

T.C.
BAHCESEHIR UNIVERSITY
GRADUATE SCHOOL OF EDUCATION
THE DEPARTMENT OF BUSINESS ADMINISTRATION

**EXPERIENTIAL VALUE IN ONLINE SHOPPING: ASSESSING THE
INCLUSION OF 'PERSONALIZED INFORMATIVENESS' IN EXPERIENTIAL
VALUE FRAMEWORK TO MEASURE THEIR INFLUENCE ON
SATISFACTION, WOM AND REPURCHASE INTENTIONS**

PHD THESIS
ONURKAN ASTAN

THESIS ADVISOR
PROF DR. İPEK ALTINBAŞAK FARINA

ISTANBUL 2023

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**REPUBLIC OF TURKEY
BAHÇEŞEHİR UNIVERSITY
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ABSTRACT

EXPERIENTIAL VALUE IN ONLINE SHOPPING: ASSESSING THE INCLUSION OF 'PERSONALIZED INFORMATIVENESS' IN EXPERIENTIAL VALUE FRAMEWORK TO MEASURE THEIR INFLUENCE ON SATISFACTION, WOM AND REPURCHASE INTENTIONS

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The objective of this research is to put forward a complete model of experiential value in the context of online shopping and measure the impact on customer satisfaction, online repurchase intention and word of mouth. For this purpose, mixed-method research methodology is used with qualitative and quantitative data collection tools. At the qualitative analyses stage, with the participation of 12 industry experts and 22 online shopping consumers in-depth interviews are done and proposed of the research model done. At the quantitative analyses stage, as the first step pilot study is conducted with 235 participants, in which data collection tools and research model are tested. The main survey study is done with 657 participants in order to test the hypotheses of the study with usage of RStudio and Smart PLS. Structural equation model-path analysis is used to test the hypotheses.

According to the findings of the study service excellence, product information, online ratings and reviews, access convenience, order tracking services, efficiency, economic value and visual appeal positively influence customer satisfaction. On the other hand, customer satisfaction has positive and significant effect on online repurchase intention and e-WOM. The study's findings offer a basis for further exploration of online retail segments' sweet spot by applying this framework to develop a complete online shopping experience model. By doing so, e-retailers can better understand the various experiential realms of value and tailor their online shopping experiences to meet the unique needs and expectations of their customers.

Keywords: Online Shopping, Experiential Value, Customer Satisfaction, Personalization, Informativeness

ÖZ

ONLİNE ALIŞVERİSTE DENEYİMSEL DEĞER: 'KİŞİSELLEŞTİRİLMİŞ BİLGİLENDİRİCİLİĞİN' DENEYİMSEL DEĞER YAPISINA EKLENMESİ VE TÜKETİCİ MEMNUNİYETİ, WOM VE TEKRAR SATINALMA NİYETİNE ETKİLERİ

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Bu araştırmanın amacı, çevrimiçi alışveriş ortamında deneyimsel değer bütünsel bir modelini oluşturmak ve deneyimsel değer müşteri memnuniyeti, çevrimiçi yeniden satın alma niyeti ve e-WOM gibi önemli alışveriş sonuçları üzerine etkisini ölçmektir. Bu amaçla, nitel ve nicel veri toplama araçlarıyla karışık yöntem araştırması kullanılmaktadır. Nitel analiz aşamasında, 12 sektör uzmanı ve 22 çevrimiçi alışveriş tüketicisi ile derinlemesine görüşmeler yapılmış ve araştırma modeli önerilmiştir. Nicel analiz aşamasında, öncelikle pilot çalışma 235 katılımcıyla gerçekleştirilmiş ve veri toplama araçları ile araştırma modeli test edilmiştir. Ana analizler, 657 katılımcıyla, RStudio ve Smart PLS kullanılarak hipotezleri test etmek için yapılmıştır. Yapısal eşitlik modeli-yol analizi, hipotezleri test etmek için kullanılmıştır.

