it is considered satisfactory.

1.5. Experience

The concept of "Customer experience" comes from the book "Experience Economy" by Pine and Gilmore, which was published in 1999.

Researchers defined experience in multiples ways, said that experience happens once consumers get used to a specific product or service (Braunsberger & Munch, 1998)

'The Customer Experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction' (LaSalle & Britton, 2003).

The customer experience is personal and involves different feelings, the customer evaluates his experience depending on his expectation and from his interaction with the e-commerce (Schmitt, 1999).

The writers have the definition of experience as the chance that appears after goods, services and commodities. Customer experience is all kind of interactions between customers, products, firms and any other key related to the transaction.

(Gilmore & and Pine, 2002) Say that the customer cherishes a good experience, so competitive companies which offer such a journey have sustainable competitive advantages over the ones with competing products,

The same customer may have different experiences with the same product or service, the delivered offer is supposed to give memorable moments and make each customer feel special (Hoch, 2002)

From the previous studies, it shows that customers seek a positive and joyful shopping experience (Kim Y. , 2001)

Even some studies showed they the customer would pay more for a product or service as long as the experience is positive, and making the customer live that journey has become the central interest. (Davis & & Hodges, 2012) Identified interaction and complaint handling as factors influencing customer's experience and preference in e-commerce.

A customer EX arises from the customer's interactions with a certain product, firm or a part of it, resulting in a reaction being completely personal and sinuates the customer's implication and involvement from an emotional, rational, sensorial and even a physical feeling.

As mentioned in the literature, online customer experience is a personal, subjective reaction to the e-commerce, leading to a relationship between the customer and the online retailer (Trevinal & & Stenger, 2014).

(Rose, Clark, Samouel, & & Hair, 2012) Said that the online customer experience can have two components, the cognitive experience and the affective experience, but studies on this specific subject are still limited, even the lack of literature on it makes it hard to give a clear definition of the concept (Rose, Hair, & & Clark, 2011).

According to (Bedi, Kaur, & Lal, 2017) Online customer experience plays an important factor in purchase intentions even if the research field on this is still not explored. Customer's previous experiences are usually the initial step for purchase or repurchase. For instance, (Diallo & Siquerra, 2017) established that prior positive experience affects positively customer's purchase intention. Online shopping experience has an important role in online shopping behavior and in customer's repurchase intention (Khalifa & Liu, 2007).

Studies made by (Grewal, 2009) concluded that if the online shopping experience is positive and satisfactory, it can influence and increase repurchase intention. We can conclude that customer experience is all kind of interactions between customers, products, firms and any other key related to the transaction.

1.6. Trust

According to (Mayer, 1995) trust is "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustee, irrespective of the ability to monitor or control that other party".

(McKnight, 2002) Determined trust as one of the basis of e-commerce and considered it as a key element in the achievement of online retailers. As opposed to traditional commerce, trust in online shopping is primarily based on the customer's self-assurance in the whole process.

(Sirdesmukh, 2002) Defined consumer trust as "the expectations held by the consumer that the service provider is dependable and can be relied on to deliver on its promises".

Finally, (Hosmer, 1995) defined TR as "the reliance by one person, group, or firm upon a voluntarily accepted duty on the part of another person, group, or firm to recognize and protect the rights and interests of all others engaged in a joint endeavor or economic exchange"

The definition of trust varied from field to another, we will explain the meaning of the latter by drawing from the previous authors, past studies have showed trust among firms and purchasers is a key in order to increase the customer's desire to repurchase.

According to (Moorman, 1993) trust is the customer's wish to count on the second party which is the company that provides the product/service, similarly (Crosby, 1990) stated a

customer's faith in the salesperson to act in a way which will serve the customer's best interest on a long term basis.

Trust has an important role in the early usage and the continuous of using a certain product or service, for instance, the work of (Bart, Shankar, Sultan, & and Urban, 2005) declares a powerful positive relationship between both online trust and behavioral intentions. Therefore, trust plays an important role in nurturing the customer's repurchase intention which is mainly related to their experience during their purchase and the level of trust developed towards the e-retailer.

The next researchers (Qureshi, et al., 2009) observed that customer's repurchase intention in online shopping has a remarkable relationship with trust. (Cazier, 2007) Clarified that customers' trust will naturally decrease if they feel cheated or betrayed, hence the company ought to adhere to the promises they promote and keep their integrity.

According to (Eid, 2011) trust is defined as asset of beliefs which a customer holds towards certain supplier's characteristics and the future behavior of other suppliers, in other words the reliance a customer has towards a product or a service. (Jarvenpaa, Tractinsky, & Vitale, 2000) Said the prior experience has an important role in simplifying customer's repurchase intention. Because some retailers tend to promote products or services deceiving customers and effecting their purchase intention, and therefore influencing their trust in online products (Moodie, et al., 2012).

Moreover, the biggest limit to e-commerce is the absence of the physical relationship between the buyer and the seller and the product itself, which pressures retailers to be reliable in order to gain customer's trust.

(Yang, Natalyn, Lin, & and Chao, 2009) Investigated in his study the impact of an e-commerce website/application ethical performance on customer's trust and insisted on the significance of having a good privacy policy and describing the product perfectly so it could fit customer's expectations.

We will keep (Eid, 2011) definition since he defined trust specifically from the e-commerce pint of view.

1.7. Satisfaction

For more than 30 years, satisfaction has been the core concept of marketing it has been described in a different way by many researchers. Consumers' satisfaction has been taken

into consideration as one of the most critical constructs and one of the main objectives in advertising and marketing. Especially that it is considered as a predictor for purchase behavior.

Satisfaction is viewed as a multidimensional concept and may be perceived on multiple levels: satisfaction with the product and its performance, satisfaction with the sales staff and interaction with them, and the after-service satisfaction (Homburg C., 2001).

According to (Bloemer, Ruyter, & & Wetzels, 1999) satisfaction is the result of an evaluation made subjectively by the consumer where alternatives can meet or exceed expectations, in other words a comparison between performance and expectations.

In a review done by (Yi, 1991) it mentioned two ways of defining satisfaction, either as the final situation or outcome once the consumer goes through the experience, or as a process including the consumer's perception, evaluation and psychological state which all contributes in satisfaction.

Table 1: Definitions of customer satisfaction

Approach	Definition	Author
Satisfaction as an outcome	The buyer's cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone.	Howard and Sheth (1969)
	An emotional response to the experience provided by (or associated with) particular products or services purchase, retail outlets or even molar patterns of behavior, as well the overall marketplace	Westbrook and Reily (1983)
	As outcome of purchase and use resulting from the buyer's comparison of the rewards and the costs of the purchase in relation to the anticipated consequences	Churchill and Suprenant (1982)
Satisfaction as a process	An evaluation rendered that experience was at least as good as it was supposed to be	Hunt (1977)
	An evaluation that the chosen alternative is consistent with prior beliefs with respect to that alternative	Engel and Blackwell (1982)
	The consumer's response to the evaluation of perceived discrepancy between prior expectations and the actual performance products as perceived after consumption	Tse and Wilton (1988)

Source: (Yi, 1991)

Multiple researchers like (Parasuraman, 1985) and (Hill, 1996) highlighted that satisfaction is considered as a perception, which meant more effort into measuring, analyzing and explaining the information, furthermore Hill again considered customers' perception as a key in the theory of service gaps (explains the different service quality perceptions) which is based on examining the differences between expectations and experience.

Moreover, several other comparison standards were brought up in order to define SAT, just like in the research of (Churchill, 1982) suggests that the performance of the partial traits of a product is a totally crucial consumer satisfaction index, especially in the case of long-lasting goods.

Consumer satisfaction is distinguished as wishes and goals to reach a pleasing level of achievement and emotional response provided through a specific service (Oliver, 1997), customer satisfaction is a crucial element in knowing how to fulfill customer's needs and desires. All kinds of attitudes, perceptions and experiences can have an impact on the degree of customer's satisfaction or dissatisfaction which is precisely what effects repurchase intention (Cronin, 2000).

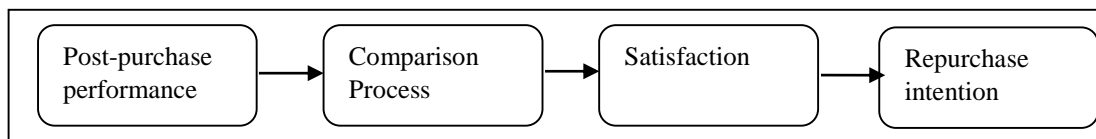
(Tianxiang & Chunlin, 2010) Focuses on the next indicators, consumer's pleased with online shopping experience, feeling confident shopping online, and being satisfied with the online shopping outcome to determine satisfaction.

It was noticed that if a company is able to satisfy a customer, it ends with greater retention rate, any positive comments and perception about a firm will increase the firm's profitability (Zeithaml V. A., 2000)

On the foundation of a survey with 297 online respondents, (Lee & Lin, 2005) discovered in their survey based on 297 respondents, the dominant out-turn of things like web portal's layout, reliability, and responsiveness on e-consumers' satisfaction, which in doubt has an impact on their purchase intention along with the more focus made by (Hsu, 2006) and colleagues mentioned that satisfaction could have a great influence on clients' online repurchase purpose.

According to (Kotler, 2000), consumers will take a step towards repurchasing once they are satisfied, hence it increases the will to shop online.

Figure 2: Post-purchase satisfaction process



Adapted from: (Andreasen, 1977)

Satisfaction is either the feeling of delight or disappointment which comes from the comparison of the performance of a specific product/service and expectations (Michael Tsiros, 2004), if the performance doesn't meet the underlined expectations, it results in dissatisfaction, if it matches them, the customer's satisfied (Lehmann, 2006).

(Li, 2010) Pointed that "customer satisfaction refers to a customer's evaluation of a specific transaction. A customer is satisfied when a purchase performs better than expected and is dissatisfied when expectations exceed performance."

To recap the previous definitions made, we can say that satisfaction is the consumer's happiness degree with the product or service offered against the sacrifice made by him, the perceived discrepancy between both his experiences, the performance of the offer and his expectations, this part precisely effects his will to continue repurchasing online or to reconsider his decision.

1.8. Repurchase intention

Online customer retention is an important theme in marketing, a few researchers have studied the latter in different contexts like, "online repurchase intention" (Khalifa, 2007), "Continue to shop online" (Mouakket, 2009)

According to (Hume, Mort, & Winzar, 2007) Repurchases are real acts, while repurchase intentions are the thought or the choice to do further purchase in the future from the same retailer,

Multiple researches were done in order to understand and know what can and pushes the customer to repeat his purchase, since it is the principle source of a firm's profit nowadays

and the base of a long-term relationship between the customer and the retailer resulting in a good word of mouth and loyalty, all in favor of the business.

According to (Pavlou.A.Paul, Liang, & Xue, 2007) maintaining online customers can be more difficult since the personal interaction is missing and the trustworthiness of the retailer isn't guaranteed. (Chou & Hsu, 2016) Defined repurchase intention as "a customer's re-use of the online channel to buy from a specific retailer"

Like mentioned before, attracting experienced customers costs less than the new ones. They are familiar with the whole process, and take less time evaluating and taking a decision (Chiu, Wang, Fang, & Huang, 2014)

In the present study, the links between after delivery service, satisfaction and trust in the retailer on customer repurchase intentions are examined using social exchange theory

In marketing, the real concern is the repurchase intention since it arises from customer's previous experience with other vendors, if either price, experience, satisfaction are not matched with sacrifice made by the customer, it's likely that his repurchase intention would decrease.

(Blau, 1964) Stated according to social exchange theory, people's view of a relationship with the other party depends on their perceptions of a fair play and stability of the negotiating exchange process. (Bowen, 1990) Says that the delivery service the customer comes across with during his purchase from a company can be considered as social.

People's perception of the relationship with the other party depends on their perception of fairness and balance in the process of negotiation, exchange or reciprocity. If the customer's satisfied with the after-delivery service given by the online supplier and his expectations are met, this enhances customer's trust since previous studies identified a positive relationship between satisfaction, trust and repurchase intention (Rose.S, 2012).

RI was adopted from social psychology and introduced in marketing as well, both investment model of commitment (Rusbult, 1980) and the social exchange theory (Thibaut & Kelley, 1959) described repurchase intention as to carry on or to preserve a relationship.

Nowadays most companies instead of focusing on an offensive marketing strategy which aims to gain new customer's in order the develop the market share, they are opting for a defensive marketing strategy which costs less than the latter and is based on persuading customers to repurchase again (Fornell, 1992).

The subject of repurchase intention and factors impacting it were the center of some previous researchers. Most consumer's purchases represent a possible repurchase (Peyrot, Mark, & Doren, 1994).

Repurchase intention is also defined as retention, which is a common term and variable in marketing relationships (Fullerton, 2005) the customer's decision to engage in more purchases with the same online retailer.

In repurchase intention, two forms have been identified, the intention to buy again, and the intention to recommend and refer the e-commerce used (Zeithaml, 1996). There have been a few discussions in the marketing field about repurchase intentions, and the previous purchase are related with the customer's future behavior are related (J, Bridson.K, Evans.J, & Morrison.M, 2005).

(Knox & Walker, 2001) confirm that the main objective of marketers is to focus on the committed purchasers because it's more promising and demands less resources, multiple researchers found that either trust or satisfaction are antecedents of repurchase intention, while (Ranaweera & Prabhu, 2003) found that both have positive effect on repurchase intention.

Another antecedent of repurchase intention is the experience with that specific online retailer according to (Kim & Park, 2013). It takes more than one repurchase for a customer to become profitable, which is why online vendors should focus on repurchase intention since repeated purchases are important in having a successful e-commerce. If satisfaction and value are found in a previous purchase, customers grow a will to re-buy (Park & Kim, 2003).

To summarize, we can identify repurchase intention as the customer's consideration or will to buy again and engage in more than one transaction with the same online vendor in the future.

2. Conceptual frame

In this section, we will present the different previous conceptual models done by the researchers, mention their methodology as well the obtained results; define the central concepts used in the research model and last but not least, present our used theoretical model and the research hypotheses.

2.1. Research objective

To conduct our research, we set ourselves the main objectives of measuring the effect of each:

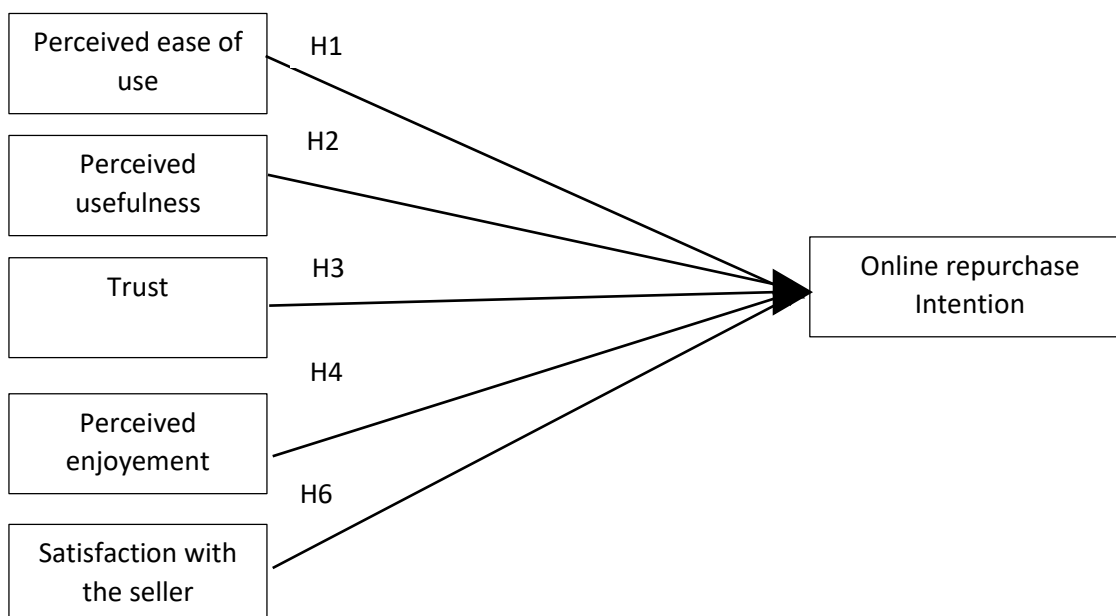
- The effect of perceived ease of use on repurchase intention in online shopping;
- The effect of perceived usefulness on repurchase intention in online shopping;
- The effect of service quality on repurchase intention in online shopping;
- The effect of perceived price on repurchase intention in online shopping;
- The effect of experience on repurchase intention in online shopping;
- The effect of trust on repurchase intention in online shopping;
- The effect of satisfaction on repurchase intention in online shopping;

2.2. Previous theoretical models

We were able to use as a reference for our theoretical model the following previous models:

2.2.1. First theoretical model

Figure 3: theoretical model N°1



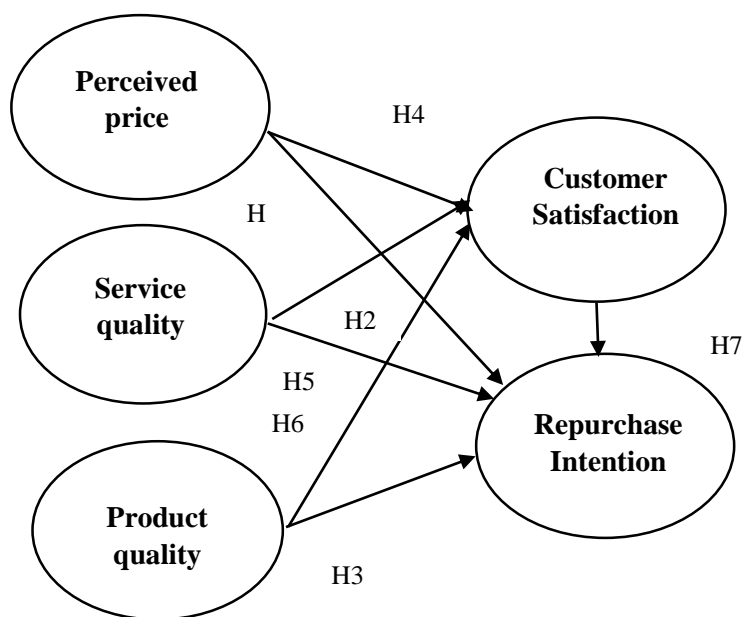
Adapted by (Tehreem, 2016)

This model was proposed by (Tehreem, 2016) in his study he focused on: perceived ease of use, perceived usefulness, trust, perceived enjoyment and satisfaction with the seller,

considering them as the most important factors that could affect customers' repurchase intention, for the purpose of his study, 180 respondents were selected and data was collected by using a questionnaire, results showed that perceived ease of use, perceived enjoyment regarding their experience with the online retailer, and last but not least satisfaction with the provider, leaving trust and perceived usefulness as the least crucial factor since they were not found very significant, It was mentioned that the sample size was considered as a limitation and the researcher emphasized that the result could change within a larger group of people.

