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A Conceptual study on Online Repurchase Intension based on Online Customer Experience

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Abstract: In recent times precipitous growth in Online retail in India has sparked intact growth opportunities and challenges customer retention to retailer Sites. In this confluence, Online Customer Experience (OCE) has established as a premeditated key for existing feasible insight and previous research literature indicate that establishing a fascinating online environment for online customers will have frequent constructive outcomes for profitable online retailers. Online executives note that spawning a persuasive online customer experience for online customers is essential to engendering feasible benefit on the online. Yet, very little is known about the compassions that make use of online an engrossing experience for its users and of the online customer behaviour consequences of this enchanting experience.

The key intent of this research is to analyse as well as quantify the numerous aspects that affect online repurchase intension based on online customer experience in their purchase process. Around 239 articles have been reviewed in terms of cohesive literature review system to evaluate the impact. The corollary Customer Cognitive Experience, Customer Affective Experience, e-WOM, Telepresence and challenges encountered by the customer are the foremost factors that impinge on online repurchase decision in online purchase.

Keywords: Online Repurchase Experience, Online Customer Experience, Customer Cognitive Experience, Customer Affective Experience.

I. INTRODUCTION

Online retail's growth in India has elicited the interest of all sectors of industries and the academic sectors. Survey conducted by Google and AT Kearney in 2016 – "Digital Retail 2020", it's been assessed that annual growth rate of online shopping customer in India is 40% which might 175 million in 2020 from just 50 million in 2015. According to ASSOCHAM-Resurgent India study, 2016 reason behind this prodigious growth are transformation in lifestyle of urban consumer, accessibility of broadband and internet, reinstated infrastructure and digital communities.

In existing scenario, digital world plays crucial role in fostering brands and the well-organized retail to get along and captivate the online customer segment. Gravest challenge that online retailers confronts is withholding customer and stick them to their brands and products. To persist in this competitive market where online customers has bunch of options and paucity of loyalty, online customer experience depicts the game changer role. According to Mclean & Wilson (2016) and Forrester Customer experience Index report (2017), online merchants have accentuated the online customer experience as priority among their organizational goals.

According to Martin, Mortimer, & Andrews (2015); Rose, Clark, Samouel, & Hair, (2012), owing the multidimensional landscape of online customer experience, the managerial insight is limited, still they can have an assistance to lucrative behavioral results. This study is substantial for online retailers, in the meantime online shopping response and instinct are on

expansion stage and online retailers faces relentless challenge to improve the consumer retention to their corresponding online retail in a competitive marketplace. Communication between online retailers and the online customers facilitates to establish the resilient optimistic customer experience which might paves way to repurchase intension, endurance and long-term customer satisfaction (Rose et al.,2011).

II. LITERATURE REVIEW

A. Customer Experience (CE)

The traditional information-processing paradigm of consumer decision making which presumed that the customer is solely rational (Holbrook and Hirschman (1982)). According to Holbrook & Hirschman, (1982), the concept of an “experiential” stance of expenditure, which instead converged on emblematic and enticing factors of ingestion. Further assessment recommended that online customer experience could be a differentiator in a chaotic and aggressive marketplace, and that any promotion plan must include it to make a constructive impact on the customer experience. Customers dwell in an “experience economy,” which is a more enhanced form than the earlier commodity-based and service economies, contemporary marketing’s success depends on “staging experiences that sell.” (Pine and Gilmore, 1998).

Gilmore & Pine, (2002) claimed that “people have developed relatively resistant to messages targeted at them. The path to reach your customers is to ascertain an experience within them”. Prominence on Customer Experience gave rise to the term “experiential marketing” on later point of time (Schmitt (1999)), which chosen a major shift in emphasis from the outmoded product-centric features and benefits to a more ample “gratifying experience,” which is an interchange of both rational thinking and affective emotions. Schmitt’s framework situated on two pillars of experience: Premeditated Experience Modules (experience types) and Experience Fabricators (experience-causing factors) and five classes of online Customer Experiences: Corporeal (sense), emotional (feel), Intellectual(think), Behaviors & régime (act), and Societal uniqueness (relate). Online Customer Experience is “the takeaway notion formed by people’s eccentricities with products, services, and businesses— a insight produced when customers amalgamate Corporeal information,” (Carbone and Haeckel (1994)). Berry, Carbone, & Haeckel, (2002) reported that “Total customer experience” is an element of the complete value creation technique and the firm should place suitable approaches in the online customer’s buying environment to create the predicted emotional facet of experience.

