

From Click to Delivery Exploring the Customer Journey in E-Commerce

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Abstract:

This study examines the shifts in the online customer journey which is a key part of ecommerce impacted by technology and consumer needs. The investigation looks at how different businesses ensure the customer experience is smooth from searching for a product to engaging with them after the purchase. The primary aim was to determine the most important drivers of customer satisfaction and loyalty during the journey.

A qualitative approach was taken through semi structure interviews to capture attitudes and perceptions of consumers in their behaviors and expectations. The importance of easy navigation, clear pricing, dependable delivery, and personalized post purchase messages were found. These findings highlight the need for ecommerce websites to focus on the clients' needs, delivering value and consistency throughout the process in order to establish trust and loyalty. **Keywords:** E-commerce; Online customer journey; Website; Delivery.

Jel Classification Codes : M31, L86, L81

1. INTRODUCTION

E-commerce has profoundly changed the relationship between businesses and consumers globally. It represents much more than just a technological advancement: it has redefined consumer expectations regarding accessibility, fluidity, personalization, and speed of interactions. According to Lemon & Verhoef, (2016), the increased competition between e-commerce platforms drives businesses to perfect their processes in order to offer smooth and frictionless experiences. As Taylor & Auerbach, (2023) point out, each step of the interaction chain—from navigation to ordering, through delivery and post-delivery tracking—has become a key differentiating factor. These authors also stress the importance of proactive communication and transparency, particularly concerning delivery times, to maintain consumer trust.

E-commerce has become a central pillar of modern economies, profoundly transforming consumption practices and the relationships between businesses and consumers. This dynamic is particularly pronounced in developed markets, where companies compete with innovations to offer fast, personalized, and smooth experiences (Lemon & Verhoef, 2016). In emerging markets like Algeria, e-commerce has been growing steadily, fueled by better mobile internet penetration and increased smartphone usage. This digital transformation has allowed many consumers to experience the practical benefits of online shopping, such as access to a wider variety of products and services, often unavailable locally (Benhabib & Benslimane, 2020). Recent statistics show that the number of e-commerce users in Algeria is expected to continue increasing between 2024 and 2029, with the addition of 2.3 million new users (+32.72%). After nine consecutive years of growth, this indicator is expected to reach 9.35 million users by 2029, setting a new record (Statista, 2024).

At the same time, consumer expectations have evolved. They no longer seek just a product or service but an entire, immersive customer experience. This includes intuitive navigation, personalized offers, reliable delivery times, and full transparency at every stage of the purchasing process (Forbes & Vespoli, 2022). To meet these challenges and design an effective customer journey, businesses must not only overcome structural constraints but also understand the key stages that influence consumer satisfaction and loyalty. These stages include website navigation, payment ease, order processing speed, delivery reliability, and post-purchase tracking (Taylor & Auerbach, 2023). Hence, the central question is: how can businesses integrate emerging consumer needs while transforming local constraints into strategic opportunities? This reflection invites an analysis of international best practices and their adaptation to Algerian realities, while highlighting the growing expectations of online shoppers in a globalized environment.

The goal of this article is to analyze in depth the customer journey in the e-commerce sector, focusing on the friction points and satisfactions that characterize this journey, from the ordering process to delivery. Initially, the study seeks to understand current practices among Algerian businesses in managing the customer journey, identifying the critical steps that directly influence consumer satisfaction. This includes elements such as website navigation, payment security, order management, and delivery times and quality. This analysis aims to map the main obstacles encountered by consumers in their online shopping experiences in Algeria while highlighting the levers of satisfaction that local businesses can use to improve the overall customer experience.

Finally, through this qualitative analysis, the study proposes recommendations to optimize the customer journey in Algerian e-commerce. These recommendations are based on best practices and solutions adapted to the specificities of the local market.

To address the research question regarding the analysis of the customer journey in e-commerce, a qualitative study was conducted through semi-structured interviews. This method allows for a deep exploration of consumer attitudes, motivations, and expectations regarding the different stages of the customer journey while leaving room for themes that were not anticipated.