Çalışmanın bulgularına göre, hizmet mükemmeliyeti, ürün bilgisi, çevrimiçi derecelendirmeler ve yorumlar, erişim kolaylığı, sipariş takip hizmetleri, verimlilik, ekonomik değer ve görsel çekicilik müşteri memnuniyetini olumlu ve anlamlı şekilde etkilemektedir. Öte yandan, müşteri memnuniyetinin çevrimiçi yeniden satın alma niyeti ve e-WOM üzerinde olumlu ve anlamlı bir etkisi vardır. Çalışmanın bulguları, bu çerçevenin uygulanmasıyla tam bir çevrimiçi alışveriş deneyimi modeli geliştirilmesi yoluyla çevrimiçi perakendecilerin çeşitli deneyimsel değer alanlarını daha iyi anlayabileceklerini ve müşterilerinin benzersiz ihtiyaçlarını ve beklentilerini karşılamak için çevrimiçi alışveriş deneyimlerini özelleştirebileceklerini göstermektedir.

Anahtar Kelimeler: Çevrimiçi Alışveriş, Deneyimsel Değer, Müşteri Memnuniyeti, Kişiselleştirme, Bilgilendiricilik

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LIST OF SYMBOLS/ABBREVIATIONS

4Es	Experiential Value Types
ACC	Access Convenience
AR	Affection-Relevant
CB	Covariance Based
CROI	Customer Return on Investment
ECO	Economic Value
EFF	Efficiency
ENT	Entertainment Value
ESC	Escapism
EXC	Excellence
IEN	Intrinsic Enjoyment
INT	Interaction
NAV	Navigation Convenience
OCE	Online Consumer Experience
ORR	Online Ratings and Reviews
OTS	Order Tracking Services
PER	Personalization
PIN	Product Information
PLS	Partial Least Squares
RPI	Repurchase Intention
S-D Logic	Service Dominant Logic
SEM	Structural Equation Modeling
SLC	Selection
S-O-R	Stimulus-Organism-Response
STF	Satisfaction
TAM	Technology Acceptance Model
TAM	Technology Acceptance Model
TR	Task-Relevant
UAE	United Arab Emirates
USA	United States of America
VIS	Visual Appeal
WIN	Website Informativeness
WOM	Word of Mouth

Chapter 1

Introduction

With the increased use of the internet and mobile devices, the retail industry has needed to adapt and focus on online shopping. Consumer habits towards online shopping have seen a significant boost due to the safety measures that were introduced during the Covid-19 pandemic. This has led to an increase in the volume of shopping done online, meaning that it is no longer a luxury but a necessity for retailers and brand owners focus on online customer experience, which was replicated in academia. The study of customer experience as a field of research has gained momentum since its initial research by Holbrook and Hirschman, which pioneered the inclusion of hedonic features of customer experience in shopping (Holbrook, Hirschman, 1982, p. 132). The landscape of physical retail has evolved from being the dominant channel to a complementary one, which means that a renewed study of consumer experience is required to guide companies and industries to fully take advantage of the new retail landscape. The research in the field of customer experience is focused on increasing profits and revenue by offering consumers an enriched shopping experience.

Research towards online customer experience accelerated as e-commerce came to prominence thanks to advancements in technology, especially in mobile connectivity. Earlier research in the field of consumer behaviour in the context of e-commerce focused on acceptance and adoption of new technology and this literature was led by technology acceptance model (TAM), which focused on the usability of technology. However, in the last two decades many studies have been published, which hope to provide a more complete mapping for shopper journey and guide for improved shopping outcomes, beyond the mere adoption of technology. However, this doesn't mean that convenience and ease of use are no longer relevant. These aspects remain an important part of creating a successful online shopping experience and need to be included in a study that aims to offer a complete model of online shopping experience.

It is posited that with the transition to experience economy, in which satisfactory services or goods alone are no longer enough for guaranteeing commercial success, consumers are expecting companies to provide experiences in the form of memorable

events that are engaging in a personal way (Pine, 2020, p. 21). Accordingly, the value that the companies create and the consumers desire is described as experience value (Pine, 2020, p. 21).

Given the impact of the Covid-19 pandemic on consumer behaviour, the share of e-commerce has experienced accelerated growth as more individuals shift their purchasing habits from physical stores to online platforms (Pollak et al., 2022). Therefore, it can be contended that there is a need for a comprehensive model to be developed to analyze online shopping experience. With the e-commerce landscape becoming increasingly saturated, not only in terms of the variety available to shoppers but also in terms of e-retailers' capability to cater to the diverse shopping motivations of customers, as suggested by Arnold and Reynolds (2003). In light of this, it is important to analyze the extent to which these websites can satisfy the complete array of consumers' experiential shopping requirements. In this regard, the experiential value framework, which comprises four experiential realms (educational, esthetic, escapist, and entertainment), could prove to be a valuable tool for future development of consumer experiences in the online realm. The framework developed in this study, aims to be able to determine whether e-retailers are designed to address the various dimensions of the shopping experience.