Berry & Carbone, (2007) claimed that Online Customer Experience and customer fidelity could be engendered by ascertaining cognitive and poignant signals in the shopping environment. According to Lemon & Verhoef (2016), most recent definition of Customer Experience is “multidimensional construct converging on a customer’s cognitive, emotional, behavioral, sensorial, and social responses to a firm’s offerings during the customer’s entire purchase journey” However, overall of the researchers are apparent on the reputation of Customer Experience as a premeditated differentiator in defining the customer-company dynamics in a modest environment.

III. RESEARCH METHODOLOGY

In this research, “Integrated literature review” method has been embraced. Integrated literature review is idiosyncratic as “reviewing, analyzing and melding the respective literatures or topics in an integrated way, where a new composition or viewpoints has been catalyst for further study” -Richard J. Torraco, (2005). This study explores the crucial component of several literatures ideas and interactions to convey a new knowledge on theme, rationality, amplification, estimates and notions for impending realities.

Data’s are collected through online database and various journals Such as SCOPUS, Emerald, EBSCO, ProQuest, etc., As the subject is new to era, there are very fewer articles in journals database like 126 articles in SCOPUS, 87 articles in Emerald, 147 articles in EBSCO and 97 articles in ProQuest. From the extensive database, around 239 articles are reviewed for this study. Online Customer Experience, Online Repurchase Experience, Customer Cognitive Experience, Customer Affective Experience,

E-WOM, Telepresence and Challenges are the keywords used for search purpose. Based on the theoretical review, conceptual framework has been designed.

IV. FINDING

A. Online Customer Experience (OCE)

According to Martin et al. (2015), Present literature has indicated out that, for an online retailer's accomplishment, Online Customer Experience exposes a critical role as a strategic differentiator. Hoffman & Novak, (1996) says first version of Online Customer Experience was embedded in the conception of "surge"—a psychological structure that refers to online customer rationale and is illustrated by a feeling of seamless online navigation, innate enjoyment, and lack of self-realization. Online Customer Experience as a "psychologically independent response to the online retail ecosystem" and it "a intricate, universal and subjective progression consequent from edges between online consumers and the online environment (Trevinal and Stenger (2014)).

This has been extended by integrating both rational and emotional qualities of Online Customer Experience. Though, despite few significant compositions in this field, a review of the existing literature shows that there is a lack of studies on Online Customer Experience (Klaus, 2013; Klaus & Nguyen, 2013; Martin et al., 2015; Rose et al., 2011, 2012; Trevinal & Stenger, 2014).

This is authenticated especially in India, even with instant expansion of online retail, Online Customer Experience as a research arena is yet not discovered. Consequently, the current exploration attracts from earlier work in this field, intends to utilize a conceptual framework where Online Customer Experience consists of equally intellectual and emotional components.

B. Cognitive Experience in Online Shopping

According to Novak, Hoffman, & Yung (2000) Cognitive Experience in Online Shopping (CEOS) has its basis in the concept of online "flow," which refers to "a cognitive state experienced during online steering and Gentile et al., (2007); & Rose et al.,(2012) states combined with thinking or sensible mental processes".

Novak et al., (2000), defines of online surge presumed contest, telepresence, abilities, and collaborative speed as its antecedents. Martin et al., (2015) states though, later performs in the field of Online Customer Experience realized that proficiencies and collaborative speed have no statistical connotation on Online Customer Experience. Recent inclination of Online Customer Experience research, the present study contemplates that CEOS is consist of telepresence and challenge. This study states that repurchase intent is influenced by CEOS.

C. Telepresence

Telepresence, a predecessor of Cognitive Experience in Online Shopping, is associated to the online customer's experience with Internet as a intermediate and refers to the customer's relative assessment of his/her online environment and real environment at a explicit point of time. According to Steuer, (1992), this aids us to grasp the degree of a customer's involvement in the "virtual reality" and in what way an online shopping process may lead to insentient passage of a online shopper's time (Hoffman & Novak, 1996; Novak et al., 2000; Hoffman & Novak 2009).

According to Mollen and Wilson, (2010; Rose et al., (2012; Martin et al., (2015)., existing Online Customer Experience is swayed by telepresence. Based on existing literature, this study considers that telepresence is a forerunner to the intellectual aspect of online customer experiences. The present study that telepresence influences Cognitive Experience in Online Shopping.