Once the data was collected, a thematic analysis was conducted to identify key factors influencing the customer journey. This approach will provide a detailed view of the customer journey dynamics, essential for formulating practical recommendations aimed at improving the customer journey in the e-commerce sector in Algeria.

2- Theoretical framework:

2.1- E-commerce:

Electronic commerce, or e-commerce, refers to the process of buying and selling goods and services over the internet, conducted through devices such as computers, tablets, smartphones, and other smart technologies (BLOOMENTHAL, 2024) . It can also be understood as conducting business transactions digitally or using the internet. E-commerce offers businesses significant opportunities for growth and development (Koe & Sakir, 2020) .

The literature on e-commerce identifies various categories and types of digital commercial exchanges, including B2C, B2B, and C2C. B2C refers to transactions where companies sell products or services directly to consumers through online platforms (Issac & Volle, 2013) . This model includes two primary categories: companies solely focused on online sales without physical stores (Kotler & al, 2015), and those combining physical retail locations with online platforms to offer products and services (Kotler et al., 2015, p. 378). B2B involves electronic transactions between businesses, a model predating B2C that typically relies on networked solutions like Electronic Data Interchange (Issac & Volle, 2013). C2C represents transactions directly between consumers, often facilitated by platforms enabling peer-to-peer exchanges (Lendervie, 2012).

As e-commerce grows, many companies are adopting multichannel strategies, yet online stores remain the most utilized channel for selling products and services (Bressolles, 2016). These platforms serve as essential marketing channels, combining product information, sales, and service. They present consumers with a commercial offering that includes products, pricing, and promotions in an environment designed as an alternative to physical reality (Helme-Guizon, 2001). Additionally, they enable consumers to navigate the entire commercial process, from obtaining product information to selecting items and completing payment transactions online (Sboui, 2004).

Several factors influence the adoption of e-commerce. These include technological aspects, such as the infrastructure required to implement e-commerce, particularly in developing countries, and the compatibility of technologies with existing systems (Hendricks & Mwapwele, 2024). Organizational elements also play a role, including management practices and overall company performance. Environmental factors, encompassing political, economic, legal, and market conditions, are especially relevant in developing regions. Consumer trust is another

critical element, as the willingness to adopt e-commerce depends significantly on the perceived safety and reliability of digital platforms. Finally, performance improvement emerges as a major benefit of successful e-commerce adoption, providing significant value to businesses even though it is not consistently framed as a challenge (Hendricks & Mwapwele, 2024).

2.2- The online customer journey:

The online customer journey is characterized by its growing complexity, encompassing multiple stages and touchpoints that influence consumer decision-making. According to Padilla & al, (2024), each interaction within this journey generates valuable data, enabling businesses to enhance their understanding of purchasing behaviors and tailor their offerings accordingly. The online customer journey, often defined as "the complete series of interactions a customer has with a brand or business, from initial awareness to post-purchase support" (Scott, 2024), is central to the effectiveness of modern e-commerce strategies. Another perspective describes it as "a dynamic and nonlinear process shaped by various digital and physical touchpoints, designed to meet the consumer's needs at each stage" (Van Deursen, 2024). These definitions underscore the necessity for businesses to adapt continually, leveraging advanced analytical tools to refine customer experiences in response to evolving digital preferences.

One of the primary expectations of online consumers is seamless navigation and platform usability. As Van Deursen, (2024) highlights, intuitive and well-structured websites that incorporate advanced filters and detailed product descriptions minimize friction and enhance conversion rates. Conversely, complex or opaque interfaces often lead to shopping cart abandonment, a persistent issue in e-commerce. This observation highlights the importance of streamlining the browsing and purchasing processes to align with consumer expectations.

Relational aspects are equally critical. Klein, Zhang, & al, (2022) Klein et al. (2022) emphasize the importance of maintaining consistency across digital channels and traditional media to create a cohesive customer experience. Consumers increasingly expect personalized content and recommendations, reflecting their previous interactions, as well as simplified order and delivery processes. This continuity fosters trust and engagement, both essential for retaining customer loyalty.