2.2.2. Second theoretical model

Figure 4: Theoretical model N°2



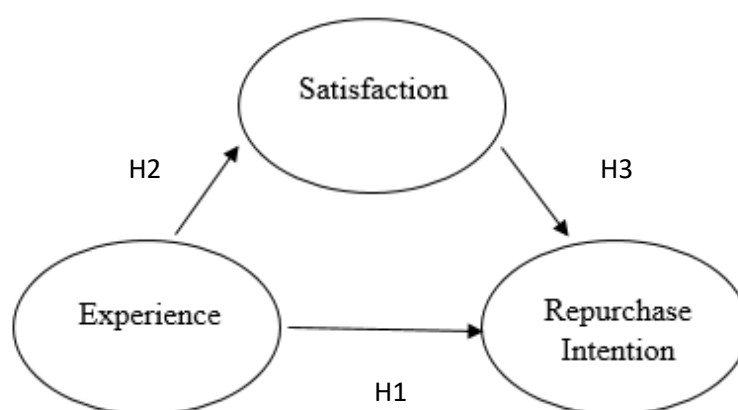
Adapted by (Tehreem, 2016)

The second model by (Suhaily, Soelasih, & Jaya, 2017) focused on the effect of other variables, on repurchase intention: perceived price, service quality, and product quality, the researcher opted for a quantitative method distributing a questionnaire on 184 with the requirement of previous online shopping.

Our main focus on this specific research are the impact of perceived price and service quality on repurchase intention, the results showed that both of the independent variables had a positive influence on customer's repurchase intention.

2.2.3. Third theoretical model

Figure 5: Theoretical model N°3



Adapted by (Diyanti, Yulinear, & Suharyati, 2020)

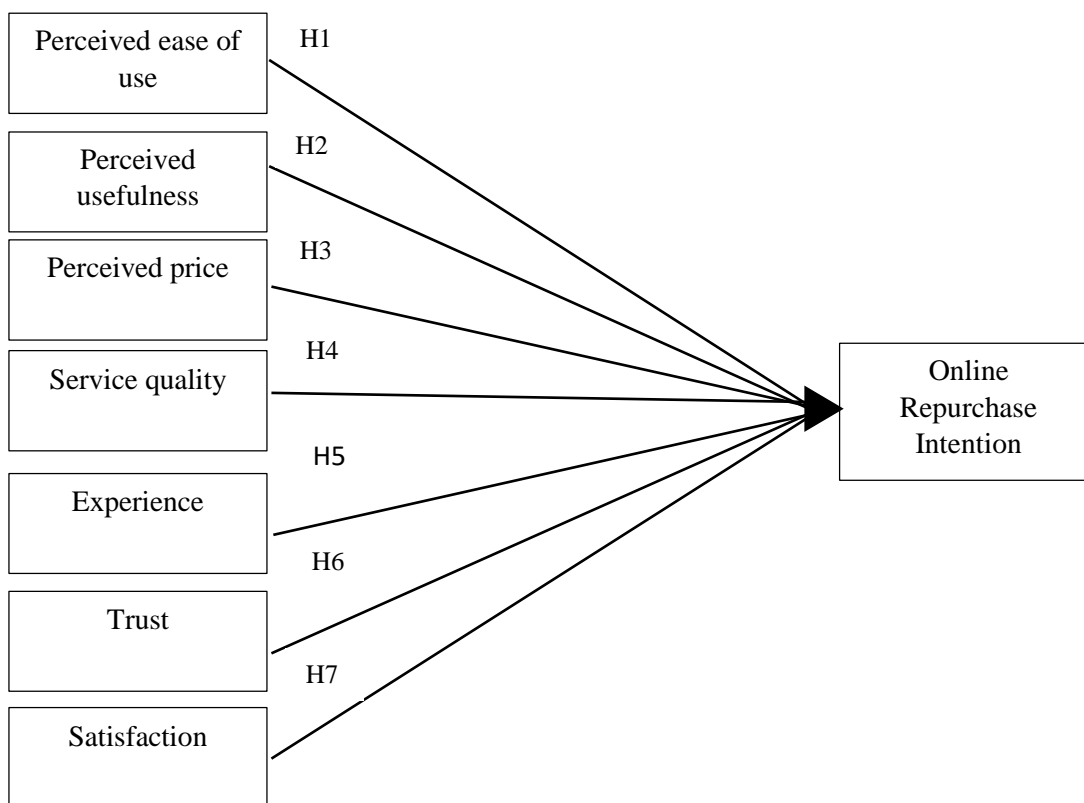
Not many researches included the relationship between the experience and repurchase intention. (Diyanti, Yulinear, & Suharyati, 2020) Realized this model (figure 5) and wanted to study the impact on experience and satisfaction on repurchase intention, using a quantitative method and emailing the survey, 100 replies were obtained. Since the previous model (figure 4) already explained the impact of satisfaction on repurchase intention, this study only emphasizes it, our main focus is the influence of experience on RI, the result showed a positive effect of experience on repurchase intention.

2.3. Applied theoretical model

The literature review led us to suppose a relationship between each of perceived ease of use, perceived usefulness, service quality, perceived price, experience, trust, satisfaction and repurchase intention. In order to study different categories of service quality, we've

used the marketing scales book by GORDEN which included the needed categories for this research.

Figure 6: Theoretical model



Source: Made by the researcher

2.3.1. Perceived ease of use

Perceived ease of use is “the degree to which one believes that using the technology will be free of effort” (Peng, Wang, & Cai, 2008). Perceived ease of use encourages users and customers to revisit the website or the application (Rice, 1997).

2.3.2. Perceived usefulness

(Al-Maghrabi, T., & C. and Halliday, 2011) Says that perceived usefulness is the strongest predictor of intention in TAM and continues to be the strongest predictor of customer continuance intention. “Perceived usefulness the degree to which a person believes using the technology is useful and will improve their performance” (Peng, Wang, & Cai, 2008).

2.3.3. Perceived price

(Lee & dan Lawson-body, 2011) Proposes that price perception is a consumer's rate and emotional associations of whether the offered price by the retailer and the compared price to other competitors is reasoning, tolerable or justifiable.

2.3.4. Service quality

Service quality is perceived as an important key to having a successful relationship with customers.

(Lewis & & Booms, 1983) Stated that service quality is an assessment, which represents the abilities and the performance of the delivered service to match the customers' needs

2.3.5. Experience

According to (Novak, Hoffman, & & Yung, 2013) in his study, experience is the considered to be the customers' subjective and inner responses when receiving an indirect or direct contact with the firm. In other words by (Schmitt, 1999) it is personal and involves different feelings, the customer evaluates his experience depending on his expectation and from his interaction with the e-commerce.

2.3.6. Trust

Trust has a major role in retaining customers. (Morgan, 1994) Explained that trust is the reliance on the exchange party being able to carry out its obligations, and driven to look for mutual beneficial gains and abstain from taking advantage of the relationship.

2.3.7. Satisfaction

Satisfaction comes from customers' evaluation concerning their experience with the firm (Han, et al., 2019). In which that judgment is obtained from whether the customers' level of expectation was matched or surpassed.

2.3.8. Repurchase intention

The first purchase from the company is often used to predict and measure the customers' repurchase behavior. According to (P.K., Geursen, & Carr, 2003) Repurchase intention is the customers' decision to purchase the product or service multiple times from the same fir, taking into consideration their own situation and circumstances.

2.4.Hypotheses

Based on the conceptual model selected and the literature review, we put forward the hypotheses which express the links between the variables of our research. It was assumed that Perceived ease of use, perceived usefulness, perceived price, service quality, experience, trust and satisfaction have an impact on repurchase intention.

2.4.1. Effect of perceived ease of use on repurchase intention in online shopping

As mentioned in the literature review, the TAM suggest that both PEOU and PU are crucial variables in the user's decision to adopt a technology, perceived ease of use is a basic factor in online repurchase intention (Davis F. , 1989). Customers will or will not develop repurchase intention towards a website or an application which is why it is a strong element in describing customers' repurchase behavior. (Tehreem, 2016) Affirms that perceived ease of use is an important predictor of repurchase intention. As well (Rezaei & & Amin, 2013) have established a significant relationship between the two variables, they deduced that if making a purchase online is easy, then it will likely result in repurchase, these studies lead us to our first hypotheses:

H1: Perceived ease of use has a positive effect on repurchase intent in online shopping

2.4.2. Effect of perceived usefulness on repurchase intention in online shopping

(Tehreem, 2016) Found that perceived usefulness didn't have any impact on repurchase intention and was not supported, even though in many previous studies the opposite was confirmed, (Juniwati, 2014) declared that perceived usefulness impacts customers' attitude towards online shopping, according to this, the influence of perceived usefulness can be positive or negative which encourages us to test the next hypotheses:

H2: Perceived usefulness has a positive effect on repurchase intention in online shopping.

2.4.3. Effect of perceived price on repurchase intention in online shopping

(Yulisetiari, Subagio, & Paramu, 2017) concluded that price perception has an influence on repurchase intention and if the price is matched with the customer's perception then it

will impact to the higher repurchase intention to shop online, and if it's not matched, then there will probably be no buying again. On the other hand (Paramananda & Sukaatmadja, 2018) confirmed the positive effect of the perceived price on repurchase intention, this leads to our fourth hypotheses:

H3: Price perceptions have a positive effect on repurchase intention in online shopping

2.4.4. Effect of service quality on repurchase intention in online shopping

(Zeithaml V. A., 1996) Service quality has been studied before as one of the factors influencing repurchase intention from a service perspective. (Cronin & Taylor, 1992) Looked into the relationship between service quality and repurchase intention and observed a positive relationship between the two variables. (Yulisetiari, Subagio, & Paramu, 2017) Whom we've referred to develop our theoretical model stated that service quality has a positive impact on repurchase intention since it was one of their factors they take into consideration while they shop online, this allows us to suppose:

H4: Service quality has a direct positive effect on repurchase intention in online shopping

2.4.5. Effect of experience on repurchase intention in online shopping

Not a lot of studies included a direct relationship between experience and repurchase intention in online shopping, yet the one made by (Diyanti, Yulinear, & Suharyati, 2020) Found a positive effect of experience on repurchase intention, so did (Ali Khan, Panditharathna, & Bamber, 2020) who focused more on the brand experience and concluded a positive relationship too, hoping we would support their conclusion, hence:

H5: Experience has a positive effect on repurchase intention in online shopping

2.4.6. Effect of trust on repurchase intention in online shopping

Having customers' trust is important for the company in order to make them repurchase again. In the research made by (Tehreem, 2016) the result was trust doesn't have an effect on repurchase intention in online shopping. But in other studies like (Arena, Guzel, Kabadayi, & Alpakan, 2013) it was confirmed that there's a positive relationship between the two, in order to well understand the influence of trust, we suppose the next hypotheses:

H6: Trust has a positive effect on repurchase intention in online shopping

2.4.7. Effect of satisfaction on repurchase intention in online shopping

Multiple authors studied the influence of satisfaction on repurchase intention and confirmed the positive connection between them, (Tehreem, 2016) concluded that satisfaction is considered as a predictor for repurchase intention and the study (Diyanti, Yulinear, & Suharyati, 2020) emphasize it as well, therefore we're encouraged the test the last hypotheses:

H7: Satisfaction has a positive effect on repurchase intention in online shopping

Table 2 Summary table of hypotheses

Variable	Concept	Hypotheses	
Dependent	Independent	Perceived ease of use	H1 Perceived ease of use has a positive effect on repurchase intent in online shopping
	Independent	Perceived usefulness	H2 Perceived usefulness has a positive effect on repurchase intention in online shopping.
	Independent	Perceived price	H3 Price perceptions have a positive effect on repurchase intention in online shopping
	Independent	Service quality	H4 Service quality has a direct positive effect on repurchase intention in online shopping
	Independent	Experience	H5 : Experience has a positive effect on repurchase intention in online shopping
	Independent	Trust	H6 Trust has a positive effect on repurchase intention in online shopping
	Independent	Satisfaction	H7 Satisfaction has a positive effect on repurchase intention in online shopping

Source: Made by the researcher

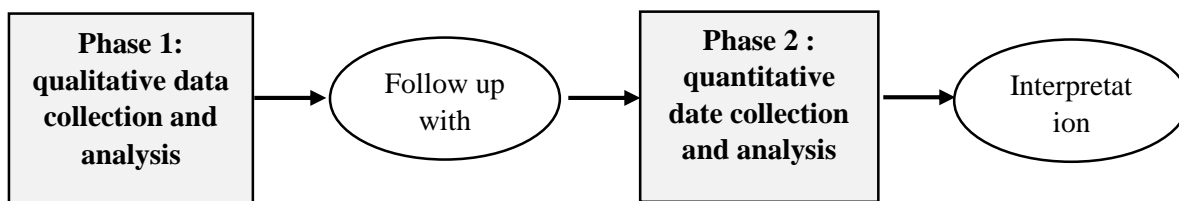
CHAPTER II: METHODOLOGICAL FRAME

In this chapter, we will discuss the pragmatic methodological approach chosen to conduct our study in terms of methods, instruments for collecting and analyzing the information collected. We will present the obtained results as well their discussion.

1. Methodological approach

In our study, we opted for a mix approach, qualitative and quantitative methods, which is considered complementary, whereby the qualitative method is used to understand and explore customers' perception towards of repurchase intention and extract the most important factors according to them in order to continue the usage of at JUMIA mall application, while the quantitative one is used for components to construct the survey which will be used to confirm or deny the underlined

Figure 7: Methodological approach



Source : (Creswell, 2011)

2. Methods and instruments for collecting information

We started our research by elaborating six individual interviews with JUMIA customers, the interviews were guided by different headings which included multiple questions to draw up a list of elements considered important by the researchers.

After the interviews were analyzed and key words related to the purpose of our research were identified, a survey was distributed online (Facebook, LinkedIn), in order to identify the factors that affect customers' repurchase intention while shopping online using JUMIA and support our hypotheses.

2.1. Used instruments

We used an interview guide and a survey to collect the information sought, (see annex A), in what follows we will present the structure of both instruments, as well as the measurement scales of the variables used in the survey and retained in our conceptual model.

2.1.1. Interviews

In order to collect primary information and use it in the next step, we conducted six semi-structured interviews with customers who had purchase from JUMIA before within a year using the application only, the choice of this method as a first step is meant to understand the customers' perception and get more genuine answers to the questions.

To have pertinent results, an interview guide was prepared including the next rubrics:

- Introduction: Presentation of the interviewer, the general context of the study and the purpose of the interview.
- Conditions: Declaration of confidentiality of the interview and approval of conditions, including signing a consent form.
- General questions: questions about previous purchase(s), the followed process, and what do the interviewers take into consideration the most while shopping online at JUMIA.
- Customers' perception: this rubric included multiple questions about customers' perception on JUMIA mall application, their experience, and what elements could impact their repurchase decision at JUMIA mall.

2.1.2. The interviewed selection:

In choosing the interviewed individuals, we opted for the purposive method according to the recommended approach by (Thiétart, 2014) According to the author this method is based on the researcher's judgment in the selection of interviewees.

Therefore the choice of our interviewees was made carefully and selected the targeted people, in whom the next criteria was found:

- The interviewed last purchase was made in less than one year
- The interviewed shopped online from JUMIA using the application.

Hence, six people volunteered and agreed to the terms of the interview, the below table represents information about the interviews made, for ethical reasons, the interviewees are presented anonymously.

Table 3: interviewees' profile

Interview number	Function	Region	Administration mode	Interview duration
1	Community manager	Alger	In person	15mns
2	General manager	Alger	By phone	30mns
3	Entrepreneur	Tipaza	By phone	25mns
4	PR in internal medicine	Alger	By phone	20mns
5	student	Alger	By phone	20mns
6	Unemployed	Biskra	By phone	25mns

Source: made by the researchers

2.2.1. Questionnaire

The survey was conceived based on pre-established objectives that we deemed fitting to help answer the research questions, to get the most relevant information is from our audience, and to be able to quantify the results so we can measure theme. We segmented our survey into five sections:

The survey was structured the next four sections: survey eligibility,

Using habits, online shopping factors and eligibility, they are detailed as follows:

- Eligibility: this section contains three questions which are used to filter respondents to keep only those who used and purchased from JUMIA within the last year using the application only.
- Buying behavior: this part includes buying frequency, reasons and concerns during the customers' buying process from JUMIA;
- Perceived ease of use: this section contains questions about the ease of use of the JUMIA application during the process of purchasing/repurchasing;

- Perceived usefulness: this next rubric is about how the JUMIA application is useful from the customers' perception;
- Perceived price: questions to measure the customers' price perception towards the products available and sold on JUMIA;
- Service quality: this section is composed of different parts related to the measurement of service quality (contact availability, delivery condition, delivery timeliness, return policy);
- Experience: this section is composed of 11 questions to help understand and measure the customers' previous experiences during their purchase/repurchase operation from JUMIA;
- Trust: this segment contains questions about trust which aim to measure the customers' trust towards JUMIA based on their previous purchases/repurchases;
- Satisfaction: this section is meant to measure the customers' level of satisfaction towards JUMIA according to their previous buying operation;
- Repurchase intention: as a last variable to measure, this part includes questions about customers' intention to repurchase from JUMIA in the next future;
- Respondents' profile: a descriptive part which allows to define the characteristics of each respondent. The questions used to obtain such information are: gender, age, socio-professional category, socio-professional, family situation, region and monthly income.