1.1 Aim of the Research

This research will aim to put together a complete model of online customer experience, by including all four realms of experiential value (educational, entertainment, escapism and esthetics) as well as including other constructs to complement shopping experience. The focus of research is on the current experiential value offered to the consumers of e-commerce websites, so that any gaps or improvement areas can be identified. The stated aim of the research is to understand if the current customer experience designs existing e-commerce websites are able to satisfy the shopping experience of shoppers across all four of the experience dimensions required to achieve the 'sweet spot' needed to achieve the most desirable consumption experience described in the literature (Jeong et al, 2009)

1.2 Research Question

The primary research question that will be addressed is: what are the relevant constructs that help address all relevant dimensions of shopping experience including the educational dimension of the experiential value. Secondly, what is the impact of educational experience when combined with entertainment, esthetic and escapist aspects of experiential value on customer satisfaction and repurchase intention and word of mouth in e-commerce.

Educational experiences (including learning and epistemic experiences) can arguably be a distinct source of experiential value for e-commerce retailers for optimizing OCE, especially in some product categories that would benefit from educating their consumers in regard to the lifestyle, health and well-being implications. By adding educational experiential value dimensions into the model of OCE, we will target measuring the added value of educational experiences to OCE. This will be undertaken in regards to e-commerce consumers in Turkey, which can guide e-commerce platforms to channel their resources to emphasized dimensions.

1.3 Expected Contributions

Online shopping has been a rapidly growing field, with the expansion of technological capabilities and increased customer demand in recent years. With this increased popularity, businesses have had to adapt to the changing market by incorporating various tools and features to captivate and retain consumers. In order to remain competitive, it is essential for e-retailers to provide an exemplary customer experience that addresses all four experiential realms of online shopping: functional, esthetic, social, and emotional. By doing so, they can create a competitive advantage that can lead to increased customer satisfaction, loyalty, and ultimately, higher profits.

The incorporation of customer experience research has been a valuable resource for online retailers seeking to enhance the overall shopping experience. The existing research has offered a wealth of knowledge and strategies for businesses to utilize when designing their online platforms. This research has helped e-retailers to better understand the various aspects of customer experience and how to optimize them to meet customer expectations.

The proposed thesis aims to provide a comprehensive framework for e-retailers that addresses all four experiential realms of online shopping. Through a combination of qualitative and quantitative studies, this research will provide valuable insights into the motivations and preferences of Turkish consumers when it comes to online shopping. This detailed analysis of the Turkish market will offer unique insights that can help e-retailers to tailor their offerings to better meet the needs and preferences of this specific demographic.

The ever-expanding field of online shopping requires businesses to continually adapt and evolve to remain competitive. By utilizing the existing customer experience research and conducting targeted studies, e-retailers can gain valuable insights into the preferences and motivations of their customers. The proposed thesis offers a comprehensive framework that addresses all four experiential realms of online shopping and can serve as a valuable guide for e-retailers seeking to enhance their customers' shopping experience, particularly in the Turkish market.

1.4 Thesis Structure

This thesis is made up of 5 sections. In the first section an introduction to the aim of this study is put forward and the recent developments surrounding online shopping is discussed. The second section provides thorough literature review, which is then used as the basis for the additional constructs that are proposed to be added to the framework, as well as methodology to be used.

Third section mainly focuses on the research design, explaining the reasons behind the selected methodology and details the sampling design and techniques. Literature review is conducted to reach a complete understanding of the qualitative study results. Qualitative research, which is made up of in-depth interviews with online shopping industry experts and online shoppers has been followed by Quantitative Research phase.

Following the feedback of the jury members, the suggested model is finalized. Qualitative research results, pre-test results, and pilot test results have been used for scale development and to finalize the survey instrument. Final survey instrument is then used in the main study. Following the quantitative data collection and analysis, literature review is used to interpret the findings and understand the positioning of the findings

within literature. This comparison has produced the most accurate insights and contributions of this study to the marketing literature.



Chapter 2

Literature Review

2.1 Consumer Behaviour

At its start, the study of consumer behaviour emphasized rational choice, which evaluated shoppers as completely rational beings who make their decisions on objective inputs and processes (Holbrook and Hirschman, 1982, p. 132). However, this approach evolved with “irrational buying needs” being included in the study of consumer behaviour, since the previous models ignored the “sensory pleasures, esthetic enjoyment and emotional responses of consumers” (Holbrook and Hirschman, 1982, p. 132).