The post-purchase phase, though often overlooked, plays a pivotal role in the customer journey. Scott, (2024) underscores the value of personalized thank-you messages, proactive order tracking, and simplified return policies. Such practices not only build consumer trust but also encourage repeat purchases. Effective management of returns has emerged as a strategic tool for maintaining high satisfaction levels, particularly in competitive markets.

Furthermore, the analysis of consumer behaviors and expectations highlights transparency as a key success factor in e-commerce. Research by Anderl, Becker, & al, (2016) demonstrates that platforms offering clear communication about pricing, product availability, and delivery timelines are more successful in building consumer confidence. In contrast, uncertainty surrounding these aspects frequently results in negative experiences, diminishing the likelihood of customer retention.

Recent studies also reveal that consumers favor experiences that incorporate emotional and relational elements. Scott, (2024) argues that focusing on these aspects allows businesses to stand out in crowded markets. Personalized interactions and emotionally driven incentives help forge

stronger connections between consumers and brands.

Optimizing the online customer journey requires an integrated approach that combines data analysis, technological innovation, and sensitivity to human needs. By aligning their practices with the shifting expectations of consumers, businesses can improve performance, foster loyalty, and create memorable experiences that drive long-term success.

2.3- The last miles kilometers:

The last mile in e-commerce, often referred to as the “last-kilometer delivery,” is a pivotal element in the customer journey and plays a decisive role in shaping the customer experience. This phase refers to the final segment of the logistics process where a product reaches the customer’s hands, marking the culmination of their online shopping experience. As Padilla, Ascarza, & al,(2024) argue, the last mile is not merely a logistical concern but a key touchpoint that influences customer satisfaction and loyalty. Its design and execution provide valuable insights into consumer expectations and behaviors, which are essential for optimizing the broader customer journey.

In the context of the customer journey, the last mile represents an experiential milestone. Customers do not only evaluate the product they receive but also the delivery process itself, including speed, convenience, and communication. Klein, Zhang, & al (2022) emphasize that a smooth last-mile delivery positively impacts the perception of the entire shopping process. For instance, features such as real-time tracking, flexible delivery options, and proactive communication enhance trust and reliability, critical factors in fostering a positive customer experience.

Moreover, the last mile is intrinsically linked to the concept of the overall customer experience. Beyond the functional delivery of goods, it serves as a platform for emotional engagement. Personal touches, such as thank-you notes or customized packaging, can create a sense of delight and contribute to brand loyalty. According to Van Deursen, (2024), these elements elevate the delivery experience from a transactional interaction to a memorable moment, reinforcing the customer’s emotional connection with the brand.

Anderl, Becker, & al, (2016) highlight the role of the last mile in providing data-driven insights into consumer behavior. By analyzing patterns such as delivery preferences, geographic trends, and service feedback, businesses can refine their strategies to better meet consumer expectations. For example, understanding the preferred time slots for deliveries or common areas for delivery failures allows companies to tailor their logistics to enhance efficiency and satisfaction simultaneously.

Furthermore, the importance of the last mile extends into post-delivery experiences, influencing perceptions of reliability and trustworthiness. The quality of the last-mile experience can shape the customer’s willingness to engage in future purchases or recommend the platform to others. Scott,(2024) underscores that businesses that excel in this phase not only secure immediate satisfaction but also lay the groundwork for long-term customer retention.

In conclusion, the last mile is more than a logistical endpoint; it is a critical component of the customer journey and experience. By integrating operational efficiency with emotional and relational elements, businesses can turn the last mile into a strategic advantage. In a highly competitive e-commerce environment, a well-executed last-mile strategy serves as both a

differentiator and a cornerstone for customer-centric growth.