2.2.2. Measurement items:

In order to measure the study variables, we borrowed and adapted scales validated in previous literature. They are presented in Table 4

Table 4: Measurement items

Variables	Items	Authors
Perceived ease of use	<ul style="list-style-type: none"> ▪ I find JUMIA application easy to use. ▪ I like the ease-of-use of JUMIA application. ▪ Shopping using JUMIA application is clear and understandable. ▪ JUMIA application doesn't require a lot of effort. 	(Davis F. D., 1985) , (Childers, Carr, Peck, & Carson, 2001)
Perceived usefulness	<ul style="list-style-type: none"> ▪ This website would be useful in buying what I want. ▪ Shopping at this website makes my life easier. ▪ This website enables me accomplish shopping more quickly. 	(Davis F. D., 1985)
Perceived price	<ul style="list-style-type: none"> ▪ Buying goods from JUMIA may be expensive. ▪ I will probably save more money buying goods at JUMIA. ▪ JUMIA does not provide best discount options. ▪ Goods brought at JUMIA are cheaper than through other channels. 	(Hair, Black, Babin, Anderson, & Tatham, 1998)

<p style="text-align: center;">Service quality</p>	<p>Contact availability</p> <ul style="list-style-type: none"> ▪ This site provides a telephone number to reach the company. ▪ This site has customer service representatives available online. ▪ It offers the ability to speak to a live person if there is a problem. 	<p style="text-align: center;">(Blut, 2016) & (Parasuraman, Valarie A, & Malhotra, 2005)</p>
	<p>Delivery timeliness</p> <ul style="list-style-type: none"> ▪ The product is delivered by the time promised by the company. ▪ This website makes items available for delivery within a suitable time frame. ▪ It quickly delivers what I order. 	
	<p>Return policy</p> <ul style="list-style-type: none"> ▪ The product is delivered by the time promised by the company. ▪ This website makes items available for delivery within a suitable time frame. ▪ It quickly delivers what I order. 	
<p style="text-align: center;">Experience</p>	<ul style="list-style-type: none"> ▪ I have received necessary purchase confirmations. ▪ Operations were easy to perform. ▪ Returns policies were clear. ▪ The retailer provides a wide range of product choices. ▪ I felt safe during the online purchase process. 	<p style="text-align: center;">(Janda, Trocchia, & Gwinner, 2002), (S, Hair, & M, 2011)</p>

	<ul style="list-style-type: none"> ▪ I was provided with all the necessary information during the online experience. ▪ The online experience matched my individual needs and expectations. ▪ I felt comfortable during the online experience. ▪ I was in control of the process. ▪ I enjoyed the online shopping experience. 	
Trust	<ul style="list-style-type: none"> ▪ Based on my experience with JUMIA in the past, I know it is honest. ▪ Based on my experience with JUMIA in the past, I know it cares about its customers. ▪ Based on my experience with JUMIA in the past, I know it is not opportunistic. ▪ Based on my experience with JUMIA in the past, I know it keeps its promises to its customers. ▪ Based on my experience with JUMIA in the past, I know it is trustworthy. ▪ Based on my experience with JUMIA in the past, I know that the transactions will be successful. 	(Gefen, Karahanna, & Straub, 2003)

Satisfaction	<ul style="list-style-type: none"> ▪ I am satisfied with my decision to purchase from JUMIA. ▪ My choice to purchase from JUMIA was a wise one. ▪ I am happy I made my purchase at this web. 	(Anderson & Srinivasan, 2003)
Repurchase intention	<ul style="list-style-type: none"> ▪ I would like to prolong using JUMIA for purchasing products. ▪ For my future requirements I will use JUMIA. ▪ I have a plan to continue using JUMIA for future purchase. ▪ I intend to recommend JUMIA for people around me. 	(Parasuraman, Valarie A, & Malhotra, 2005)

Source: Made by the researcher

3. Sampling

The studied population is composed of JUMIA's customers, all ages, genders and all socio-professional categories combined

3.1.Sampling method

We have selected the research sample according to a convenience method, so it is a non-probability sampling. To do so, we have share out survey online via Google forms platform.

3.2.Sample size

According to specialists, for the sample to be representative it is necessary to have a large number of respondents, but not too large so the analysis can be done rapidly and the costs are minimized. We set a target of 100 respondents, but we were able to validate only 91 questionnaires.

4. Practical modalities of the survey

In this part we will present the duration and period of the survey, as well as the administration mode of the selected questionnaire.

4.1. Research period

Data collection took place from 04/08/2021 to 02/09/2021 on all districts from Algeria. We also performed a pretest of the questionnaire from 01/08/2021 to 02/08/2021 to make sure everything was clear.

4.2. Administration mode

We administered the questionnaire over the Internet via Facebook and LinkedIn. Mainly in groups and pages, since we are targeting a wide e-commerce business. Respondents were invited to share and distribute the questionnaire to people whose last purchase from JUMIA was not over a year ago.

Chapter IV: RESULTS AND DISCUSSION

This chapter will be devoted to the analysis obtained from both the interviews and the survey which will reflect customers' perception of ease of use, usefulness, price service quality, as well as their trust, satisfaction and repurchase intention using JUMIA in future.

We would present the overall structure of the sample using descriptive statistics as well the results of the analyses. We first proceed by exposing methods, processing and analysis techniques used, then present the profile of respondents and finish with the analysis carried out. These are descriptive, exploratory analyzes for the validation of scales and explanations for hypotheses tests.

1. Results presentation

1.1. Data processing and analysis for the qualitative study

The processing of the collected data and their analysis for the qualitative study were carried out using software Microsoft Word for the transcription, then Nvivo in order to create initial codes and combine them into themes that later on will be measured.

Table 5: Interviews key words

	Interview 1	Interview 2	Interview 3	Interview 4	Interview 5	Interview 6	Components
- Easy	X	X	X				Perceived ease of use
- Clear	X		X		X		
- Fluid	X			X		X	
- Practical	X	X			X	X	Perceived usefulness
- Useful		X	X		X	X	
- Expensive	X	X	X	X		X	Perceived price
- Discounts	X		X	X	X		
- Delivery on time	X		X	X	X		Service quality
- Return reclamations	X	X	X			X	
- Customer service	X	X	X		X	X	
- Previous purchase	X		X	X	X		
- Purchase process	X	X	X	X			Experience
- Leader	X		X	X		X	Trust
- Multinational company	X		X	X		X	
- Positive first purchase	X	X	X		X	X	
- Happy	X			X	X	X	Satisfaction
- Satisfied	X	X	X			X	
- Disappointment	X	X		X	X	X	
- Repurchase again	X		X	X	X	X	Repurchase intention
- Absolutely		X	X	X	X		
- Not sure							

Source: Made by the researcher

1.1.1. Perceived ease of use:

At the most basic level, Perceived ease of use construction includes perceptual evaluation , it indicates the easiness and the clarity of the e-commerce JUMIA application , the participants commonly agreed that JUMIA application was very clear , fluid , well organized and oriented, it's easy to find the different categories and select the right products, they loved that the stock was always updated since it kept them informed, yet some of them mentioned that it would be preferable to focus on the product description more , verify the translation for example, one participant explained

“Le descriptif d'un produit, on prend un produit lambda à l'intérieur dans son descriptif des fautes, ce n'est pas des fautes d'orthographe, des fois carrément on sent que c'était du copié collé de la traduction Google” (interview 1- General manager)

And add more information about it like mentioned by another participant

“On a bien envie de connaître l'origine du produit” (interview 5 – student)

1.1.2. Perceived usefulness

Perceived usefulness is defined as the importance of JUMIA application in the consumer's online shopping habit, all of the interviewed people said that they do find it quiet useful, one of them mentioned it was helpful during 2 years specifically because of covid19, the most frequently repeated words in the constructs were practical as shown in the following verbatim

” Oui c'est très pratique » (interview 2- digital advertising assistant)

Time and energy saving, availability of promos and discounts, another participant explained

“On évite de se déplacer quand on est occupé ou fatigué, et on a l'occasion de profiter des promotions “ (interview 3 – entrepreneur)

And multiple offers by retailers for the same product were available, and last but not least the delivery option was a plus

1.1.3. Perceived price:

In this case the answer was collective and it was found that the products' prices were usually higher than the ones encountered in the traditional malls, but it could depend on the

product category itself, they added that the delivery fee could make the process a little bit more expensive and that's why they cease discounts opportunities, this participant commented that:

“Sinon globalement les produits sans promotion sont un peu plus cher”(interview 1- General manager)

Another one added

“Ça dépend de ce que tu achètes, ça dépend du produit oui.” (Interview3- entrepreneur)

1.1.4. Service quality

The respondents agreed on finding it easy to contact the brand before buying, while executing their purchase, and they mentioned that delivery service is on point for not making delays and dealing with nice delivery workers, unfortunately it was mentioned again that they struggled reaching out to the customer service in the post-purchase phase like stated down below

“Pour l’achat oui, pour les réclamations non”“(interview 1- General manager)

“Je voulais rendre un produit et ça n’a pas été facile pour moi.”“(Interview3- entrepreneur)

And they suggested that not only JUMIA’S customer service should make more efforts in dealing with reclamation and satisfying their clients.

1.1.5. Experience

Participants shared that it was easy to carry out the online buying process using the application, and they appreciated the delivery worker calling them during the delivery process to verify and keep them informed, overall their experience was positive and good during the purchase phase, one participant said that

“Les plus part de mes expériences étaient positives et dans les délais” (interview3- entrepreneur)

In addition, they had a different opinion considering the products' quality, some delivery guys and the post-purchase phase, where they found it quiet difficult to contact the customer service in order to return or exchange their order as shown in the verbatim below

“Il y a eu des déceptions par rapport aux difficultés des retours et déceptions parfois la qualité du produit“(interview 1- General manager)

1.1.6. Trust

This category of constructs relates to the customer's trust towards JUMIA, the answers received were mostly positive, customers trust JUMIA as a brand, a company, and they take into account that it is the first e-commerce in Algeria being experienced and well reputed, but they confessed that their trust towards the products being commercialized by JUMIA is less than the latter for instance, one participant revealed

“C'est la confiance, et avec JUMIA la confiance produit est un peu basse pour le fait que ce n'est pas identique ou il y a une mauvaise description“(interview 1- General manager)

Above that, not being able to return unwanted products easily like stated by one interviewed

1.1.7. Satisfaction

Overall, customers were satisfied with the JUMIA and its services as an online shopping application, the variety of products offered to them, and were happy about the delivery time and guys like mentioned

“Par rapport à la disponibilité des produits, la rapidité de livraison“(interview3- entrepreneur)

Yet, a disappointment was expressed again in the quality of the product received, not being fully identical to the picture presented online from some customers and not being able to contact the customer service another participant explained

“C'est que le produit que j'ai acheté ne ressemblait pas à 100% à celui qui était sur la photo“(interview 5 – student)

1.1.8. Repurchase intention

The final category of constructs refers to the customers' decision of repurchasing from JUMIA while using the app again or not, their responses were mostly positive and they are

ready to purchase again as said by one of the interviewed

“Oui, absolument” (interview 2- digital advertising assistant)

1.2. Data and analysis for quantitative study

The processing of the data collected and their analysis were carried out using IBM software SPSS, version 20.0.

Regarding the quantitative data for reasons of visibility, understanding and organization we used the software Microsoft Excel, version 2013 to simplify and make charts more readable.

Regarding the analysis strategy, we started by coding the extracted key words and checking the reliability test of our scales (Cronbach's alpha) followed by a principal component analysis (PCA). After that we tested our hypotheses using multiple linear regressions.

1.2.1 Sample description

The respondents' profile in the research presented in the below table, shows that most of them are women, aged between 25-34, either students or employees, single, reside in Algiers (61.5%), with a salary of less than 20 000DA or over 50 000DA.

Table 6: Respondents' profile

Variables	Characteristic of the variables	Effective	Percentage (%)
Gender	Man	38	41,8%
	Woman	53	58,2%
Age	18-24	26	28,6%
	25-34	44	48,4%
	35-44	10	11%
	45-54	5	5,5%
	55-64	6	6,6%
	65 and above	0	0%
SPC	Employee	30	33%
	Employer	1	1,1%
	Senior manager	14	15,4%
	Traders, independents and craftsmen	11	12,1%
	Student	30	33%
	Unemployed	5	5,5%
Matrimonial status	Single	54	59,3%
	Married without children	11	12,1%
	Married with children	25	27,5%
	Divorced	1	1,1%
	Widowed with children	0	0%
Residential district	Algiers	56	61,5%
	Oum El Bouaghi	2	2,2%
	Tlemcen	3	3,3%
	Tizi Ouzou	2	2,2%
	Blida	5	5,5%
	Setif	5	5,5%
	Annaba	2	2,2%
	Constantine	5	5,5%
	Oran	1	1,1%
	Tipaza	5	5,5%
	Bordj Bou Arreridj	2	2,2%
	Souk Ahras	2	2,2%
	Aïn Témouchent	1	1,1%
	Monthly income	Less than 20 000 DA	31
21 000 to 30 000 DA		16	6,6%
31 000 to 40 000 DA		14	15,4%
41 000 to 50 000 DA		10	11%
More than 50 000 DA		30	33%

Source : Made by the researcher

1.2.2. Univariate descriptive analysis

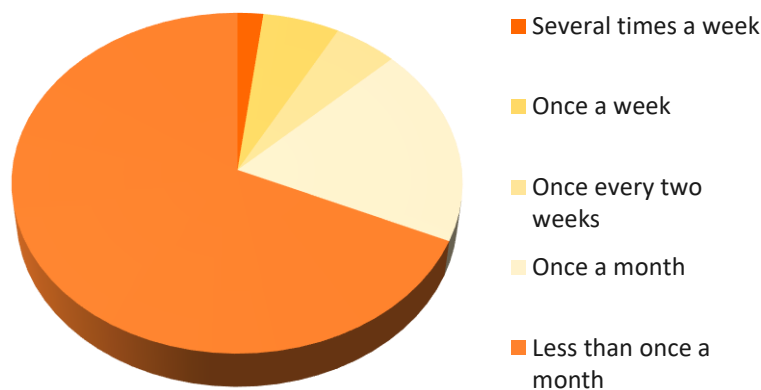
In what follows, we will present the univariate descriptive analysis for the variables of our theoretical model.

1.2.2.1.Purchase frequency

CB1.How often do you buy from JUMIA?

We conclude that 68.3% of our respondents use JUMIA mall less than once a month to make their purchase online, 18.8% of them use it around once a month, and the rest shop tend to shop at JUMIA mall more frequently.

Figure 8: online Purchase frequency at JUMIA



Source: Made by the researcher from SPSS outputs

1.2.2.2. Online shopping reasons

CB2. What are the reasons you shop from JUMIA

The results show that the main reason for respondents to shop from JUMIA mall is to save time with a result of 55% and for convenience as a second main reason with 32%, while the other reasons are the product/service not being available online or for the better price caused by the online promotions with a result of 26% and 19% respectively.

Figure 9: Reasons for shopping online at JUMIA



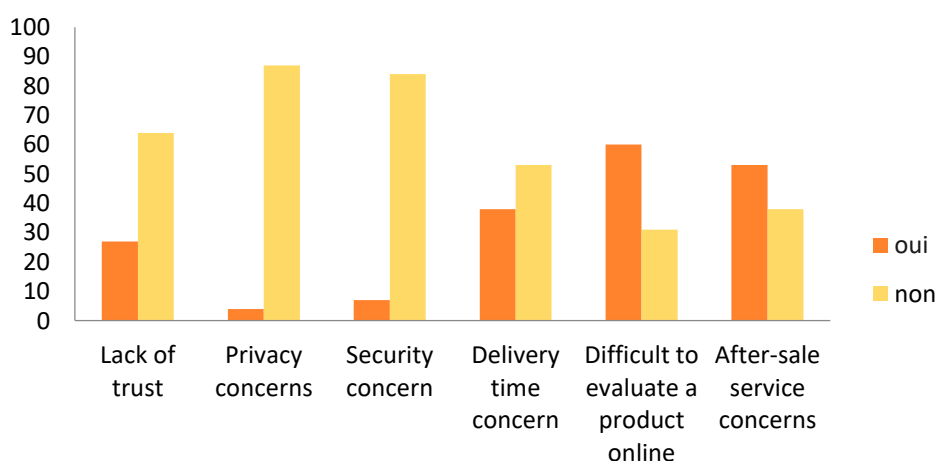
Source: Made by the researcher from SPSS outputs

1.2.2.3. Online shopping concerns

CB3. What are your concerns while shopping from JUMIA?

The presented results show that the main concerns for respondents while shopping from JUMIA mall are: difficulty to evaluate the product online with 60%, the after-sale service with 53% and delivery time concern with 38%.

Figure 10: Concerns for shopping online at JUMIA



Source: Made by the researcher from SPSS outputs

1.2.3. Evaluation of repurchase intention factors

The results presented in this part concern the repurchase intention at JUMIA mall through the different factors perceived ease of use, perceived usefulness, perceived price, service quality, experience, trust and satisfaction.