Accordingly, the “experiential view” was developed as the perspective of consumption evolved to include “fantasies, feelings and fun” (Holbrook and Hirschman, 1982, p. 132). These two competing views were conceptualized as the information processing and experiential views of consumption (Holbrook and Hirschman, 1982, p. 132). Both models of consumer behaviour models have been theorized to operate through environmental inputs (i.e. product, communication), consumer inputs (i.e. task definition, type of involvement, individual differences), intervening responses (cognition, affect, behaviour) as well as output consequences (i.e. purpose, enjoyment) (Holbrook and Hirschman, 1982, p. 133).

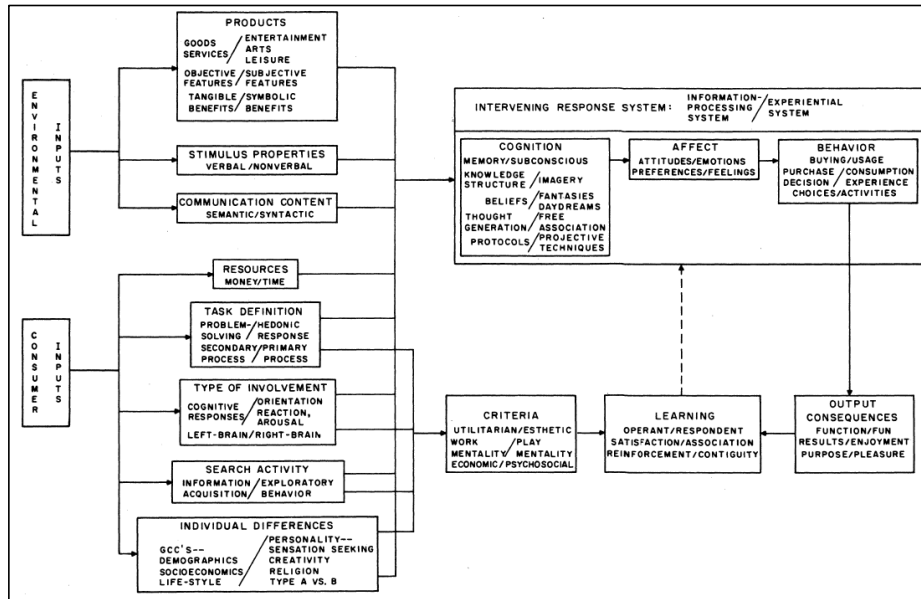


Figure 1. Experiential view model
(Holbrook and Hirschman, 1982)

2.1.1 Consumption as an Experience and Flow Theory. The traditional view of consumption assumed that consuming is made up by the characteristics of the consumption object (Holt, 1995, p. 1). Later studies influenced by constructionist and interactionist perspectives viewed consuming as a form of social action in which shoppers make use of consumption objects in a variety of ways (Holt, 1995, p. 1). This perspective led to the creation of a framework of consumption based on the distinct metaphors for consuming: consuming as experience, consuming as integration, consuming as classification and consuming as play (Holt, 1995, p. 1). Consuming as experience is viewed as a psychological phenomenon where the emotional states coming about during consumption are emphasized (Holt, 1995, p. 2).

		PURPOSE OF ACTION	
		Autotelic Actions	Instrumental Actions
STRUCTURE OF ACTION	Object Actions	CONSUMING AS EXPERIENCE	CONSUMING AS INTEGRATION
	Interpersonal Actions	CONSUMING AS PLAY	CONSUMING AS CLASSIFICATION

Figure 2. Types of consumption by experience
(Holt, 1995)

Within the view of treating consumption as an experience, in order to understand optimal experiences and how they are constituted, the characteristics of work and leisure activities were studied to see under which context (work or leisure) people were more likely to report having optimal experiences (Csikszentmihalyi, 1989, p. 816).

To be able to answer the questions regarding optimal experiences, it was also necessary to develop a measure of the quality of experience (Csikszentmihalyi, 1989, p. 816).

The two complementary methods of measuring how people feel were listed as:

- 1) the flow theory
 - 2) through more traditional variables (i.e., happiness, satisfaction and motivation)
- (Csikszentmihalyi, 1989, p. 816).