3- Research Methodology :

3.1- Data Collection Method :

The interview guide served as the primary tool for data collection, tailored to the qualitative and exploratory nature of the research. It was structured to examine critical stages of the e-commerce customer journey in depth. The research and navigation phase delves into how consumers search for products and engage with e-commerce platforms, focusing on identifying usability challenges and factors influencing platform choice. The selection and purchase phase explores decision-making and the transaction process, shedding light on key elements such as pricing, reviews, and payment methods that facilitate or hinder purchases. The delivery phase assesses customer expectations and experiences with logistics, emphasizing delivery options, tracking efficiency, and interactions with delivery personnel, to gauge their impact on overall satisfaction. Finally, the post-delivery and retention phase investigates customer satisfaction, the returns process, and loyalty-building strategies, offering insights into fostering long-term customer relationships. Together, these themes aim to uncover pain points and improvement opportunities to enhance the end-to-end e-commerce experience.

3.2- Sample Selection:

The sample selection process was guided by the principle outlined by (Evrard & al, 2003, p. 105), emphasizing flexibility rather than strict inclusion criteria. The research did not target a specific customer type or segment but sought to include participants with diverse shopping behaviors and backgrounds. The primary inclusion criterion was that participants had made multiple online purchases. Recruitment was conducted by visiting a local delivery company, where interviews were held, and through personal connections.

The sample size was determined based on the principle of semantic saturation, where data collection continues until no new themes or insights emerge from additional interviews (Guest, Bunce, & al, 2006). This ensured that the study captured a comprehensive range of perspectives while maintaining methodological rigor.

The final sample included 12 participants, selected to ensure diversity in gender (8 females and 4 males) and age, ranging from 18 to 64 years. This approach allowed for a broad spectrum of viewpoints, enriching the findings and providing nuanced insights into the e-commerce customer journey.

3.3- Conduct of the Study:

The study was conducted at Yalidine, a well-known delivery company in Algeria, chosen as the primary location for interviews. This site was selected because it serves as a critical point of interaction for online shoppers who rely on delivery services to complete their e-commerce transactions. The company's role in bridging the gap between online platforms and customers made it an ideal setting to engage with participants who could provide firsthand insights into their e-commerce experiences. The interviews were conducted in a semi-structured format, allowing for detailed discussions on various aspects of the customer journey, including platform navigation, purchasing decisions, and delivery logistics. This setting not only facilitated access to a diverse range of participants but also enriched the study by capturing perspectives rooted in real-world delivery interactions.

3.4- Content analysis:

The collected data were analyzed using content analysis through the NVivo software, allowing for a structured and systematic approach to understanding the e-commerce customer journey. NVivo facilitated the coding and categorization of data into key themes aligned with the distinct stages of the customer journey.

In the research and navigation phase, themes such as platform selection criteria ease of navigation, and the usefulness of product filters and recommendations emerged. The selection and purchase phase revealed themes like decision-making factors, such as price and reviews, and barriers like abandoned carts due to unclear processes or high delivery costs. For the delivery phase, critical themes included the impact of delivery speed, tracking functionality, and the quality of interactions with delivery personnel. Lastly, the post-delivery and retention phase highlighted themes related to satisfaction with returns processes, the effectiveness of customer support, and drivers of customer loyalty.

By leveraging NVivo's advanced capabilities, such as thematic coding and data visualization, the analysis provided a comprehensive understanding of the participant experiences across all stages of the customer journey. This ensured robust findings and meaningful insights into opportunities for improving the e-commerce experience.

4- Result and discussion:

4.1 Search and Navigation:

The search and navigation phase plays a critical role in shaping the initial customer interaction on e-commerce platforms. It combines factors such as usability, visual design, and the intuitiveness of the website's layout to influence a user's perception and satisfaction. Participants highlighted varying experiences, underscoring the importance of these elements in their online shopping journey.

Positive Testimonial: "I really appreciate platforms that have clear and detailed filters. It saves me time and helps me find exactly what I need." (Participant, 28 years old)

Negative Testimonial: "Some websites have vague product descriptions, and the images don't always match reality. This often discourages me from completing a purchase." (Participant, 34 years old)

A significant portion of the feedback revolved around the design and ergonomics of websites. Users valued platforms with clean layouts, clear navigation menus, and harmonious color schemes that made the browsing process pleasant and stress-free. For instance, websites that avoid overly bright colors or clashing contrasts were seen as more professional and inviting.