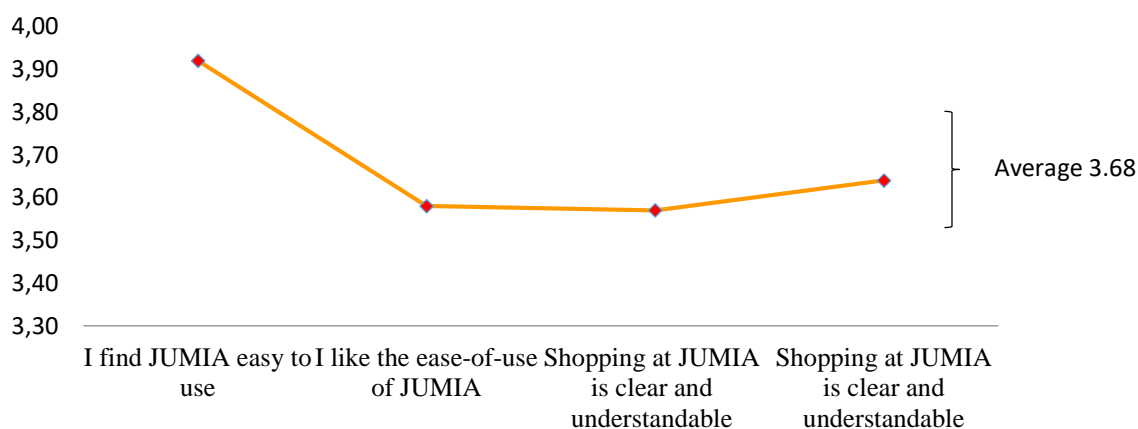
Each graphic illustrates the average for the variables in question, the average was calculated from the items which were measured using on a point 5 Likert scale.

It is to note that the higher the average is, the more respondents have a better perception of ease of use (4 items), usefulness (3 items), perceived price (4 items), service quality (9 items), experience (8 items), trust (6 items), satisfaction (3 items) and repurchase intention (4 items) towards the JUMIA mall application.

1.2.3.1. Perceived ease of use

The graph below confirms that the perceived ease of use for respondents is above the average (the score for perceived ease of use is 3.68) which explains that most of JUMIA's customers find it easy and clear to use the application

Figure 11: perceived ease of use average score



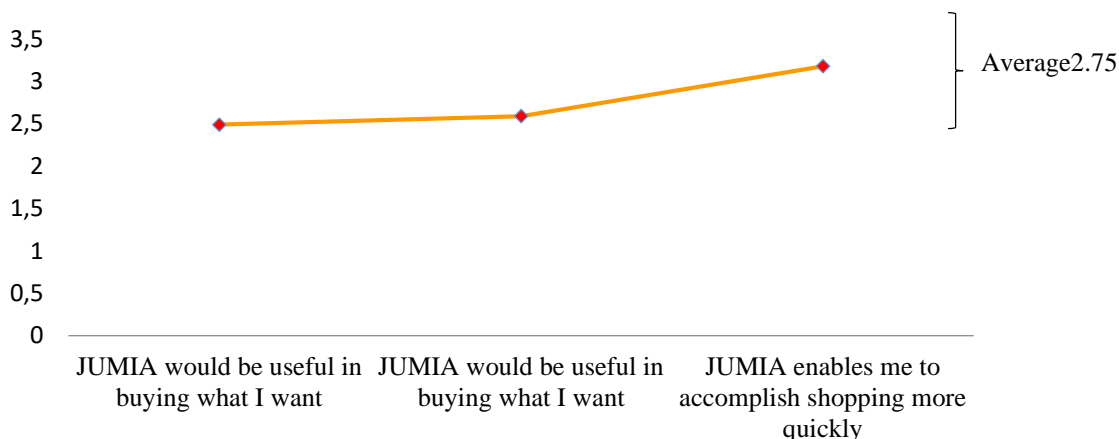
Source: Made by the researcher from SPSS outputs

1.2.3.2. Perceived usefulness

The graphic exhibits perceived usefulness of JUMIA mall application evaluated by the respondents is a little above average (the average result for perceived usefulness is 2.75),

Respondents confirm that JUMIA mall application is not that useful to them when it comes to online shopping, and that could possibly go back to the previous mentioned concerns.

Figure 12: perceived usefulness average score

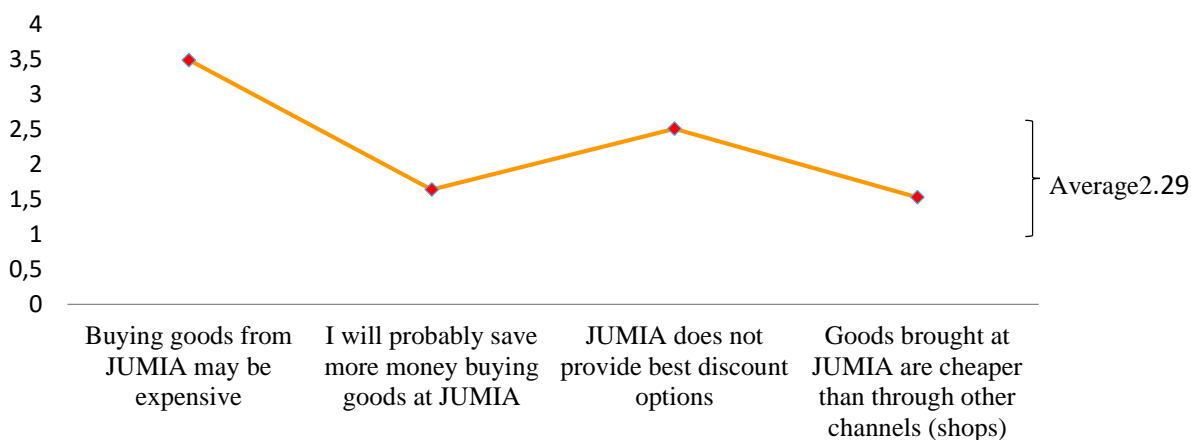


Source: Made by the researcher from SPSS outputs

1.2.3.3.Perceived price

The graphic down below presents the average note for perceived price, (the average for perceived price is 2.38) which is below average and shows that respondents gave a weak price perception towards JUMIA mall prices as an online shopping store.

Figure 13: Perceived price average score

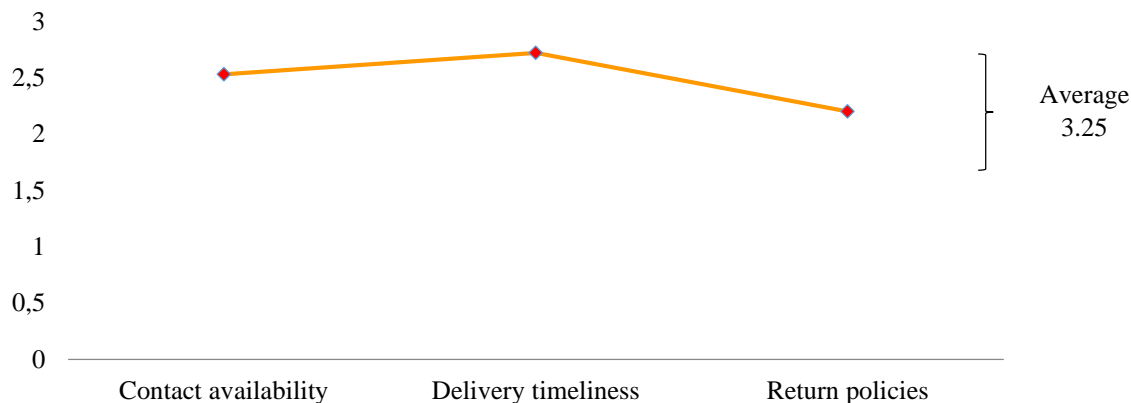


Source: Made by the researcher from SPSS outputs

1.2.3.4.Service quality

The next graphic represents the respondents’ service quality evaluation, respondents affirm that the contact availability and delivery timeliness provided by JUMIA is a little above average (2.53 and 2.71) respectively, while return policies score is (2.19), in conclusion, the global score for service is (2.50) which means respondents affirm the service quality offered by JUMIA mall as an online shopping store is average.

Figure 14: Service quality average score

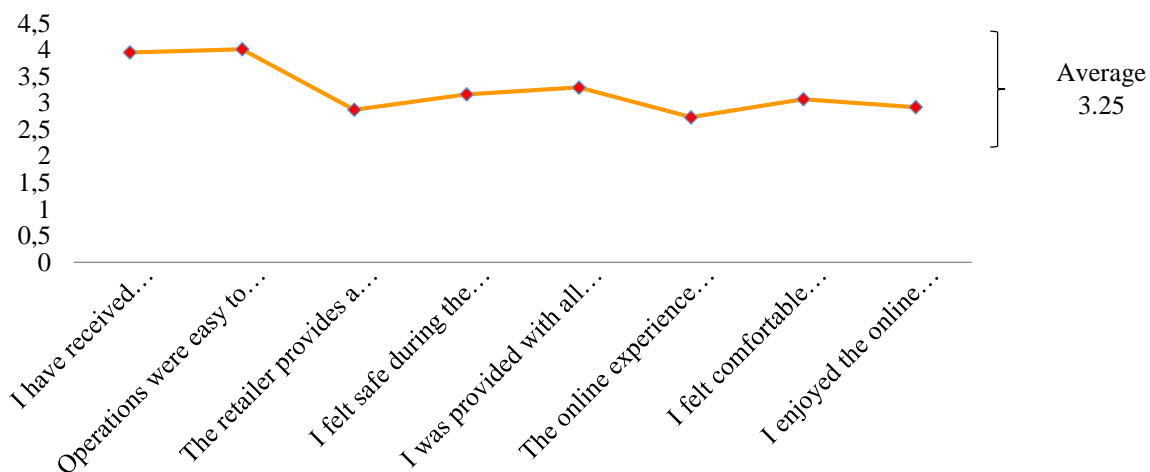


Source: Made by the researcher from SPSS outputs

1.2.3.5.Experience

The down below graphic shows the respondents’ experience with JUMIA mall during their purchase or repurchases operations, (the score for experience is 3.25), and the respondents confirm their past experiences were above average.

Figure 15: Experience average score

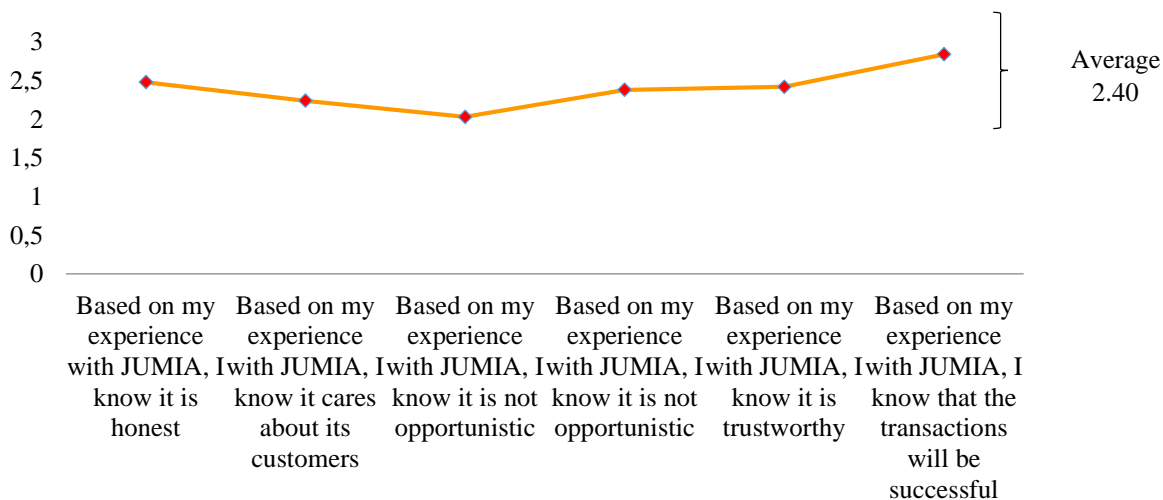


Source: Made by the researcher from SPSS outputs

1.2.3.6.Trust

The graphic exhibits the evaluation of respondents’ trust towards JUMIA mall, (the average of trust is 2.40), and this explains that respondents have a weak trust level towards JUMIA mall as an online shopping store.

Figure 16: Trust average score

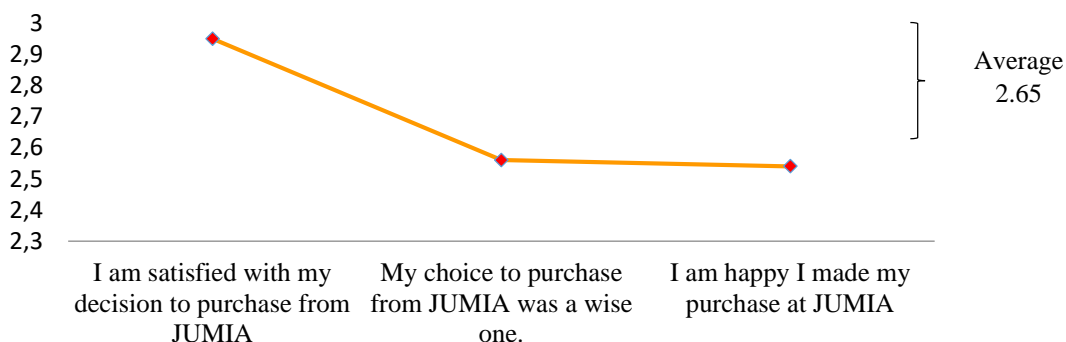


Source: Made by the researcher from the SPSS outputs

1.2.3.7.Satisfaction

The graphic illustrates the satisfaction of respondents towards JUMIA mall, (the average of satisfaction is 2.65) which is a little bit above 2.50, therefore respondents are moderately satisfied with JUMIA mall as an online store to make their purchases/repurchases.

Figure 17: Satisfaction average score

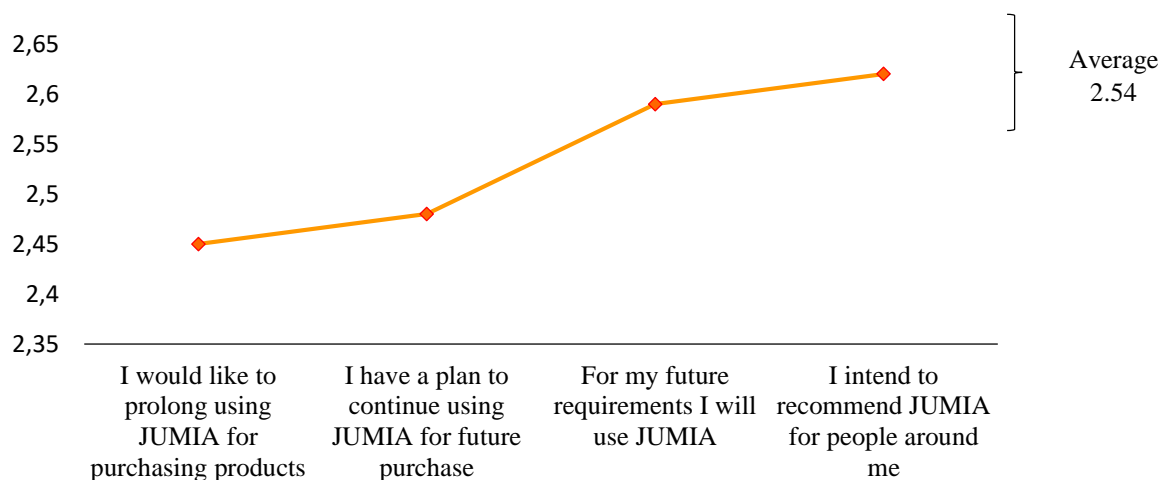


Source: Made by the researcher from SPSS outputs

1.2.3.8.Repurchase intention

The graphic presents the results of the respondents’ repurchase intention from JUMIA mall, (the average score for repurchase intention is 2.54), and this explains that respondents are moderately considering using JUMIA mall application for their future purchases.

Figure 18: Repurchase intention average score



Source: Made by the researcher from SPSS outputs

1.2.4. Internal reliability analysis

Internal reliability of the instrument was conducted by finding the Cronbach's alpha coefficient which is an index of consistency associated, it ranges from 0 to 1 and it may be used to describe the reliability of items obtained from multi-point formatted questionnaires or scales (i.e., rating scale: 1 = very low, 5 = very high). The higher the score, the more reliable the scale is. (Hair, Arthor, & al, 2007) Propose that a minimum of 0.6 can be accepted in exploratory research.

Reliability of investigation queries has been accepted because of $\alpha > 0.6$ in all variables but perceived price, which will be discussed further more. So results and findings of the study could be used for further investigations.

Table 7: Cronbach's alpha results on the theoretical model

Variables	Items	Cronbach's alpha
Perceived ease of use	4	0.925
Perceived usefulness	3	0.664
Perceived price	4	0.184
Perceived service quality		
▪ Contact availability	3	0.710
▪ Delivery timeliness	3	0.829
▪ Return policies	3	0.7780
Experience	8	0.880
Trust	6	0.930
Satisfaction	3	0.845
Repurchase intention	4	0.905

Source: Made by the researcher from SPSS outputs

1.2.5. Principal component analysis

We have performed PCRs to verify the validity and reliability of the quality of our measurements scales. We have determined thresholds recommended in the literature. For the correlations we only accepted correlations greater than 0.5.

1.2.5.1. Perceived ease of use

The KMO index indicates a high correlation between variables, with a value equal to 0.827, which is greater than 0.5. We can then say that all the items selected are moderately consistent, and Bartlett's test, Also, Bartlett's test is insignificant.

Table 8: Perceived ease of use KMO and Bartlett's test

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality.		0,827
Bartlett's sphericity test	Chi-square approx.	291,505
	ddl	6
	Signification	0,000

Source: Made by the researcher from SPSS outputs

From the component matrix all the items are well correlated with each other, the strongest correlation obtained is (0.843) between the items [I like the ease of use of JUMIA] and [Shopping at JUMIA is clear and understandable] (annex C)

A principal component analysis based on the items of the measurement scale the perceived ease of use, allowed us to confirm the unidimensionality of the used scale. This unidimensionality is represented by a single factor which explains 82.176% initial information.

Table 9: perceived ease of use total explained variance

Component	Initial eigenvalues			Extraction sums of squared loading		
	Total	% of variance	% cumulative	Total	% of variance	% cumulative
1	3,287	82,176	82,176	3,287	82,176	82,176
2	0,347	8,685	90,861			
3	0,224	5,605	96,465			
4	0,141	3,535	100,000			

Source: Made by the researcher

The component matrix indicates that all items have an excellent structural coefficient. From the table relating to the matrix of components, it indicates that all items have an excellent structural coefficient, so we will retain all items in our analysis.