Achieving flow, which is used interchangeably also to refer to the process of optimal experience, is argued to occur when both challenges and skills are high (in an

individual), The individual is not just finding pleasure in the present, but also pushing their abilities and potentially acquiring fresh skills, leading to enhanced self-confidence and personal complexity. (Csikszentmihalyi, 1989, p. 816). In such a context, people have been found to report feeling more active, alert, happy and satisfied (Csikszentmihalyi, 1989, p. 816).

According to the second method of measuring quality of experience, experience is measured by reported dimensions of variables such as feelings of affect and potency in addition to cognitive efficiency and motivation (Csikszentmihalyi, 1989, p. 816).

Many studies have employed Flow Theory to conceptualize customer experience, which is described as a cognitive state (Waqas et al, 2020; Bridges, Florsheim, 2008; Mollen, Wilson, 2009; Novak et al, 2000). Flow theory has been used in the study of consumer experience to complement utilitarian features (such as convenience, safety and pleasant online environment) with more escapist elements to create a sense of “deep involvement which is intrinsically enjoyable” (Bridges, Florsheim, 2008, p. 309). Combining these factors are assumed to lead to improved shopping experience and increased online buying (Bridges, Florsheim, 2008, p. 309).

It has been further observed “that consumption activities may produce both hedonic and utilitarian outcomes and that there is a need to develop tools to measure the value achieved in each area during shopping. (Bridges, Florsheim, 2008, p. 310) Utilitarian value in shopping has been described as an outcome of The deliberate pursuit of a desired outcome and the recognition that it involves task-related, logical reasoning, and can be considered as productive work. (Bridges and Florsheim, 2008, p. 310).

On the other hand, the concept of hedonic value is described as being more individualized and subjective compared to its utilitarian counterpart. It is primarily focused on enjoyment, amusement, and playfulness rather than simply fulfilling a specific task. (Bridges, Florsheim, 2008, p. 310).

Bridges and Florsheim tested the impact of flow elements by categorizing them separately under utilitarian and hedonic elements of flow (2008, p. 313). In their study, hedonic elements of flow (telepresence and time distortion) are found to be significant predictors of pathological internet use (PIU), as these two flow elements are associated with completely giving oneself to the activity (Bridges and Florsheim, 2008, p. 313).

However, arousal and challenge were not found to have the same association with PIU (Bridges and Florsheim, 2008, p. 313). The results of the study also indicate the presence of flow elements, such as the user's perceived expertise in online navigation, the interactive speed of the website, and the user's perception of its significance, is associated with online purchasing. (Bridges and Florsheim, 2008, p. 313). As a result, it is suggested that investing in website design for the purpose of enhancing information search, meeting service requirements, and facilitating purchase completion is a favorable decision that ultimately leads to higher sales. (Bridges and Florsheim, 2008, p. 313).

Another study confirms the positive relationship between flow experience and internet shopping behaviour, purchase intention and impulsive buying (Hsu et al, 2012, p. 325). Accordingly, it is proposed that the consumers experience flow more robustly, the more resilient the consumers' continuance, purchase intention and impulsive buying on the website are likely to be (Hsu et al, 2012, p. 324). The researchers also discovered that the inclination to trust has a moderating effect on the connection between the flow experience and the intention to continue using a product or service, as well as the intention to make a purchase and engage in impulsive buying. (Hsu et al, 2012, p. 326).