Typography and readability also emerged as important criteria. Participants preferred platforms using clear, readable fonts and consistent text sizes to avoid visual strain, particularly when viewing product descriptions or customer reviews.

Additionally, the intuitiveness of the site — how easily users can find desired products without unnecessary clicks was repeatedly emphasized. As one participant remarked:

"When I can find what I need with just two or three clicks, I know the platform is well-designed." (Participant, 31 years old)

Conversely, poor navigation processes, such as unclear categorization or broken links, led to frustration and abandonment of the site. The availability of search filters and personalized

recommendations was highlighted as a crucial tool for simplifying searches. However, participants criticized sites where these tools were either too basic or overly complex, limiting their usefulness.

Fig.1: Word of cloud: Search and Navigation



Source: Nvivo

4.2 Selection and purchase:

This phase underscores the critical elements that influence consumers' decisions during the purchase journey, including pricing, transparency, product information, and the ease of completing a transaction. Participants provided a range of positive and negative experiences, reflecting diverse challenges and preferences.

Positive Testimonial: "When I see clear promotions and positive reviews, I don't hesitate to buy. Everything feels smooth and reliable." (Participant, 22 years old)

Negative Testimonial: "I abandoned my purchase because the site added hidden fees at the last step, which frustrated me." (Participant, 45 years old)

Pricing transparency was a recurring concern. Many participants highlighted frustration when sellers failed to display prices directly on the platform, opting instead to redirect potential buyers to private conversations for price disclosure. This lack of openness not only wasted time but also created doubts about the seller's credibility.

Participant Reflection: "I avoid platforms where sellers don't display prices and instead ask you to contact them. It feels dishonest, and I'd rather shop elsewhere." (Participant, 36 years old)

Additionally, some participants mentioned inconsistencies in pricing, such as items appearing on sale but reverting to their original price at checkout, which led to feelings of deception.

Product availability also emerged as a significant issue. Some users reported that items marked as available were later found to be out of stock during checkout, which disrupted their shopping experience and eroded trust in the platform.

Customer reviews and detailed product descriptions play a critical role in shaping consumers' decisions during the purchase process. Many participants mentioned that they rely heavily on reviews to gauge the reliability and quality of a product before making a commitment.

Positive Testimonial: "I always check the reviews before buying anything. It helps me avoid

disappointment, especially when trying a new seller or product. Clear, honest reviews make me feel more confident about my purchase." (Participant, 30 years old)

The presence of comprehensive product descriptions was also highlighted as a key factor. Participants appreciated when product details, including dimensions, materials, and specifications, were well-defined, as it helped them make informed decisions. Furthermore, high-quality images that matched the product descriptions were deemed essential in reducing doubts about the purchase.

Positive Testimonial: "I love when there are detailed product descriptions, including multiple photos from different angles. It makes me feel like I know exactly what I'm getting." (Participant, 27 years old)

However, participants also expressed concerns about the authenticity of reviews. When reviews appeared inconsistent or overly generic, users were hesitant to trust them. Some participants suspected that certain platforms allowed fake or exaggerated reviews, which impacted their confidence in the purchase.

Negative Testimonial: "I once saw a product with so many glowing reviews, but the product didn't live up to expectations at all. I felt like the reviews were fake or manipulated." (Participant, 40 years old)

In light of these testimonies, it is clear that transparency and accuracy in both customer reviews and product descriptions are crucial for reducing uncertainty and increasing consumer trust. Providing detailed, honest feedback and ensuring that product descriptions match the actual product can significantly improve customer confidence and influence purchasing decisions

Fig.2: Word of cloud: Selection and purchase



Source: Nvivo

4.3- Delivery:

The delivery phase is a critical part of the customer journey in e-commerce, and participants in this study expressed diverse opinions about their experiences. While many consumers praised the convenience of real-time tracking and reliable delivery, some highlighted several issues that affected their overall satisfaction.