Table 10: Perceived of use component matrix

	Components
	1
I find JUMIA easy to use	0,910
I like the ease-of-use of JUMIA	0,935
Shopping at JUMIA is clear and understandable	0,899
JUMIA doesn't require a lot of effort	0,881

Source: Made by the researcher from SPSS outputs

1.2.5.2. Perceived usefulness

The KMO index of the second variable indicates a moderate correlation between variables, with a result of 0.656, which is still greater than 0.5. We can then say that all the items selected are moderately consistent, Bartlett's test in our case shows that the factor model is suitable for all dimensions, so it is meaningful.

Table 11: Perceived usefulness KMO and Bartlett's test

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality.		0,656
Bartlett's sphericity test	Chi-square approx.	38,252
	ddl	3
	Signification	0,000

Source: Made by the research from SPSS outputs

From the correlation matrix all the items are moderately correlated with each other, and the strongest correlation obtained is (0.429) between the items [shopping at JUMIA doesn't require a lot of effort] and [Shopping at JUMIA makes my life easier] (annex C)

A principal component analysis was made on the scale of perceived usefulness which allowed us to confirm the unidimensionality of it. This unidimensionality is represented by a one factor that explains 59.841% of initial information.

Table 12: perceived usefulness total explained variance

Components	Initial eigenvalues			Extraction sums of squared loading		
	Total	% of variance	% cumulative	Total	% of variance	% cumulative
1	1,795	59,841	59,841	1,795	59,841	59,841
2	0,646	21,535	81,377			
3	0,559	18,623	100,000			

Source: Made by the researcher from SPSS outputs

The component matrix indicates that all items have a good structural coefficient at so we will continue the analysis for the rest of the items.

Table 13: Perceived price component matrix

	Components
	1
JUMIA doesn't require a lot of effort	0,800
Shopping at JUMIA makes my life easier	0,768
JUMIA enables me to accomplish shopping more quickly	0,753

Source: Made by the researcher from SPSS outputs

1.2.5.3. Perceived price

The KMO index is equal to 0.440 which is below 0.6, hence we can say that all selected items are not consistent. Therefore, the partial correlations between variables are weak. Also, Bartlett's test is insignificant.

Table 14: perceived price total explained variance

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality.		0,440
Bartlett's sphericity test	Chi-square approx.	22,375
	ddl	6
	Signification	0,001

Source: Made by the researcher from SPSS outputs

By performing the principal component analysis of this variable composed of four items, we find that the total variance explained maintain a single component whose eigenvalue is greater than 1. We also note from the correlation matrix, that all the items are weakly correlated with each other, the strongest correlation observed is (0.281) between the item [JUMIA does not provide best discount options] and the item [Buying good from JUMIA may be expensive] annex C

Table 15: perceived price total explained variance

Component	Initial eigenvalues			Extraction sums of squared loading		
	Total	% of variance	% cumulative	Total	% of variance	% cumulative
1	1,424	35,601	35,601	1,424	35,601	35,601
2	1,199	29,982	65,583			
3	0,830	20,739	86,322			
4	0,547	13,678	100,000			

Source: Made by the researcher from SPSS outputs

In addition, the component matrix indicates that only one item have a good structural coefficient, therefore we will not keep the items and this variable for further analysis.

Table 16: Perceived price component matrix

	Component
	1
Buying goods from JUMIA may be expensive	0,706
I will probably save more money buying goods at JUMIA	-0,657
JUMIA does not provide best discount options	0,478
Goods brought at JUMIA are cheaper than through other channels (shops)	-0,515

Source: Made by the researcher from SPSS outputs

1.2.5.4. Service quality

The KMO index is equal to 0.737 and approaches 0.8, we can say that all the selected items are consistent. Therefore, the partial correlations between the variables are good. Bartlett's test is also significant.

Table 17: Service quality KMO and Barlett's test

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality.		0,737
Bartlett's sphericity test	Chi-square approx.	334,110
	ddl	36
	Signification	0,000

Source: Made by the researcher from SPSS outputs

A principal component analysis was performed on the service quality items. The results demonstrate the existence of a moderately strong correlation between the used items, the strongest correlation is (0.699) between [JUMIA handles product returns well] and [JUMIA provides me with convenient options for returning items]. The total variance table explained shows a component that explains 42.091% of the original information. Annex C

Table 18: Service quality total explained variance

Component	Initial eigenvalues			Extraction sums of squared loading		
	Total	% of variance	% cumulative	Total	% of variance	% cumulative
1	3,788	42,091	42,091	3,788	42,091	42,091
2	1,455	16,168	58,259			
3	1,259	13,984	72,242			
4	0,623	6,921	79,163			
5	0,599	6,657	85,820			
6	0,468	5,201	91,021			
7	0,374	4,152	95,173			
8	0,255	2,839	98,012			
9	0,179	1,988	100,000			

Source: Made by the researcher from SPSS outputs

From the table relating to the matrix of components, it indicates that all items have a good structural coefficient, so we will retain all items in our analysis

Table 19: Service quality component matrix

	Component
	1
JUMIA provides a telephone number to reach the company	0,583
JUMIA has customer service representatives available online	0,511
JUMIA offers the ability to speak to a live person if there is a problem	0,760
The product is delivered by the time promised by JUMIA	0,611
JUMIA makes items available for delivery within a suitable time frame	0,787
JUMIA quickly delivers what I order	0,692
JUMIA provides me with convenient options for returning items	0,714
JUMIA handles product returns well	0,760
JUMIA offers a meaningful guarantee	0,580

Source: Made by the researcher from SPSS outputs

1.2.5.5. Experience

The KMO index indicates a high correlation between variables, with a value equal to 0.859 which is greater than 0.5. We can then say that all the items selected are greatly consistent, and Bartlett's test is significant.

Table 20: Experience KMO and Barlett's test

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality.		0,859
Bartlett's sphericity test	Chi-square approx.	388,292
	ddl	28
	Signification	0,000

Source: Made by the researcher from SPSS outputs

From the correlation matrix all the items are moderately correlated with each other, the strongest correlation obtained is (0.812) between the items [Operations were easy to perform] and [I have received necessary purchase confirmations] (annex C)

A principal component analysis based on the items of the measurement scale of experience, allowed us to confirm the unidimensionality of the used scale. This unidimensionality is represented by a single factor which explains 55.416% initial information.

Table 21: Experience total explained variance

Component	Initial eigenvalues			Extraction sums of squared loading		
	Total	% of variance	% cumulative	Total	% of variance	% cumulative
1	4,433	55,416	55,416	4,433	55,416	55,416
2	1,183	14,782	70,198			
3	0,739	9,239	79,437			
4	0,461	5,762	85,199			
5	0,413	5,169	90,368			
6	0,344	4,304	94,672			
7	0,249	3,107	97,779			
8	0,178	2,221	100,000			

Source: Made by the researcher from SPSS outputs

From the table relating to the matrix of components, it indicates that all items have a good structural coefficient, so we will retain all items in our analysis.

Table 22: Experience component matrix

	Component
	1
I have received necessary purchase confirmations	0,776
Operations were easy to perform	0,753
The retailer provides a wide range of product choices	0,609
I felt safe during the online purchase process	0,822
I was provided with all the necessary information during the online experience	0,757
The online experience matched my individual needs and expectations	0,685
I felt comfortable during the online experience	0,837
I enjoyed the online shopping experience	0,689

Source: Made by the researcher from SPSS outputs

1.2.5.6. Trust

We conclude from the KMO index a high partial correlation between variables, with a value equal to 0.847 which is greater than 0.5, Bartlett's sphericity test in our case shows that the factorial model is appropriate and justified by the significance of the test.

Table 23: Trust KMO and Bartlett's test

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality.		0,847
Bartlett's sphericity test	Chi-square approx.	475,192
	ddl	15
	Signification	0,000

Source: Made by the researcher from SPSS outputs

From the correlation matrix all the items are moderately correlated with each other, the strongest correlation obtained is (0.814) between the items [Based on my experience with

JUMIA I know it is trustworthy] and [Based on my experience with JUMIA I know it is honest] (annex C)

The principal component analysis was carried out on the items of the measurement scale of trust, which made it possible to confirm the unidimensionality of this adopted scale. This unidimensionality is presented by a single factor which explains 74.448% of initial information.

Table 24: Trust total explained variance

Component	Initial eigenvalues			Extraction sums of squared loading		
	Total	% of variance	% cumulative	Total	% of variance	% cumulative
1	4,467	74,448	74,448	4,467	74,448	74,448
2	0,696	11,608	86,057			
3	0,349	5,823	91,880			
4	0,209	3,488	95,368			
5	0,160	2,672	98,039			
6	0,118	1,961	100,000			

Source: Made by the researcher from SPSS outputs

At this level of analysis, the matrix of components indicates that all items have a very good structural coefficient, so we kept all the items for the rest of the analysis.

Table 25: Trust component matrix

	Component
	1
Based on my experience with JUMIA, I know it is honest	0,888
Based on my experience with JUMIA, I know it cares about its customers	0,839
Based on my experience with JUMIA, I know it is not opportunistic	0,860
Based on my experience with JUMIA, I know it keeps its promises to its customers	0,910
Based on my experience with JUMIA, I know it is trustworthy	0,876
Based on my experience with JUMIA, I know that the transactions will be successful	0,800

Source: Made by the researcher from SPSS outputs

1.2.5.7. Satisfaction

The KMO index is equal to 0.722 and approaches 0.8, we can say that all the selected items are consistent. Therefore, the partial correlations between the variables are good. Bartlett's test is also significant.

Table 26: Satisfaction KMO and Bartlett's test

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality.		0,722
Bartlett's sphericity test	Chi-square approx.	111,735
	ddl	3
	Signification	0,000

Source: Made by the researcher from SPSS outputs

A principal component analysis was performed on the satisfaction items. The results demonstrate the existence of a moderately strong correlation between the used items, the strongest correlation is (0.693) between [I am happy I made my purchase at JUMIA] and [I am satisfied with my decision to purchase from JUMIA] with convenient options for returning items] (see annex C). The total variance table explained shows a component that explains 76.374% of the original information.

Table 27: Satisfaction total explained variance

Component	Initial eigenvalues			Extraction sums of squared loading		
	Total	% of variance	% cumulative	Total	% of variance	% cumulative
1	2,291	76,374	76,374	2,291	76,374	76,374
2	0,406	13,545	89,918			
3	0,302	10,082	100,000			

Source: Made by the researcher from SPSS outputs

From the table relating to the matrix of components, it indicates that all items have a good structural coefficient, so we will retain all items in our analysis.

Table 28: Satisfaction component matrix

	Component
	1
I am satisfied with my decision to purchase from JUMIA	0,893
My choice to purchase from JUMIA was a wise one	0,852
I am happy I made my purchase at this web	0,877

Source: Made by the researcher from SPSS outputs

1.2.5.8. Repurchase intention

The KMO index indicates a high correlation between variables, with a value equal to 0.825 which is greater than 0.5. We can then say that all the items selected are greatly consistent, and Bartlett's test is significant.

Table 29: Repurchase intention KMO and Bartlett's test

KMO index and Bartlett test		
Kaiser-Meyer-Olkin index for measuring sampling quality.		0,825
Bartlett's sphericity test	Chi-square approx.	241,304
	ddl	6
	Signification	0,000

Source: Made by the researcher from SPSS outputs

By performing the principal component analysis of this variable composed of four items, we find that the total variance explained maintain a single component whose eigenvalue is greater than 1. We also note from the correlation matrix, that all the items are well correlated with each other, the strongest correlation observed is (0.833), between the item [I have a plan to continue using JUMIA for future purchase] and the item [For my future purchase I will use JUMIA] annex C

The principal component analysis was carried out on the items of the measurement scale of repurchase intention, which made it possible to confirm the unidimensionality of this adopted scale. This unidimensionality is presented by a single factor which explains 77.909% of initial information.

Table 30: Repurchase intention total variance explained

Component	Initial eigenvalues			Extraction sums of squared loading		
	Total	% of variance	% cumulative	Total	% of variance	% cumulative
1	3,116	77,909	77,909	3,116	77,909	77,909
2	0,422	10,557	88,466			
3	0,298	7,445	95,911			
4	0,164	4,089	100,000			

Source: Made by the researcher from SPSS outputs

In addition, the component matrix indicates that all items have a good structural coefficient, we therefore continue the analysis and keep all the items for further analysis

Table 31: Repurchase intention component matrix

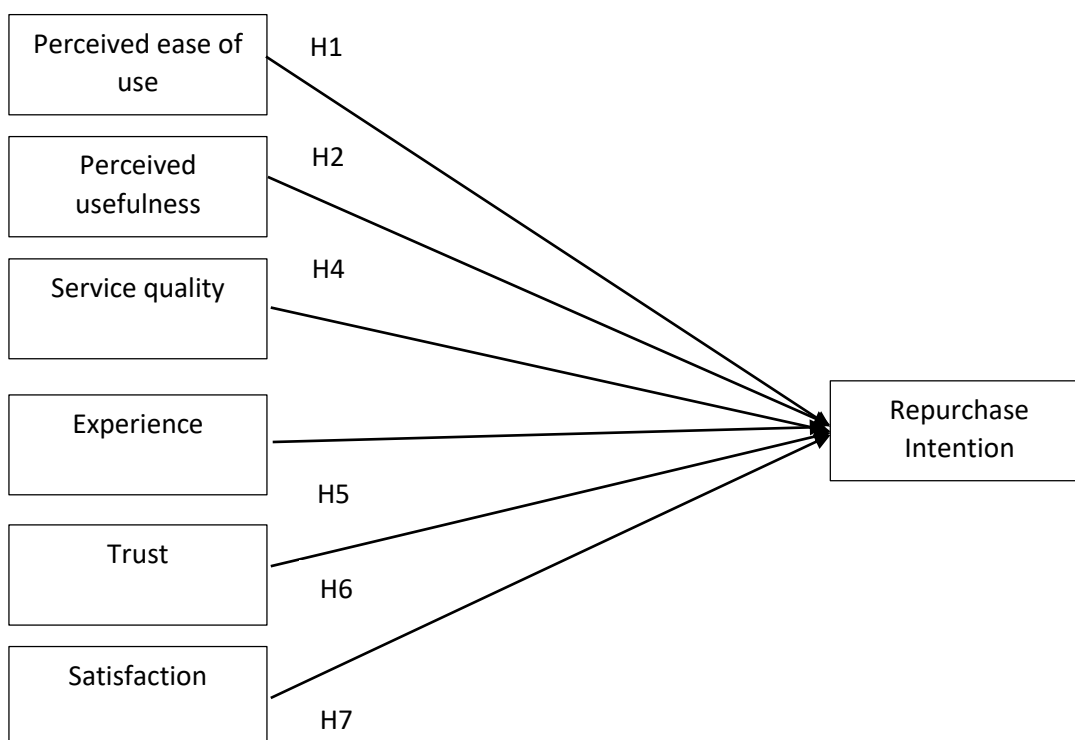
	Component
	1
I would like to prolong using JUMIA for purchasing products	0,878
For my future requirements I will use JUMIA	0,918
I have a plan to continue using JUMIA for future purchase	0,911
I intend to recommend JUMIA for people around me	0,819

Source: Made by the researcher from SPSS outputs

From the applied principal component analysis, we conclude that the perceived price has no significant components or Cronbach's alpha results, therefore the variable will be deleted from our theoretical model.

1.2.6. Multiple regression:

The multiple regression analysis will be applied on the next theoretical model



1.3. Hypotheses tests

We tested the hypotheses of our research by performing multiple regression analyses. The nature of the variables of the theoretical model allows us to perform these analyses. The threshold recommended in the literature for this type of analysis is the degree of significance of ANOVA which must be less than 0.05 as well as R2 adjusted which explains the validity of the model and which must exceed 10%.

Test of perceived of use, perceived usefulness, service quality, experience, trust, satisfaction effect on repurchase intention

We will proceed to the analysis of the multiple regression between the independent variables on and the dependent variable.

We observe from the table that R^2 is equal to 66.8%, and which gives us an acceptable linear model, on the results presented in table 31 a significant relationship between the dependent variable «repurchase intention» and the next independent variables: perceived ease of use and perceived usefulness with ($\beta=0.547$, Sig = 0.001) and ($\beta =0.559$, Sig= 0.002) which means that the more perceived ease of use and perceived usefulness are high, the more repurchase intention is stronger.

The second significant relationship is between repurchase intention and service quality ($\beta=0.479$, Sig = 0.000) which also means that the more service quality is high increases, the more repurchase intention is higher. The next independent variables to have as well a significant effect on repurchase intention is experience and satisfaction with a result of ($\beta=0.389$,Sig = 0.002) and ($\beta=0.628$, Sig = 0.000) respectively, and the more these two are high, the more the independent variable increases. While the independent variable trust don't seem to have an effect on repurchase intention (Sig = 0.207).

Table 32: multiple regression

Independent variable	Dependent variable	R2	Adjusted R2	F	β	t	Sig	Hypotheses
Perceived ease of use	Repurchase intention	0,668	0,645	28,232	0,547	5,225	0,001	H1
Perceived usefulness					0,559	5,764	0,002	H2
Service quality					0,479	6,068	0,000	H4
Experience					0,389	3,25	0,002	H5
Trust					0,112	1,271	0,207	H6
Satisfaction					0,628	6,346	0,000	H7

Source: Made by the researcher from SPSS outputs

Table 33: Hypotheses tests summary

Varibales' hypotheses		Confirmation	
H1	Perceived ease of use has a positive effect on repurchase intention in online shopping	Yes	Supported
H2	Perceived usefulness has a positive effect on repurchase intention in online shopping	Yes	Supported
H4	Service quality has a direct positive effect on repurchase intention in online shopping	Yes	Supported
H5	Experience has a positive effect on repurchase intention in online shopping	Yes	Supported
H6	Trust has a positive effect on repurchase intention in online shopping	No	Rejected
H7	Satisfaction has a positive effect on repurchase intention in online shopping	Yes	Supported

Source: Made by the researcher

2. Discussion and results

The analysis of the results of our research allows us to make some observations regarding the effect of perceived ease of use, perceived usefulness, perceived price, service quality, experience, trust and satisfaction on customers online repurchase intention.