D. Challenge

According to Ghani & Deshpande, (1991), Challenge in the standpoint of web browsing, refers to the level of trepidation of the user related to the interaction between the deceptive intricacy of the medium and his/her web browsing skill. Bashir & Madhavaiah, (2015) states, In this perspective, website strategy is found to influence deceptive simplicity of use and indirectly influences attitude and behavioral intents.

Surviving literature in the field of Online Customer Experience has inductee that challenge, interim as a forebear, certainly influences online flow experience and rational experiential state of online flow experience (Ghani & Deshpande, 1994; Ghani, Supnick, & Rooney, 1991; Hoffman & Novak, 1996; Martin et al., 2015; Novak et al., 2000; Rose et al., 2012; Trevino & Webster, 1992). This research reflects that challenge is a precursor to the rational aspect of online customer experience. The present study states that challenge influences Cognitive Experience in Online Shopping (CEOS).

E. Interrelationship between Antecedents of CEOS

According to Martin et al., (2015), Telepresence and contest have been considered as precursors of Online Customer Experience by earlier researchers. Online Customer Experience with only academic four precursor's aspect: skill, contest, dedicated notice and telepresence. Among these four precursors, direct paths to drift from skill, challenge, and telepresence were found to be substantial. (Novak et al. (2000) and Rose et al. (2012)).

Rose et al. (2012), based on supportive literature (Gentile et al., 2007), challenged the earlier concept and intellectualized Online Customer Experience with two factors—rational and emotional. They also used the phrase “intellectual experiential state” as an alternative of “flow,” and assessed telepresence, challenge, skill, and interactive speed as forebears. Their study noticed the connection between telepresence and challenge with rational experiential state to be significant. Skill and collaborating speed affected rational experiential state. They explained that the later trend was due to the substantial enactment of time between the two studies, which had led to the expansion of the skill level of online shoppers and expansion of cooperative speed of online shopping websites.

Telepresence and challenge as predecessors of the intellectual aspect of Online Customer Experience, comprehending that telepresence has a substantial relationship, while challenge did not (Martin et al. (2015)). Henceforward, the current study also decided to reconnoiter the role of telepresence and challenge as gauges of intellectual experience in online shopping.

F. Affective Experience in Online Shopping

According to (Gentile et al.,; Rose et al., 2012) Online Customer Experience is stereotypically believed to have an emotional component - Affective Experience in Online Shopping (AEOS) inductees an controversial connection between the online customer and the product, service, brand, or organization and “encompasses one’s emotional system through the cohort of tempers, attitudes and emotions”. The present research studies the impact of two forebears of affective experiences in online shopping—merchant integrity and electronic word of mouth.

These two predecessors were chosen with an intention to adapt the model for to deciding the conceptual framework and were used to decide antecedents of Affective Experience in Online Shopping (AEOS). This study states that Affective Experience in Online Shopping (AEOS) constructively influences customer gratification. India’s online shopping framework based on two essential group debates featuring Indian online shoppers of different demographics. This exploratory phase was conducted prior to completing the intangible framework and was used to determine antecedents of Affective Experience in Online Shopping (AEOS). Based on the existent literature, this study emphasis that Affective Experience in Online Shopping (AEOS) constructively impacts online customer satisfaction.

G. *Electronic Word of Mouth*

With the commencement of online social media, contemporary customers are more insistent, exacting and ready to partake their views and experiences about a product, brand or company—both good and bad. That is why electronic word of mouth (eWOM) has come to be the focal point of awareness for marketers to influence customer involvement. According to Alboqami et al., (2015), marketers assertively use eWOM as a marketing means on social media sites.

Hennig-Thurau, Gwinner, Walsh, & Gremler (2004) states, eWOM refers to “any optimistic or negative declaration made by credible, concrete or former customers about a artefact or company, which is made available to a multitude of people and institutions via the Internet” and (Kietzmann & Canhoto, 2013), states eWOM shapes verdicts by acumen seeking in online buying concerning which movie to watch, what affords product value, likelihood to ratify, and website’s reputation. Nielson (2015) - market research firm operated a study on Indian online shoppers also emphasized the significance of eWOM, especially for first time online shoppers.

Based on the existing literature, for this study the online product evaluation is taken as a source of eWOM, which in turn shapes AEOS. The present study states that eWOM inspires Affective Experience in Online Shopping (AEOS).