Positive Testimonial: "Real-time parcel tracking is a big plus. I knew exactly when my package would arrive, and the delivery person was very professional." (Participant, 30 years old)

Participants appreciated the transparency and control that real-time tracking provided, as it allowed them to anticipate delivery times more accurately and plan their day accordingly. Many

also valued interactions with professional delivery personnel, which enhanced the sense of security and trust in the process. This smooth experience was a major factor in their satisfaction. However, not all experiences were positive. A common frustration among participants was delivery delays and damaged packages, which caused significant dissatisfaction and frustration. In these instances, customers reported that the lack of communication and poor handling of goods affected their confidence in the e-commerce process.

Negative Testimonial: "My package was delayed and arrived damaged. The delivery person didn't even notify me of their arrival." (Participant, 38 years old)

This testimony reflects a recurring theme of poor communication, with participants noting that delays often went uncommunicated, leaving them in the dark about the status of their orders. The lack of notifications or updates exacerbated the issue, especially when it involved damaged goods, which required additional steps for resolution.

One company that was mentioned positively by some participants was Yalidine, a local delivery service known for its commitment to ensuring parcel security. Several respondents mentioned that they preferred using platforms that relied on Yalidine for delivery, as they felt their packages were less likely to be damaged or lost.

Testimonial: "I always opt for platforms that use Yalidine for delivery. Their service is more reliable, and I trust them to handle my packages with care." (Participant, 29 years old)

This trust in Yalidine stemmed from their reputation for handling parcels securely and their better communication with customers throughout the delivery process. Participants emphasized the importance of knowing their package was being handled with care, which influenced their choice of delivery service.

Fig.3: Word of cloud: Delivery



Source: Nvivo

4.4 Post-Delivery and retention:

The post-delivery and retention phase serves as a critical touchpoint in the e-commerce customer journey, focusing on overall satisfaction, product returns, and efforts to foster long-term customer loyalty. This phase plays a significant role in determining whether a customer will return for future purchases or disengage from the platform.

Positive Testimonial: "Returning a product was easy and fast. This gave me confidence to keep using the platform." (Participant, 40 years old)

Participants highlighted the importance of simple, hassle-free return policies. A streamlined return process was frequently associated with higher customer satisfaction and trust in the platform. When a customer faces difficulties or delays in returning an item, it can lead to frustration and a

diminished perception of the company's reliability. Platforms that facilitate swift and straightforward returns increase the likelihood of repeat purchases and customer retention.

Negative Testimonial: "When I had an issue with a product, customer service was slow and unhelpful. It was very disappointing." (Participant, 25 years old)

A recurring issue across several responses was dissatisfaction with customer service. Slow response times, unhelpful representatives, and unresolved issues during post-purchase interactions emerged as a significant pain point. When customers face challenges with products, whether related to quality, damage, or dissatisfaction, they expect prompt and efficient support. A lack of responsiveness can create a negative impression, potentially resulting in the loss of the customer's trust and their future business.

In addition to return policies and customer service, other factors like unboxing experiences and personalized gestures also influenced post-delivery satisfaction. Several participants mentioned the value of receiving packages that felt thoughtfully prepared, with a focus on presentation and small gestures of appreciation.

Testimonial: "The unboxing experience was pleasant, and I loved the little 'thank you for your purchase' note. It made me feel valued as a customer." (Participant, 33 years old)

Small but meaningful touches, such as handwritten notes or branded packaging, can significantly enhance customer satisfaction and create a positive emotional connection with the brand. These elements are crucial in building brand loyalty, as they demonstrate attention to detail and care for the customer, beyond just the transactional nature of the purchase.

Moreover, participants expressed an appreciation for loyalty programs that offered tangible benefits, such as discounts or exclusive offers for returning customers. When platforms show they value long-term relationships by offering rewards, customers are more likely to remain engaged and loyal.

Testimonial: "I'm more likely to shop again on a platform that rewards me for being a loyal customer. It makes me feel like they appreciate my business." (Participant, 37 years old)

Loyalty-building efforts, especially those that are personalized and rewarding were recognized as important drivers for repeat purchases. These programs help establish a sense of belonging and value, making it more likely that customers will return.