According to our results, perceived ease of use has a positive impact on customers online repurchase intention, which brings us to note that providing an easy and a clear online shopping mobile application can effect customers' will to use the application in order to shop from the same store. As our qualitative study showed us, PEOU is a factor that enhances the repurchase intention at JUMIA.

Unlike the study made by (Tehreem, 2016) which demonstrated no relationship between perceived usefulness and repurchase intention in online shopping, our results qualitative

and quantitative studies points out appositive relationship between the two, therefore we can say that customers' need to perceived an online shopping mobile application as useful and effective so they can continue using it.

Just like in (Yulisetiari, Subagio, & Paramu, 2017) study, which showed a positive relationship between service quality and repurchase intention, the same result is obtained in both our researches.

In addition, a positive relationship is obtained between experience and repurchase intention, which was consistent with the qualitative research results, indeed a previous experience can affect customers' decision to continue purchasing from the same online store.

Our research indicates no relationship between trust and repurchase intention in online shopping, in other words, customers don't need to trust the retailer as long as they have a positive purchase process and obtain their product with no difficulties or go through bad experiences.

Then the results allow us to indicate a positive relationship between satisfaction and repurchase intention, which means customers' need to be satisfied with the online shopping application, the products and services offered in order to continue the usage of the latter.

Finally, the results indicate a relationship between PEOU, PU, SQ, EX, and SAT and repurchase intention, and if all these variables are matching their expectations then their will to repurchase from JUMIA more than once will increase.

CONCLUSION

We conclude our work by recalling its objectives, the methodology adopted to respond to research questions, findings and formulated recommendations. We will also present the study limits as well as the future aspects of research.

The objective of this research was to measure the effect each of perceived ease of use, perceived usefulness, perceived price, service quality, experience, trust and satisfaction on customers repurchase intention in online shopping we were led to deal with the case of JUMIA Algeria which is one of the main e-commerce platforms in Algeria

To do so, we adopted a qualitative and a quantitative approach with respondents who have previously purchased from JUMIA within a period of one year using the mobile application, our results allowed us to validate the next hypotheses:

- Perceived ease of use has a positive effect on customers repurchase intention in online shopping.
- Perceived usefulness has a positive effect on customers repurchase intention in online shopping.
- Service quality has a positive effect on customers repurchase intention in online shopping.
- Experience has a positive effect on customers repurchase intention in online shopping.
- Trust has no effect on customers repurchase intention in online shopping.
- Satisfaction has a positive effect on customers repurchase intention in online shopping.

Repurchase intention in online shopping can happen when customers' expectations are matched with the performance of the online store, different factors can have an impact on such a decision, the results confirmed the positive relationship between perceived ease of use, perceived usefulness, service quality, experience, satisfaction and repurchase intention.

The better the mentioned factors are the more the intention towards the continuous of shopping from the same store is which can differentiate the company from its competitors.

In order to maintain its customers and motivate them to make multiple repurchase using their application, we recommend JUMIA Algeria the following actions:

- Keep the JUMIA mall application as simple as possible, avoid bringing any changes since users have a good appreciation of it and are very comfortable while using it.
- Offer more range of products with the right description in order to encourage the customers to make multiple purchases.
- Focus on the service quality by:
 - Improve customer service in order to deal with dissatisfied customer complaints and reassure them
 - Improve return policies for customers and enhance the change of products during the returning period.
- Provide a good positive experience to encourage customers to make more purchases
- Match customers' expectations to increase the level of satisfaction.

Despite the results we have obtained, our research has also seen some limits including:

- The limited sample (91 respondents to our questionnaire) for a sector such as e-commerce which has about 2.5 million users in Algeria;
- The three eligibility questions that required a specific sample, thus a limited one was obtained

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ANNEXES

ANNEX A-INTERVIEW GUIDE

Rubriques	Questions
Contact	Bonjour, Mr/Mme je vous remercie d'avoir accepté de participer à cet entretien individuel. Je m'appelle BERGOUG Interviewer, je suis une étudiante en management marketing à l'ENSM, l'objectif de cet entretien individuel est de réaliser une étude marketing pour mon projet de fin d'étude.
Introduction	Cet entretien vise à identifier les facteurs qui influencent la décision de ré-achat en ligne chez les consommateurs algériens. Conditions de déroulement Avant de commencer l'entretien, je tiens à vous informer des éléments suivants : <ul style="list-style-type: none"> - Il n'y a pas de bonne ou mauvaise réponse dans cet entretien tout ce qui vous vient à l'esprit m'intéresse - J'attends de vous d'être le plus spontané possible Je vous rappelle que cet entretien sera enregistré afin de faciliter mon travail, je vous assure que ce dernier sera utilisé exclusivement à des fins académiques.
Présentation	Avant de commencer, je vous prie de citer votre nom, prénom, âge et votre wilaya de résidence
Questions générales	<ul style="list-style-type: none"> - Pour vos achats en ligne chez JUMIA, avez-vous utilisé le site-internet depuis un ordinateur, le site internet depuis mobile, ou l'application ? - Avez-vous déjà effectué un achat en ligne sur JUMIA dans les 12 derniers mois ? - Selon vous, quels sont les points les plus importants lors d'un achat en ligne ?

<p>Perception des consommateurs</p>	<ul style="list-style-type: none"> - Que pouvez-vous me dire sur l'application de JUMIA mall ? - Rencontrez-vous des difficultés à comprendre les étapes à suivre pour effectuer votre achat ? - Considérez-vous le service du e-commerce JUMIA pratique pour vous ? Comment cela ? - Que pouvez-vous me dire sur votre expérience d'achat chez JUMIA mall ? - Selon vous quelles sont les éléments qui peuvent impacter votre décision de ré-achat ? - Avez-vous l'intention d'utiliser JUMIA pour vos futurs achats ? - Avez-vous d'autres critères à rajouter pour un avoir un meilleur service ?
<p>Conclusion</p>	<p>Merci beaucoup pour le temps que vous nous avez accordé, vos participations et interactions ont été d'une grande aide, au revoir.</p>

ANNEX B- QUESTIONNAIRE

Bonjour, Je suis une étudiante en Master 2 à l'Ecole Nationale Supérieure de Management, dans le cadre d'un mémoire de fin d'étude, nous effectuons une enquête sur les facteurs influençant la décision de ré-achat, nous vous prions de bien vouloir nous accorder quelques minutes de votre temps pour répondre à ce questionnaire à usage académique tout en vous garantissant une totale confidentialité.

Merci d'avance pour votre contribution.

I- Questions d'admissibilité

EB1. Avez-vous déjà utilisé JUMIA pour vos achats en ligne?

0. Non
1. Oui

EB2. Qu'avez-vous utilisé le plus pour vos achats en ligne ?

0. Site web (stop sondage)
1. Application

EB3. Approximativement, à quand remonte votre dernier achat sur l'application JUMIA?

0. Plus que 12 mois (stop sondage)
1. Moins de 12 mois

II- Comportement du consommateur

CB1. En moyenne, à quelle fréquence faites-vous des achats chez JUMIA ?

1. Plusieurs fois par semaine
2. Une fois par semaine
3. Une fois toutes les deux semaines
4. Une fois par mois
5. Moins d'une fois par mois

CB2. Quelles sont les raisons qui vous incitent à acheter de chez JUMIA ? (3 réponses max)

1. Commodité
2. Produit/service non disponible hors ligne
3. Meilleur prix
4. Gain de temps

CB3. Quelles sont vos précautions durant vos achats en ligne chez JUMIA (3 réponses max)

1. Manque de confiance
2. Problèmes de confidentialité
3. Préoccupations relatives à la sécurité
4. Préoccupations relatives aux délais de livraison
5. Difficulté d'évaluer les produits en ligne
6. Problèmes liés au service après-vente

Facilité d'utilisation perçue

En pensant à votre expérience d'achat sur l'application JUMIA, veuillez noter sur une échelle de 1 à 5 votre niveau d'accord (1= pas du tout d'accord à 5 = Tout à fait d'accord), par rapport à chacune des expressions suivantes :

	Pas du tout d'accord 1	pas d'accord 2	ni d'accord ni pas d'accord 3	d'accord 4	Tout à fait d'accord 5
PEOU.1 Je trouve l'application JUMIA facile à utiliser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PEOU.2 J'aime la facilité d'utilisation de l'application JUMIA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PEOU.3 Faire des achats sur l'application JUMIA est clair et compréhensible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PEOU.4 L'application JUMIA ne demande pas beaucoup d'efforts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Utilité perçue

En pensant à votre expérience d'achat sur JUMIA, veuillez noter sur une échelle de 1 à 5 votre niveau d'accord (1= pas du tout d'accord à 5 = Tout à fait d'accord), par rapport à chacune des expressions suivantes :

	Pas du tout d'accord 1	pas d'accord 2	Ni d'accord ni pas d'accord 3	D'accord 4	Tout à fait d'accord 5
PU1 JUMIA est utile pour acheter ce que je veux.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PU2 Les achats chez JUMIA me facilitent la vie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PU3 JUMIA me permet d'effectuer mes achats plus rapidement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Prix perçu

En pensant à votre expérience d'achat sur JUMIA, veuillez noter sur une échelle de 1 à 5 votre niveau d'accord (1= pas du tout d'accord à 5 = Tout à fait d'accord), par rapport à chacune des expressions suivantes :

	Pas du tout d'accord 1	Pas d'accord 2	Ni d'accord ni pas d'accord 3	D'accord 4	Tout à fait d'accord 5
PR1 Acheter des produits sur JUMIA peut être plus cher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PR2 Je vais probablement économiser plus d'argent en achetant des produits chez JUMIA.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Pas du tout d'accord	Pas d'accord	Ni d'accord ni pas d'accord	D'accord	Tout à fait d'accord
	1	2	3	4	5
PR3 JUMIA ne propose pas les meilleures options de promotions/remises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PR4 Les produits achetés sur JUMIA sont moins chers que ceux achetés ailleurs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Qualité de service

1- Disponibilité des contacts

Sur une échelle de 1 à 5 (1 = pas du tout d'accord à 5 = Tout à fait d'accord), dites à quel point vous être d'accord avec les expressions suivantes:

	Pas du tout d'accord	Pas d'accord	Ni d'accord ni pas d'accord	D'accord	Tout à fait d'accord
	1	2	3	4	5
SQ1.1 JUMIA fournit un numéro de téléphone pour la rejoindre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQ1.2 Les représentants du service clientèle de JUMIA sont disponibles en ligne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQ1.3 JUMIA offre la possibilité de parler à une personne en direct en cas de problème.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2- Condition de livraison

	Pas du tout d'accord 1	Pas d'accord 2	Ni d'accord ni pas d'accord 3	D'accord 4	Tout à fait d'accord 5
SQ2.1 Le produit a été endommagé pendant la livraison	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQ2.2 Les produits commandés sont arrivés en bon état	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQ2.3 Les produits sont arrivés avec un dégât majeur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3-Délais de livraison

	Pas du tout d'accord 1	Pas d'accord 2	Ni d'accord ni pas d'accord 3	D'accord 4	Tout à fait d'accord 5
SQ3.1 Le produit est livré dans les délais promis par JUMIA.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQ3.2 JUMIA fait en sorte que les produits sont disponibles pour la livraison dans un délai approprié	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQ3.3 JUMIA livre rapidement ce que je commande	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4- Politiques de retour

	Pas du tout d'accord 1	Pas d'accord 2	Ni d'accord ni pas d'accord 3	D'accord 4	Tout à fait d'accord 5
SQ4.1 JUMIA me propose des options pratiques pour retourner les articles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQ4.2 JUMIA gère bien les retours de produits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQ4.3 JUMIA offre une garantie significative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Expérience

En pensant à votre expérience d'achat sur JUMIA, veuillez noter sur une échelle de 1 à 5 votre niveau d'accord (1= pas du tout d'accord à 5 = Tout à fait d'accord), par rapport à chacune des expressions suivantes :

	Pas du tout d'accord 1	Pas d'accord 2	Ni d'accord ni pas d'accord 3	D'accord 4	Tout à fait d'accord 5
EX1 J'ai reçu les confirmations d'achat nécessaires	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EX2 l'opération d'achat était facile à réaliser	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EX3 JUMIA propose un large éventail de produits à choisir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EX4 Je me suis senti(e) en sécurité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Pas du tout d'accord 1	Pas d'accord 2	Ni d'accord ni pas d'accord 3	D'accord 4	Tout à fait d'accord 5
pendant le processus d'achat en ligne					
EX5 J'ai reçu toutes les informations nécessaires au cours de l'expérience en ligne.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EX6 L'expérience en ligne correspondait à mes besoins et à mes attentes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EX7 Je me suis senti(e) à l'aise pendant l'expérience en ligne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EX8 J'ai apprécié l'expérience d'achat en ligne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Confiance

Sur une échelle de 1 à 5 (1 = pas du tout d'accord à 5 = Tout à fait d'accord), dites à quel point vous êtes d'accord avec les expressions suivantes :

	Pas du tout d'accord 1	Pas d'accord 2	Ni d'accord ni pas d'accord 3	D'accord 4	Tout à fait d'accord 5
TR1 D'après mon expérience avec JUMIA, je sais qu'elle est honnête.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Pas du tout d'accord	Pas d'accord	Ni d'accord ni pas d'accord	D'accord	Tout à fait d'accord
	1	2	3	4	5
TR2 D'après mon expérience avec JUMIA, je sais qu'elle se soucie de ses clients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TR3 D'après mon expérience avec JUMIA, je sais qu'elle n'est pas opportuniste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TR4 D'après mon expérience avec JUMIA, je sais qu'elle tient ses promesses envers ses clients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TR5 D'après mon expérience avec JUMIA, je sais qu'elle est digne de confiance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TR6 Sur la base de mon expérience avec JUMIA, je sais que les transactions seront réussies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Satisfaction

Sur une échelle de 1 à 5 (1 = pas du tout satisfait à 5 = Tout à fait satisfait), dites à quel point vous êtes d'accord avec les expressions suivantes:

	Pas du tout satisfait 1	Pas satisfait 2	Ni satisfait ni pas satisfait 3	Satisfait 4	Tout à fait satisfait 5
SA1 Je suis satisfait de ma décision d'acheter chez JUMIA.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA2 Mon choix d'acheter chez JUMIA a été judicieux.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SA3 Je suis heureux d'avoir fait mon achat sur JUMIA.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Intention de ré-achat

Sur une échelle de 1 à 5 (1 = pas du tout d'accord à 5 = Tout à fait d'accord), dites à quel point vous être d'accord avec les expressions suivantes:

	Pas du tout d'accord 1	pas d'accord 2	ni d'accord ni pas d'accord 3	d'accord 4	Tout à fait d'accord 5
RI1 Je souhaite prolonger mon utilisation de JUMIA pour l'achat des produits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RI2 Pour mes futurs besoins, j'utiliserai JUMIA.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RI3 J'ai l'intention de continuer à utiliser JUMIA pour mes futurs achats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Pas du tout d'accord	pas d'accord	ni d'accord ni pas d'accord	d'accord	Tout à fait d'accord
	1	2	3	4	5
RI4 J'ai l'intention de recommander JUMIA à mon entourage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

III- Fiche signalétique

RP1. Vous êtes ?

0. Homme
1. Femme

RP2. Quel âge avez-vous ?

1. 18 à 24 ans
2. 25 à 34 ans
3. 35 à 44 ans
4. 45 à 54 ans
5. 55 à 64 ans
6. 65 ans et plus

RP3. Quelle est votre situation sociale ?

1. Célibataire
2. Marié(e) sans enfants
3. Marié(e) avec enfants
4. Divorcé(e)
5. Veuf(e) avec enfants

RP4. Quelle est votre catégorie socioprofessionnelle ?

1. Employé(e)
2. Employeur
3. Cadre supérieur
4. Commerçants, Indépendants et artisans
5. Etudiant
6. Elève
7. Sans Emploi

RP5 Vous êtes de quelle région ?

1→58

RP6. Quel est votre revenu mensuel ?