H. *Interrelationship between Antecedents of AEOS*

This research combines two new predecessors of affective components of Online Customer Experience based on the insights acquired from online shoppers based on literature support. According to Ganesan (1994) and Prasarnphanich (2007), an online retailer’s fidelity is a component of trust between the online buyer and the seller as well as an sign of customer loyalty. According to Gentile et al., (2007); and Rose et al., (2012), Online Customer Experience is comprehensive in nature, a constructive shopping experience associated to a specific online retailer leads to positive electronic word of mouth from assured online shoppers related to the specific retailer’s trustworthiness. Hennig-Thurau et al., (2004), states Study has observed that optimistic electronic word of mouth from online shoppers impacts an individual online shopper’s emotional or deciding state and in turn productively influences Online Customer Experience.

I. *Online Customer Satisfaction*

Oliver (2014) & Yi (1990), defines Online Customer Satisfaction as, “adjudication that a product or service or feature, or the product or service itself, offered (or is offering) an agreeable level of utilization-related contentment, including levels of under or over- contentment”. Online customer contentment is a repercussion of both venture-specific and cumulative online customer experience which leads to advantageous marketing outcome variables. Realization of online shopping, satisfaction is contingent upon rational and emotional experience (Homburg, Koschate, & Hoyer, 2006; Jin & Park, 2006; Khalifa & Liu, 2007; Martin et al., 2015; Rose et al., 2012).

According to Martin et al., (2015) and Rose et al., (2012) online customer fulfillment acts as a deciding variable which leads to online repurchase intention. The study arrives to the inference that repurchase intention is swayed by online customer satisfaction.

J. *Time available: Moderating variable*

Belk (1975) defines, an online shopper’s fortitude to shop online is persuaded by the amount of inexhaustible time he/she has first expressed the effect of time as a situational variable on online consumer comportment. According to the Pleasure Arousal-Dominance (PAD) theory by Mehrabian & Russell (1974), situational aspects influence behavior of online shopper through poignant retorts which encompass product choice and online merchandising choice.

Beatty & Ferrell (1998), In this circumstance time accessible refers to “the quantity of time the online shopper deems he/she is open for shopping that day” and is indisputably linked to search activity in an online retail setting. Added aspects being equal, purchasers with more accessible time should browse significantly. Similarly, Babin, Darden, & Griffin (1994) and Beatty &

Ferrell (1998) assert constricted or inadequate time to browse may provide upswing to a negative effect. Studies have found that for both shopper in offline and online shopping, the amount of unhindered time has influenced the shopping decisions (Saigal & Mann, 2010; Bellman, Lohse, & Johnson (1999). According to Martin et al. (2015) customers who have less time or with time constraint are more inclined to use online shopping for time conserving and have greater online customer experience.