Fig.4: Word of cloud: Post-Delivery and retention



Source: Nvivo

5- Conclusion:

In conclusion, this study offers significant insights into the multifaceted e-commerce customer journey, emphasizing the key stages that shape overall satisfaction and loyalty. By examining

phases such as search and navigation, purchasing decisions, delivery processes, and post-purchase interactions, the research sheds light on the importance of optimizing each stage to enhance the customer experience. The study highlights that factors such as clear and detailed product descriptions, transparent pricing, intuitive website navigation, and reliable delivery services are critical in improving the e-commerce experience.

The research emphasizes that platforms providing seamless navigation and clear pricing information foster trust, reducing potential barriers to purchase. Additionally, efficient delivery systems, including real-time tracking and reliable logistics, contribute significantly to customer satisfaction. This is particularly important as delivery is often viewed as one of the most critical factors in the customer journey. Platforms that focus on these elements can expect better customer retention and a more robust reputation. Furthermore, feedback mechanisms like customer reviews and easy return policies not only enhance transparency but also build consumer confidence, making customers more likely to return for future purchases.

Importantly, small touches that personalize the shopping experience—such as thank-you notes, prompt customer service responses, and tailored promotions—also emerged as vital factors in building long-term loyalty. In a highly competitive market, these personalized gestures can make a notable difference in how customers perceive their experience and their willingness to continue shopping with a platform.

The study also underscores the growing importance of understanding regional market dynamics, particularly in emerging markets such as Algeria. As e-commerce continues to expand globally, adapting to local customer preferences and addressing logistical challenges specific to regions will be essential for businesses aiming to capture and retain a broad customer base. For example, in Algeria, where the online payment infrastructure is still evolving, providing flexible payment options and ensuring clear communication about pricing and shipping can significantly enhance the customer journey.

By addressing the pain points identified in this study—such as issues with website usability, delivery delays, and inefficient customer service—e-commerce platforms can refine their strategies to improve customer engagement and retention. Ultimately, businesses that focus on providing a seamless, transparent, and customer-centric experience will be better positioned to achieve sustainable growth in a rapidly changing and competitive market

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7. Appendices : Interview guide :

1- Research and Navigation Phase

Initial Research:

- Can you describe how you start your search for a product you want to purchase online?
- What criteria or tools do you use to select a particular e-commerce platform (advertising, search engines, recommendations, etc.)?

Site navigation:

- What elements do you appreciate or find frustrating when navigating e-commerce websites?
- Are the search filters and recommendations helpful or limiting? Why?
- Have you experienced issues related to product presentation (photos, descriptions, availability)?

2- Selection and Purchase Phase

Decision-Making:

- What factors influence your final choice before placing an order (price, reviews, promotions, and delivery times)?
- Do user reviews play a role in your decision-making? Why?
- Purchase process:
- Can you describe your experience with the ordering process (ease, clarity, payment security)?
- Have you ever abandoned a shopping cart? If so, why (delivery fees, complexity, uncertainty)?

3- Delivery Phase

Options and Tracking:

- What criteria do you consider when selecting a delivery option (speed, cost, flexibility)?
- Have you used package-tracking features? If so, how would you rate their effectiveness?
- Experience with Delivery Services:
- Can you describe your experience with delivery personnel (punctuality, behavior, package condition)?
- Have you encountered specific issues (delays, damaged packages, missed deliveries)? How were these handled?

Final Delivery:

- In your opinion, what makes a delivery successful or unsuccessful?

4. Post-Delivery and Retention Phase

Overall Satisfaction:

- Are you generally satisfied with your online shopping experiences? Why or why not?
- Are there specific steps in the process where you think e-commerce platforms could improve?
- Returns and Customer Service:
- Have you ever returned a product? If so, how would you rate the process (ease, speed, communication)?
- How are issues or complaints typically handled by the companies?

Customer Retention:

- What would encourage you to keep using an e-commerce site (loyalty programs, promotions, user experience)?