1. Moins de 20000 DA
2. 21 000 à 30000 DA
3. 31000 à 40000 DA
4. 41000 à 50000 DA
5. Plus de 50000 DA

ANNEX C- CORRELATION TABLES

Perceived ease of use correlation matrix					
		I find JUMIA easy to use	I like the ease-of-use of JUMIA	Shopping at JUMIA is clear and understandable	JUMIA doesn't require a lot of effort
Corrélation	I find JUMIA easy to use	1,000	0,800	0,727	0,771
	I like the ease-of-use of JUMIA	0,800	1,000	0,843	0,742
	Shopping at JUMIA is clear and understandable	0,727	0,843	1,000	0,688
	JUMIA doesn't require a lot of effort	0,771	0,742	0,688	1,000

Source: SPSS

Table: Perceived ease of use correlation matrix

Perceived usefulness matrix correlation				
		JUMIA doesn't require a lot of effort	Shopping at JUMIA makes my life easier	JUMIA enables me to accomplish shopping more quickly
Corrélation	JUMIA doesn't require a lot of effort	1,000	0,429	0,407
	Shopping at JUMIA makes my life easier	0,429	1,000	0,356
	JUMIA enables me to accomplish shopping more quickly	0,407	0,356	1,000

Source: SPSS

Table: Perceived usefulness correlation matrix

Perceived price correlation matrix					
		Buying goods from JUMIA may be expensive	I will probably save more money buying goods at JUMIA	JUMIA does not provide best discount options	Goods brought at JUMIA are cheaper than through other channels (shops)
Corrélation	Buying goods from JUMIA may be expensive	1,000	-0,121	0,281	-0,166
	I will probably save more money buying goods at JUMIA	-0,121	1,000	-0,123	0,262
	JUMIA does not provide best discount options	0,281	-0,123	1,000	0,148
	Goods brought at JUMIA are cheaper than through other channels (shops)	-0,166	0,262	0,148	1,000

Source: SPSS

Table: Perceived price correlation matrix

Service quality correlation matrix										
		JUMIA provides a telephone number to reach the company	JUMIA has customer service representatives available online	JUMIA offers the ability to speak to a live person if there is a problem	The product is delivered by the time promised by JUMIA	JUMIA makes items available for delivery within a suitable time frame	JUMIA quickly delivers what I order	JUMIA provides me with convenient options for returning items	JUMIA handles product returns well	JUMIA offers a meaningful guarantee
Corrélation	JUMIA provides a telephone number to reach the company	1,000	0,401	0,295	0,288	0,215	0,249	0,018	0,046	0,197
	JUMIA has customer service representatives available online	0,401	1,000	0,309	0,191	0,182	0,154	0,197	0,122	0,272

JUMIA offers the ability to speak to a live person if there is a problem	0,295	0,309	1,000	0,318	0,480	0,303	0,476	0,662	0,435
The product is delivered by the time promised by JUMIA	0,288	0,191	0,318	1,000	0,536	0,683	0,209	0,272	0,036
JUMIA makes items available for delivery within a suitable time frame	0,215	0,182	0,480	0,536	1,000	0,639	0,543	0,449	0,300
JUMIA quickly delivers what I order	0,249	0,154	0,303	0,683	0,639	1,000	0,310	0,343	0,235
JUMIA provides me with convenient options for returning items	0,018	0,197	0,476	0,209	0,543	0,310	1,000	0,699	0,415
JUMIA handles product returns well	0,046	0,122	0,662	0,272	0,449	0,343	0,699	1,000	0,502
JUMIA offers a meaningful guarantee	0,197	0,272	0,435	0,036	0,300	0,235	0,415	0,502	1,000

Source: SPSS

Table: Service quality correlation matrix

Experience correlation matrix									
		I have received necessary purchase confirmations	Operations were easy to perform	The retailer provides a wide range of product choices	I felt safe during the online purchase process	I was provided with all the necessary information during the online experience	The online experience matched my individual needs and expectations	I felt comfortable during the online experience	I enjoyed the online shopping experience
Corrélation	I have received necessary purchase confirmations	1,000	0,812	0,401	0,615	0,604	0,316	0,487	0,321
	Operations were easy to perform	0,812	1,000	0,433	0,587	0,535	0,281	0,483	0,300
	The retailer provides a wide range of product choices	0,401	0,433	1,000	0,438	0,336	0,424	0,428	0,277
	I felt safe during the online purchase process	0,615	0,587	0,438	1,000	0,587	0,445	0,651	0,498
	I was provided with all the necessary information during the online experience	0,604	0,535	0,336	0,587	1,000	0,421	0,543	0,430
	The online experience matched my individual needs and expectations	0,316	0,281	0,424	0,445	0,421	1,000	0,651	0,590
	I felt comfortable during the online experience	0,487	0,483	0,428	0,651	0,543	0,651	1,000	0,696
	I enjoyed the online shopping experience	0,321	0,300	0,277	0,498	0,430	0,590	0,696	1,000

Source: SPSS

Table: Experience correlation matrix

Trust correlation matrix							
		Based on my experience with JUMIA, I know it is honest	Based on my experience with JUMIA, I know it cares about its customers	Based on my experience with JUMIA, I know it is not opportunistic	Based on my experience with JUMIA, I know it keeps its promises to its customers	Based on my experience with JUMIA, I know it is trustworthy	Based on my experience with JUMIA, I know that the transactions will be successful
Corrélation	Based on my experience with JUMIA, I know it is honest	1,000	0,599	0,636	0,772	0,814	0,768
	Based on my experience with JUMIA, I know it cares about its customers	0,599	1,000	0,859	0,708	0,680	0,498
	Based on my experience with JUMIA, I know it is not opportunistic	0,636	0,859	1,000	0,757	0,652	0,542
	Based on my experience with JUMIA, I know it keeps its promises to its customers	0,772	0,708	0,757	1,000	0,743	0,718
	Based on my experience with JUMIA, I know it is trustworthy	0,814	0,680	0,652	0,743	1,000	0,632
	Based on my experience with JUMIA, I know that the transactions will be successful	0,768	0,498	0,542	0,718	0,632	1,000

Source: SPSS

Table: trust correlation matrix

Satisfaction correlation matrix				
		I am satisfied with my decision to purchase from JUMIA	My choice to purchase from JUMIA was a wise one	I am happy I made my purchase at this web
Corrélation	I am satisfied with my decision to purchase from JUMIA	1,000	0,640	0,693
	My choice to purchase from JUMIA was a wise one	0,640	1,000	0,603
	I am happy I made my purchase at this web	0,693	0,603	1,000

Source: SPSS

Table: Satisfaction correlation matrix

Repurchase intention correlation matrix					
		I would like to prolong using JUMIA for purchasing products	For my future requirements I will use JUMIA	I have a plan to continue using JUMIA for future purchase	I intend to recommend JUMIA for people around me
Corrélation	I would like to prolong using JUMIA for purchasing products	1,000	0,728	0,740	0,630
	For my future requirements I will use JUMIA	0,728	1,000	0,833	0,665
	I have a plan to continue using JUMIA for future purchase	0,740	0,833	1,000	0,626
	I intend to recommend JUMIA for people around me	0,630	0,665	0,626	1,000

Source: SPSS

Table: Repurchase intention correlation matrix

Model summary				
Model	R	R-square	Adjusted R square	Standard error of estimate
1	,818 ^a	0,668	0,645	0,59596911
a. Predictors : (Constant), Satisfaction, Perceived ease of use, Trust, Perceived usefulness, Experience, Service quality				

ANOVA ^a						
Modèle	Sum of squares	ddl	Mean square	F	Sig.	
1	Regression	60,165	6	10,027	28,232	,000 ^b
	Residual	29,835	84	0,355		
	Total	90,000	90			
a. Dependent variable : Repurchase intention						
b. Predictors : (Constant), Satisfaction, Perceived ease of use, Trust, Perceived usefulness, Experience, Service quality						

Model		Unstandardized coefficients		standardized coefficients	t	Sig.	Collinearity statistics	
		B	Standard error	Bêta			Tolerance	VIF
1	(Constant)	-1,071E-16	0,062		0,000	1,000		
	Perceived ease of use	0,547	0,074	0,547	5,225	0,001	0,724	1,382
	Perceived usefulness	0,059	0,077	0,059	5,764	0,002	0,670	1,492
	Service quality	0,479	0,102	0,479	6,068	0,000	0,381	2,623
	Experience	0,389	0,090	0,389	3,250	0,002	0,484	2,065
	Trust	0,263	0,088	0,263	1,271	0,207	0,510	1,960
	Satisfaction	0,628	0,099	0,628	6,346	0,000	0,403	2,483
a. dependent variable: Repurchase intention								

Source: SPSS

Table: Repurchase intention multiple regression tables

ANNEX D- TRANSCRIPTION

Interview 1 :

Interviewee 1 : Donc moi c'est X, 28 ans, Alger.

Interviewer : on commence par la première question : pour tes achats en ligne chez Jumia, as-tu déjà utilisé le site internet depuis un ordinateur le site depuis mobile ou bien l'application ?

Interviewee 1 : moi c'est exclusivement l'application.

Interviewer : as-tu déjà effectué un achat en ligne sur jumia dans les 12 douze derniers mois ?

Interviewee 1 : ouuuui..... les deux derniers moi non...

Interviewer : non douze douze...

Interviewee 1 : pardon ?

Interviewer : douze mois, les douze derniers mois.

Interviewee 1 : ah oui les douze derniers mois oui, oui, oui.

Interviewer : selon toi quels sont les points les plus importants lors d'un achat en ligne.

Interviewee 1 : les critères les plus importants lors d'un achat en ligne? Je pense que c'est déjà la bonne identification de produit dans le sens win il faudrait qu'on soit vraiment sûr que ce produit il nous convient parfaitement, que ce soit en taille, en volume, en qualité, voilà koulech. Parce que parfois les produits en photo et en vrai ne sont pas les mêmes. Ça c'est d'une part, et puis voilà c'est vraiment le plus important. Et bien sûr le délai de livraison c'est important, parce que parfois dans l'urgence, parce que déjà le fait d'acheter en ligne souvent c'est dans l'urgence, parce que si on est à l'aise on peut se déplacer et acheter ce qu'on veut, mais les achats en ligne généralement, moi en ce qui me concerne, je le fait dans le besoin un petit peu urgent win des fois je n'ai pas le temps de me déplacer durant les trois prochains jours d'être bloqué du coup je lance une commande sur Jumia pour avoir tel et tel chose donc la rapidité aussi de livraison

Interviewer : un peu oui alors, que pouvez-vous me dire sur votre expérience sur ou avec l'application de JUMIA mall ?

Interviewee 1 : alors bon la facilité d'utilisation, bon déjà le côté plateforme, le côté technique j'aime beaucoup je la trouve très pratique comme, comme plateforme, voilà sur ce côté la on est vraiment à l'aise c'est une appli win j'ai pas de difficulté à l'utiliser c'est bien organisé on se perd pas à l'intérieur, ça c'est déjà bien, donc je dirais que voilà l'aspect c'est plutôt bien. Le descriptif ta3 un produit, on prend un produit lambda à l'intérieur dans son descriptif des fautes, ce n'est pas des fautes d'orthographe, des fois carrément on sent que c'était du copié collé de la traduction Google par ex, sur certains produits donc c'est du Google traduction qui est copié collé directement mit sous

le produit, donc la je pense que ça serai bien qu'il y ait une vérification qui doit être mise pour les descriptifs des produits.

Interviewer : ouii, juste sur ton expérience et es que aussi tu obtiens toutes les informations dont tu as besoin ?

Interviewee 1 : oui, oui ça va, assez facilement parfois la seule difficulté win les messages ne sont pas prit en considération, j'ai envoyé des messages toujours sur le problème ta3 les retours hadouk quand j'ai attendu ya rien eu j'ai écrit sur le, le.., y avait même un formulaire a remplir sur l'application je pense hadik nous contacter et ya pas eu de suite, je pense qu'y a pas une bonne prise en charge des messages envoyés par les consommateurs.

Interviewer : malgré le fait qu'il y a pas de retour parfois, ya pas de problème à faire d'autres achats ?

Interviewee 1 : oui, oui ça va, il n'y a pas de blocage. Sauf que maintenant je suis beaucoup plus sélectif f les produits. Parce que vraiment je fais bien attention a bien cibler les feedbacks des gens qui l'ont déjà essayé avec le produit que se soit en commentaire wla même en externe, notre entourage. Et on est rassurés par rapport au produit parce que ce n'est qu'a ce moment la que j'achète, donc automatiquement ça traîne un peu les achats, donc si maintenant je devais comparer ce que j'ai acheté l'année dernière et cette année, l'année dernière c'était beaucoup plus, la ça m'a un petit peu freiné.

Interviewer : es que vous êtes prêt a recommander Jumia a votre entourage ?

Interviewee 1 : oui, oui

Interviewer : sur une échelle de un a dix a quel degré avez-vous été globalement satisfait de votre expérience d'achat sur Jumia ?

Interviewee 1 : six, j'avais dit j'avais enlevé deux points 3la les retours et les deux autres points confiance produit.

Interviewer : a-t-elle répondu a vos attentes ? Es que Jumia a répondu à vos attentes ? Et comment ?

Interviewee 1 : oui, oui. Ça va, ça va, a part qu'on va mentionner toujours la prise en charge de réclamation, ça c'est très important, le service après vente. Voila ca c'est très important, faudrait veiller a la satisfaction client pas uniquement jusqu'au processus d'achat mais bien après, c'est ca en faite le plus important veiller a ce que vraiment le client ne soit pas déçu de son achat et si c'est le cas il faut donc prendre en charge ces requêtes.

Interviewer : Que pouvez-vous me dire sur les points positifs ? Le fait qu'elle ait répondu à toutes tes attentes genre dans quelle... kifach ? Vous m'avez dit que Jumia avait répondu a tes attentes, es que tu peux préciser comment ?

Interviewee 1 : en variété de produit, je trouve que c'est très, très vague, mais on peut vraiment trouver plain de choses, et d'ailleurs, c'est ce que j'aime le plus sur Jumia c'est que des fois en parcourant la plateforme et on se retrouve a acheter des choses qui n'étaient pas du tout prévus, par ex ndkhl pour acheter quelque chose mais après en voyant ça, ça, ça, ça, je me retrouve avec un panier qui est beaucoup plus rempli tu me diras pour un marqueteur, oui je me suis fait avoir, le marqueteur qui se fait marqueter et voilà c'est pratique c'est vrai que, parce que il y a des choses win on ne pense pas hakda des petits gadgets surtout pour la maison, parfois des petits trucs électroniques et on ne pense pas forcément a les acheter et là c'est en les voyant voilà ça séduit.

Interviewer : Selon vous quelles sont les éléments qui peuvent impacter votre décision de ré-achat ?

Interviewee 1 : je dirai le prix et la livraison, car si ce n'était pas pour les promotions je n'achèterai pas forcément et la livraison car j'ai eu une mauvaise expérience avec un des livreurs...et aussi le service client car ils ne répondent pas sur nos requêtes surtout quand j'ai envie de aire un retour

Interviewer : envisagez-vous de faire d'autres achats sur Jumia ?

Interviewee 1 : oui, oui, inshallah, bien sûr.

Interviewer : inshallah. Alors merci beaucoup pour le temps que tu m'as accordé, et ta participation, interaction, et tout.

Interviewee 1 : c'est moi qui te remercie.

Interview 2 :

Interviewer : j'aimerais bien que tu me site ton nom prénom et wilaya de résidence.

Interviewee 2 : X, 26 ans, d'Alger.

Interviewer : super, merci. On commence. Pour vos achats en ligne vous utilisez le site internet depuis l'ordinateur ?

Interviewee 2 : en fait le dernier achat je l'ai fait sur le site,

Interviewer : sur le site depuis l'ordinateur wla on téléphone ?

Interviewee 2 : depuis l'ordinateur.

Interviewer : ok super. Avez-vous déjà effectué un achat en ligne depuis Jumia ?

Interviewee 2 : oui

Interviewer : ça remonte a combien ?

Interviewee 2 : 3 mois.

Interviewer : comment avez-vous vécu cet achat ?

Interviewee 2 : c'était une bonne expérience, donc les délais on été respectés j'ai été même livrée avant la date prévue,

Interviewer : très bien. T'as déjà acheté sur Jumia déjà ?

Interviewee 2 : bah oui,

Interviewer : selon vous quels sont les points les plus importants lors d'un achat en ligne ?

Interviewee 2 : donc déjà la facilité de l'utilisation de la plateforme ou de l'application, voila, quand c'est facile de trouver un article, car parfois on trouve que certaines plateformes sont moins intuitives que d'autres, il y a aussi les frais de livraison, voila, et aussi l'expérience donc quand le respect des délais, quant le livreur est aimable, quant il n'est pas désagréable, en gros c'est ça.

Interviewer : comment ce service est pratique pour vous ?

Interviewee 2 : oui il est très pratique, parfois on a besoin d'un article mais on a pas le temps d'aller le chercher partout, on a une plateforme qui nous permet de le trouver avec un seul clic.

Interviewee 2 : d'accord donc en faite, d'ailleurs je, lors de mon dernier achat, j'ai contacté le service client pour poser quelques questions en rapport avec le paiement en ligne, le paiement par carte, voila donc ils ont été très réactifs j'ai eu ma réponse, malheureusement il n'y a pas de paiement en ligne. Ça aurait été bien, mais j'étais satisfaite de la réponse de la personne.

Interviewer : super. Selon vous, Jumia, a des fonctionnalités interactives qui vous aident accomplir votre tache ?

Interviewee 2 : oui, oui, je trouve qu'elle est bien.

Interviewer : ok pouvez vous me dire comment Jumia répond elle adéquatement a vos besoins d'information ?

Interviewee 2 : donc déjà il y a le chat-bot sur la plateforme. Donc c'est directement en contacte avec la personne qui peut répondre a tes questions, et je trouve ça très intéressant.

Interviewer : à quel degré trouvez vous que l'achat en ligne sur jumia est fiable ?

Interviewee 2 : je dirais un huit. Elle est bien réputée.

Interviewer : es que vous êtes prête a recommander Jumia a votre entourage ?

Interviewee 2 : oui, oui.

Interviewer : selon vous es que le prix a un impact important dans votre décision d'achat en ligne ?

Interviewee 2 : Les promotions et le délais de livraison , et bien sué la qualité du produit, il doit etre identique

Interviewer: le contact avec le service client permet t il de répondre a vos besoins?

Interviewee 2 : oui.

Interviewer : comment le service client impacte t elle votre décision de rachat sur jumia ?

Interviewee 2 : c'est très important, quant on a des questions et on n'a pas de réponse ça peut être un frein ça peut nous empêcher ou plutôt nous dissuader d'effectuer l'achat.

Interviewer : avez-vous d'autres critères a ajouter afin d'avoir un meilleur service ?

Interviewee 2 : non c'est ç. J'ai trouvé tout ce que je cherchais.

Interviewer : envisagez-vous de faire d'autres achats sur Jumia ?

Interviewee 2 : oui. Absolument inshallah.

Interviewer : inshallah. Souhaitez-vous utiliser Jumia pour vos futurs achats en ligne ?

Interviewee 2 : oui.

Interview 3 :

Interviewer : j'aimerais bien que tu me site ton nom prénom, ton age, et wilaya de résidence.

Interviewee 3 : alors je suis X, j'ai 32 ans, et j'habite à Tipasa.

Interviewer : pour vos achats en ligne avec Jumia utilisez-vous le site internet depuis l'ordinateur, le site depuis mobile ou l'application ?

Interviewee 3 : l'application mobile.

Interviewer : ok. Avez-vous effectué un achat en ligne sur Jumia dans les douze derniers mois ?

Interviewee 3 : oui.

Interviewer : ça remonte a combien ?

Interviewee 3 : ça remonte au mois de décembre 2020.

Interviewer : comment avez-vous vécu cet achat ?

