

Navigation Versus E-Interactivity in Online Store Design

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Purpose: The study was conducted with the main objective of exploring navigation or e-interactivity on the online store play important role in converting online window shoppers into e-customers. The findings will be useful to the e-retailers in designing their online store by focusing on the preferred areas of customers.

Methodology: The study is quantitative and descriptive in nature, based on primary data collected from the respondents in Jeddah city of Saudi Arabia through a structured close ended questionnaire. The intensity of the response was collected on Likert Scale from 1 to 5. The questionnaire was developed in English language and translated into Arabic language as the respondents were mainly the Arabic speakers. The results were obtained through analysis of data on SPSS using statistical tools such as frequencies, mean, and factor analysis.

Findings: The results suggest that navigation aspects were more preferred by the e-customers on the e-retail store while shopping online. To convert the prospective visitors into customers the e-retailers should emphasize more on navigation factors such as clarity of the website, informativeness of the website, speed of the website, organization of the website, effectiveness of the website, overall structure of the website, easy navigation on website, and ease of use of the website.

Limitations: The study is based in Jeddah city of Saudi Arabia therefore the findings may not be generalized across the country of Saudi Arabia and other gulf countries.

Keywords: E-retailer, Online Store Design, Online Shopping, Saudi Arabia, E-consumers