K. Proposed Conceptual Model

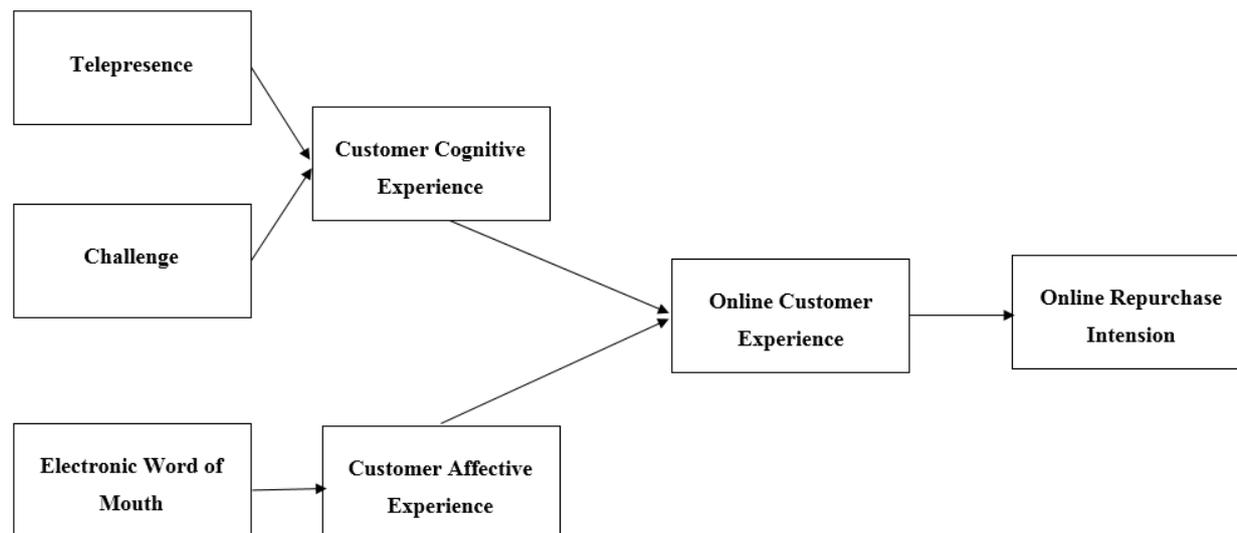


Figure 1: Proposed Conceptual Model

V. FINDINGS

Findings of the study equip to the persistent literature of Online Customer Experience research, this model need to be reckoned and yet to be substantiating the magnitude of Online Customer Experience antecedents, modules and consequences in a new online shopping standpoint. This model strengthens Rose et al.'s (2012) base model by incorporating new predecessors of Online Customer Experience—retailer reliability and electronic word of mouth and their impacts on the Online Customer Experience segments and Online Customer Experience concerns. The statistical inference of all relationships can be empirically tested. Further, our paradigm extends the existing literature by the curtailing effect of time available on Online Customer Experience.

The precursor telepresence also rationalizes concern from online retailers, as many times the goal of online shopping is not buying but could be to purely browse in order to elude boredom and provide an elude from the real world. Thus, invigorating to make the shopping process more engrossing and enticing makes good business sense to confirm that shoppers spend more time in this channel. This is in sync with retail research conjectures which show that the more time a potential online customer spends in the retail store, the improved the probability that she/he will end up purchasing.

Mollen & Wilson (2010) since telepresence and challenge constructively influence CEOS, and in turn influence aggregate online Customer Experience, “cerebral enchantment” of shoppers takes place in online shopping in a trend that is related to the basic form of shopping. The authors argue that online retailers should contemplate this aspect and delve into the discrepancies related to personality traits, gender, age, education level, acquiring for self, purchasing on behalf of others and gifting (buying occasion), and flair of merchandise being procured.

A. Managerial Implications

As Online Customer Experience is a terrifying game changer for contemporary online retailers, this study focuses on precursors of Online Customer Experience that are pertinent to Indian online shoppers. Findings of the study anticipate to give a path to online marketers to finetune their marketing methodologies for incredible Online Customer Experience.

Martin et al., (2015), In line with research this study recognizes that Online Customer Experience forebears drastically manipulate business consequences, exclusively online customer satisfaction and online repurchase objective. This convention accentuates the premeditated importance of concocting an online merchandising environment which provides an overall constructive Online Customer Experience. Although all four precursors of Online Customer Experience were perceived to be statistically substantial, they dither in their intensity of significance. For example, telepresence was noticed marginally tougher forerunner of sane familiarity of online shopping as strove to confront. The explanation for this remark could be the statistic that the sample for this review encompasses the net-savvy youth segment, who do not find the online shopping activity exhilarating.

The fraternity of retailer trustworthiness with the emotional experience of online shopping was found to be stronger than the sway of electronic word of mouth. This outcome holds special implication for online retailers and pushes them to assign more marketing reserves to integrate and enhance the element of reliability in their overall value scheme to augment the Online Customer Experience which in turn, impacts online customer satisfaction and repurchase intent.

According to Rose et al., (2012), another crucial point to be considered by in cooperation pure online retailers and multichannel retailers is the understanding that Online Customer Experience is not contract specific but amassed over time hence, to established strong retailer veracity online retailers should emphasis on presenting constructive Online Customer Experience over time which in turn, will lead to more online customer satisfaction. Martin et al., (2015) and Rose et al., (2012), imperils the link between Online Customer Experience and online repurchase intention, a key managerial reason, using two new Online Customer Experience forerunners.

According Petty & Cacioppo (1986), time amenable to a shopper expedites the correlation between emotional experience in online shopping and online customer satisfaction. This simulation leads to extensive organizational preeminence consequences for online marketers with online shoppers with scanner time available, the fringe route of communication involving conservational prompts would be more pertinent, while for online shoppers with more time the central route of coaxing, which involves altruistic contemplation of the memorandum, will be more pertinent.

B. Limitations and Scope for Future Research

Findings of this study should be haphazard with prudence, as it was conducted in a flourishing financial system environment. Since the study primarily focuses on the Indian youth segment, the representativeness of the sample is restrained which can be extended to further segment or to further countries. Future studies can be also extended as empirical research with better interpretation of online shoppers in the sample, segregating overall Online Customer Experience into modules conforming to different phases of shopping, and can emphasis on the difference in online buying designs in different merchandise genera.

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