Interviewee 3 : la majorité des articles sont disponibles, et quand on n'a pas le temps d'aller faire les magasins bah c'est beaucoup plus facile pour moi d'aller sur l'application jumia pour prendre ce dont j'ai besoin et l'avoir que d'aller faire les magasins et chercher etc.

Interviewer : ok. Très bien. Que pouvez vous me dire sur votre expérience avec Jumia et la facilité de son utilisation afin d'obtenir des informations adaptés a vos besoins ? hna je parle de : un l'expérience avec Jumia, aussi la facilitée 3la l'application wla le site wla tu vous genre es que c'est vraiment facile ? et aussi pour obtenir les informations nécessaires.

Interviewee 3 : oui, c'est-à-dire que l'application elle est fluide, suffit juste de savoir dans quelle catégorie on se positionne, en effectuant une petite recherche on peut trouver, on peut trouver ce qu'on cherche wla on peut aussi voire d'autres produits donc c'est très bien. Et puis même quand on sort, il y a une proposition de plusieurs vendeurs selon les prix. C'est à dire qu'on va me faire une comparaison entre les vendeurs que je veux. Donc ça me facilite la tache aussi. Sinon en termes d'experience je n'ai pas eu de mauvaise expérience et en termes de disponibilité de produit ça va.

En fait il y a une bonne description de produit quand je cherche un produit il y a une bonne description, c'est-à-dire que déjà ça me donne plus d'information par rapport au produit et ses caractéristiques etc. donc oui elle est bien.

Sauf que il y a toujours, on peut toujours avoir de mauvaises surprises. En général je n'ai pas eu de mauvaise expériences mais quand même j'ai acheté un produit ou la peinture elle été hadik hiya de 39 mais majatnich 9isi. Donc..., et j'ai pas pu faire le retour, le numéro de téléphone bah ça répondait même pas, ça sonnait même pas, j'ai galéré j'ai fini par abandonner. Donc je n'ai pas retourné le produit et sbat jani chwiya sghir. Mais après c'est une seule fois parmi tant de fois, donc je me dis ça peut aller il n'y a pas de problème mais on aimerait qu'il y ait plus d'amélioration donc si on dit ça ce n'est pas pour les pénaliser c'est plus pour qu'ils donnent plus d'améliorations derrière.

Interviewer : Je vois , merci pour votre réponse es que vous êtes prêt a recommander jumia à votre entourage ?

Interviewee 3 : oui, je le fais déjà.

Interviewer : racontez-moi sur votre expérience d'achet sur Jumia ? Je pense que t'as déjà fais ça mais...

Interviewee 3 : en fait j'ai déjà acheté par la force des choses. Premièrement je suis vendeur chez Jumia déjà donc mais l'emballage et tout ça je l'achète directement sur l'application et je le reçois a la maison donc il y avait cette obligation d'achat aussi, mais en dehors d'achats professionnels m3ahom même par rapport aux objets, surtout c'était par rapport au covid moi j'ai pas eu a acheter men 3ndhom des articles men ghir les trucs ta3 el khedma mais une fois que ja le covid il n'y avait pas de magasin je me suis tournée vers eux et justement par rapport a la disponibilité des produits par rapport a la rapidité de la livraison malgré la situation sanitaire, donc ça a été bénéfique pour moi, ça m'a permis de gagner beaucoup de temps et surtout d'éviter que je me déplace dans des magasins qui été déjà fermés a la base aussi. Un des problèmes est que contacter le service client est un peu difficile

Interviewee 3 : oui, oui, oui, franchement oui. Je n'ai jamais eu de problème avec aucun des livreurs au contraire, ils sont serviables.

Interviewer : avez-vous d'autres critères à ajouter afin d'avoir un meilleur service ?

Interviewee 3 : bah surtout le centre d'appel qu'il soit actif, avoir un meilleur contact avec le service client afin de faire confiance à la marque et revenir vers elle

Interviewer : envisagez-vous de faire d'autres achats sur Jumia.

Interviewee 3 : oui forcément, oui.

Interview 4 :

Interviewer : avant de commencer je vous prie de citer votre prénom et aussi votre wilaya de résidence ainsi que votre âge.

Interviewee 4 : alors je m'appelle X et j'ai 64 ans et je suis dans la wilaya de Blida.

Interviewer : alors, pour vos achats en ligne sur Jumia avez-vous utilisé le site internet depuis un ordinateur, le site internet depuis mobile (le téléphone), ou l'application ?

Interviewee 4 : depuis mon téléphone sur l'application Jumia.

Interviewer : avez-vous effectué un achat en ligne sur Jumia dans les douze derniers mois ?

Interviewee 4 : oui, oui, j'en ai fait plusieurs.

Interviewer : très bien, parfait, a combien remonte votre dernier achat ?

Interviewee 4 : mon dernier achat il remonte peut-être a une quinzaine de jours.

Interviewer : ok, parfait. Alors, comment avez-vous vécu cet achat ? wla précisément le dernier achat ?

Interviewee 4 : mon dernier achat c'était un retour j'avais fait un retour d'un article qui n'était pas aux normes de ce que j'ai demandé, et donc après,, bon ils ont été très correcte. Ils m'ont remis un code j'ai re-effectué un achat, voilà, j'ai retourné l'article et ils l'ont repris, et voila, ils m'ont donné un code que j'ai utilisé pour un autre achat.

Interviewer : selon vous quels sont les points les plus importants lors d'un achat en ligne ?

Interviewee 4 : bon, lors d'un achat en ligne moi, je pense que déjà la régularité, je veux dire ils sont réglés, je veux dire : ils viennent à temps, ils ne vous font pas attendre, parce que bon, Jumia je pense que c'est correcte, je fais ma commande tout de suite dans la semaine on m'appelle, c'est rapide ; la rapidité de l'exécution de l'achat.

Interviewer : que pouvez vous me dire sur votre expérience avec Jumia ?

Interviewee 4 : mon expérience eh bien voila, quelques expériences malheureuses avec un livreur, deux fois très désagréable, voila c'est une mauvaise expérience et depuis ça va, non depuis je suis très bien, maintenant j'ai une remarque à faire ils en tiennent compte. Donc c'est parfait.

Interviewer : et concernant la facilité de son utilisation afin d'obtenir les informations adaptées a vos besoins ? Et la je parle de l'application vu que vous utilisez l'application. Es que vous avez accès a toutes les informations nécessaires adaptées a vos besoins ? et la je parle de l'application vu que vous utilisez l'application es que vous avez accès a toutes les informations nécessaires et adaptés a vos besoins?

Interviewee 4 : ah oui les informations, non il n'y a pas de problèmes normalement les informations sont les a temps, e mails, on a toutes les informations c'est très clair très complet.

Interviewer : es que vous êtes prête à recommander Jumia a votre entourage?

Interviewee 4 : oui, oui. Je l'ai déjà fait.

Interviewer : racontez-moi votre expérience d'achat sur Jumia ? Alors, tout était bien a part la partie de livraison et le livreur ?

Interviewee 4 : voilà, c'est tout.

Interviewer : es que le contacte avec Jumia est facile ? Avec la marque la on rentre dans le service...

Interviewee 4 : oui, oui, le contacte est facile.

Interviewer : alors vous n'avez pas de difficultés à contacter le service client ?

Interviewee 4 : pas du tout c'est très facile, c'est, ils répondent. Voilà.

Interviewer : le contacte avec le service client permet il de répondre a vos besoins ?

Interviewee 4 : ah oui, oui, oui. Tout à fait.

Interviewer : comment la qualité du service client impacte elle votre décision de rachat sur Jumia ?

Interviewee 4 : ah bah bien sur si ils répondent moi je me dis, ça me rassure, et puis je me dis c'est clair je suis en confiance, et je refais, je rachète. Et puis je me dis que s'il y a un souci j'appelle.

Interviewer : s'il y a un service qui ne répondait pas vous n'allez surement pas racheter ?

Interviewee 4 : ah oui, oui, oui. S'ils ne répondent pas je me dis, vraiment c'est l'incertitude totale, non je me dis non.

Interviewer : avez-vous d'autres critères a ajouter afin d'avoir un meilleur service ?

Interviewee 4 : pour avoir un meilleur service ? La livraison elle est un peu cher je trouve. C'est tout. 600Da a chaque fois je trouve que c'est un peu cher quand même.

Interviewer : envisagez-vous de faire d'autres achats sur Jumia ?

Interviewee 4 : oui, oui, oui. Je suis une cliente.

Interviewer : es que vous avez d'autres trucs a rajouter peut être ? Comme remarque ou un truc que vous voulez avoir ?

Interviewee 4 : non, non, non, je n'ai pas d'autre remarque c'est bon.

Interview 5 :

Interviewer : je vous prie de citer votre prénom et aussi votre wilaya de résidence ainsi que votre âge.

Interviewee 5 : donc c'est X, 24 ans et je vis a Alger.

Interviewer : super, pour vos achats en ligne sur Jumia avez-vous utilisé le site internet depuis un ordinateur, le site internet depuis mobile (le téléphone), ou l'application ?

Interviewee 5 : depuis l'application.

Interviewer : avez-vous effectué un achat en ligne sur Jumia dans les douze derniers mois ?

Interviewee 5: oui.

Interviewer : Alors, comment avez-vous vécu cet achat ?

Interviewee 5: c'était fluide c'était rapide, c'était sympa.

Interviewer : selon vous quels sont les points les plus importants lors d'un achat en ligne ?

Interviewee 5: pour moi c'est que le produit affiché soit réellement celui qu'on va réellement acheter pour qu'on est satisfait de notre achat, sema hab y9ol l'image qui est mise sur l'application wla sur le site elle doit refléter réellement le produit en lui-même, sema a l'achat lzem n19aw belik le produit que j'ai acheté et le produit qui a été affiché f l'application wla f le site ykounou identiques hada makan. Et aussi la sécurité tani ta3 le paiement.

Interviewee 5: un peu, je pense qu'ils peuvent faire plus d'efforts dans ce sens la. Chghol ce n'est pas lourd, lourd, lourd, mais je pense qu'il y a moyen de faire mieux. Clairement, clairement.

Interviewer : que pouvez vous me dire sur votre expérience avec Jumia ? on parle de la marque wla aussi des achats que vous avez effectués et aussi la facilité de son utilisation afin d'obtenir des informations adaptés a vos besoins. hna je parle de l'application. tu vois aussi si c'est facile a utiliser et a tout obtenir ?

Interviewee 5: d'accord, déjà au tant que marque je pense Jumia c'est une marque qui reflète le sérieux le dynamisme et aussi la modestie parce que chghol je pense que c'est une marque qui n'e fait pas trop. je sais pas si tu comprend ce que je veux dire. mais c'est une marque qui est a sa juste valeur, qui n'est pas extravagante et elle n'est pas trop subtile en termes de, chghol je pense que si je vais avec la personnalité n9ol que c'est ce que je viens de dire il y a un instant.

Interviewer : pouvez vous me dire comment jumia répond adéquatement a vos besoins d'informations ?

Interviewee 5: déjà le premier point, chghol, le plus important c'est le fait de mettre a jour le niveau de stock parce que parfois, tu sais, genre, on peut commander quelque chose et être informé par la suite que c'est en rupture de stock. Donc c'est bien de savoir tani l'état des stocks pour ... donc la en termes d'information, il y a une mise a jour importante f le service qu'offre Jumia.

Interviewer : alors hadi c'est à faire, c'est à améliorer.

Interviewee 5: oui hada c'est un truc, non, plutôt c'est un truc qui existe déjà. niveau de stock. mindak ntih sur des articles yktblk « en rupture de stock » donc hna sa prouve belik les stocks sont a jour et deuxièmement c'est les délais de livraison. Parce qu'il y a des articles qui sont livrés plus rapidement que d'autres. et troisièmement, kyen win tl9ay des codes promo, donc les promotions tout ça chghol c'est mportant louken ydiroha. d'être au courant d'avoir ces informations la a temps, mnindak, je sais pas, on a bien envie de connaître l'origine du produit, surtout quand c'est des, kima 9otlek, quand c'est des articles win ils sont prit en image chghol on aimerai bien tani que l'image qui

soit affichée, la photo c'est aussi une information donc ça sera bien que les images publiées f les articles correspondent a 100% au produit final, f la commande qu'on va recevoir après l'achat.

Interviewer : es que cela impacte votre décision d'utiliser Jumia de nouveau ?

Interviewee 5: oui, oui. Ça impacte a la réutilisation.

Interviewee 5: comme ça, parce que je peux pas tani faire confiance a 100% parce que je sais que c'est des produits, c'est pas des produits que Jumia produit en elle-même mais c'est des produits qu'elle revend wla qu'elle achète et qu'elle revend par la suite donc je pense que sur certains achats on peut se faire facilement arnaquer. win kima 9otlek, le produit final qu'on va recevoir rah ykoun un peu peut-être..., moi, quand semblant a l'image, et peut-être aussi en termes de prix parce que sur quelque articles que j'ai vu, il y a une marge assez grande par rapport a ce qu'on peut trouver, par exemple, dehors f le marché wla f les superettes wla.

Interviewer : es que vous etes prêt a recommander Jumia a votre entourage ?

Interviewee 5: oui.

Interviewer : parfait. Alors racontez moi sur votre expérience d'achat sur Jumia ?

Interviewee 5: eh bah je me suis crée un compte, j'ai reçu un mail de confirmation, oucha3d j'ai cherché f la base de recherche le produit que je voulais acheter. J'ai vu deux trois articles, parce que c'était deux trois articles différents mais c'était la même catégorie de produits, donc j'ai comparé un peu binathom. Et j'ai commandé. J'ai reçu après 24h..., wla c'était 48h je ne m'en rappelle plus. Entre 24 et 48h. 3aytoli f téléphone, au moment win lah9o, sema après ki lah9o, j'ai donné parce que les informations, l'adresse tout ça. ki lah9o l3and a coté de chez moi ils m'ont appelé f téléphone c'était deux jeunes. hbet lihom, ils était très gentils, on m'a donné le coli, j'ai signé un petit bout de papier et je leur ai donné leur argent. Et 3tawli un bon, ou c'est tout. C'était très simple, très calme... les livreurs étaient très sympathiques. Et voilà, je pourrai dire que j'étais satisfait, apart avec le service client car c'est vraiment difficile de les avoir

Interviewee 5: j'ai appelé une fois par rapport au problème ta3 la qualité. on m'a demandé directement un retour mais je devais soit échanger le produit en lui-même, sema ya3toli le même produit mais kchghol j'avais pas une garanti sur es que la qualité allait augmenter ou pas ? Soit j'avais le choix d'acheter quelque chose qui a le même prix wla un peu plus. donc c'était bien comme expérience.

Interviewer : ah d'accord. Avez-vous d'autres critères a ajouter pour avoir de meilleurs services ?

Interviewee 5: un meilleur service de livraison et un meilleur prix

Interviewer : envisagez-vous de faire d'autres achats sur Jumia ?

Interviewee 5 : oui, je compte bien.

Interview 6

Interviewer : Puis j'avois votre prénom, âge et la wilaya de résidence.

Interviewee 6 : C'est X 6 24 ans de Souk-Ahras

Interviewer : pour vos achats en ligne chez Jumia, avez-vous déjà utilisé le site internet depuis un ordinateur le site depuis mobile ou bien l'application ?

Interviewee 6 : l'application,

Interviewer : Avez-vous déjà effectué un achat en ligne sur Jumia dans les 12 douze derniers mois ?

Interviewee 6 : oui il y a 7 mois

Interviewer : d'accord. Comment as-tu vécu ton achat ?

Interviewee 6 : le processus d'effectuer la commande était à juste quelques clics ; c'était facile, pas gênant en terme d'étape, ils m'ont même appelé pour effectuer la commande

Par contre Le produit était endommagé, je les ai rappelés pour leur dire, ils m'ont dit de voir le bureau li fi Annaba, et je n'ai pas pu changer le produit, car le processus du retour est tellement long, et fatiguant

Interviewer : selon-vous quels sont les points les plus importants lors d'un achat en ligne.

Interviewee 6 : facilité du processus, l'expérience, confiance, le prix du produit, ce sera mieux d'avoir la possibilité de vérifier le produit sur place et avoir un processus de remboursement plus facile

Interviewer : que pouvez-vous me dire sur votre expérience avec Jumia et la facilité de son utilisation afin d'obtenir des informations adaptés à vos besoins ?

Interviewee 6 : basique, facile à utiliser,

Interviewer : pouvez-vous me dire comment Jumia peut-elle répondre adéquatement à vos besoins d'information ?

Interviewee 6 : il y a une orientation sur l'application, c'est clair et évident

Interviewer : très bien. Merci. Es que cela impacte votre décision d'utiliser Jumia de nouveau ?

Interviewee 6 : Oui, si l'application n'était pas clair ça me perturberai et me donnera plus envie d'y être a nouveau, avec Jumia tout est bien expliqué et elle est vraiment facile

Interviewer : es que vous êtes prêt à recommander Jumia a votre entourage ?

Interviewee 6 : non je ne recommanderai pas Jumia ,

Interviewer : racontez-moi sur votre première expérience sur Jumia

Interviewee 6 : j'ai reçu un produit endommagé et cassé, je comprends que cela peut arriver alors ils doivent faire attention au collier fragile, mais aussi le fait qu'ils n'ont pas pris la responsabilité pour faire un remboursement

Interviewer : trouvez-te des difficultés à contacter le service client ou pas du tout ?

Interviewee 6 : Non je n'ai pas eu de difficultés à les contacter,

Interviewer : es que le contacte service client permet-il de répondre avec vos besoins ?

Interviewee 6 : Ils répondent à mes questions oui mais ils ne prennent pas action, pour mon cas, ils n'ont pas vraiment donné un intérêt au fait que je voulais retourner le produit, je devais me débrouiller

Interviewer : avez-vous d'autres critères pour avoir un meilleur service ?

Interviewee 6 : Réduire le prix des produits, êtres à l'écoute du client quand on veut faire un retour ou faire un remboursement, vérifier le produit avant de le donner au client et faire attention au produit fragile

Interviewer : envisagez-vous de faire d'autres achats sur Jumia ?

Interviewee 6 : Non je pense pas, je n'achèterai pas