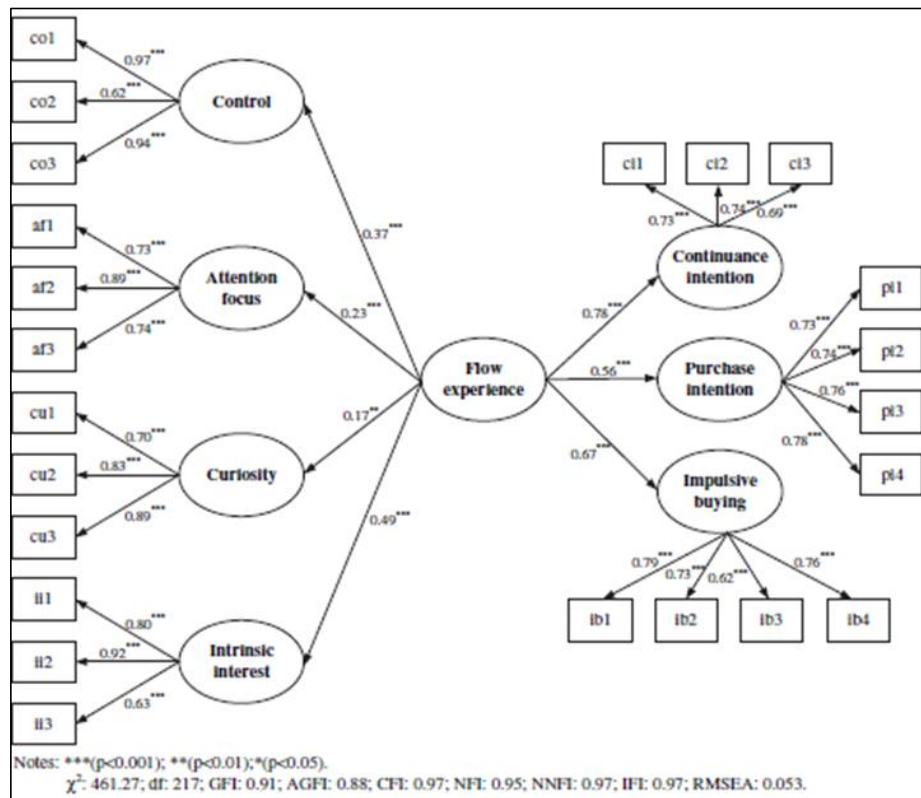


Figure 3. Model of internet shopping behaviour
(Hsu et al, 2012)

One study modelled website atmospheric flow and its relationship with online customer behaviour, mediated by Flow (Gao and Bai, 2014, p. 656). The influence of three website atmospheric cues (informativeness, effectiveness and entertainment) on flow were confirmed by the results, 55% of variance in flow was explained by these three cues (Gao and Bai, 2014, p. 660).

The proposed relationships between flow and the two behavioural outcomes (purchase intention and satisfaction) were also confirmed, with flow reported to influence both outcomes (59% of variance in purchase intention and 31% of variance in satisfaction) (Gao and Bai, 2014, p. 660). The mediating role of flow between the atmospheric cues and behavioural outcomes were also confirmed, as the relationship

between the cues and outcomes became insignificant in the absence of mediation by flow (Gao and Bai, 2014, p. 660-1).

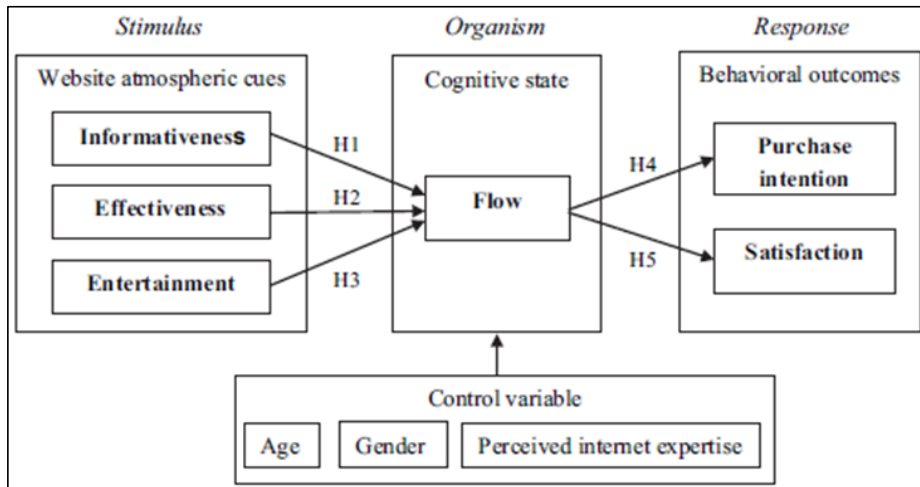


Figure 4. Model of online customer behaviour
(Gao and Bai, 2014)

In one study examining the impact of flow experience on purchase intentions in e-commerce websites in Turkey, the first order dimensions of flow were modelled as concentration, perceived pleasure and enjoyment, curiosity, transformation of time and unity of action and awareness (Cabuk and Kus, 2019, p. 267).

In the resulting analysis, it was found that concentration, curiosity, perceived pleasure and enjoyment, transformation of time and unity of action and awareness have a positive and meaningful relationship with purchase intention (Cabuk and Kus, 2019, p. 272).

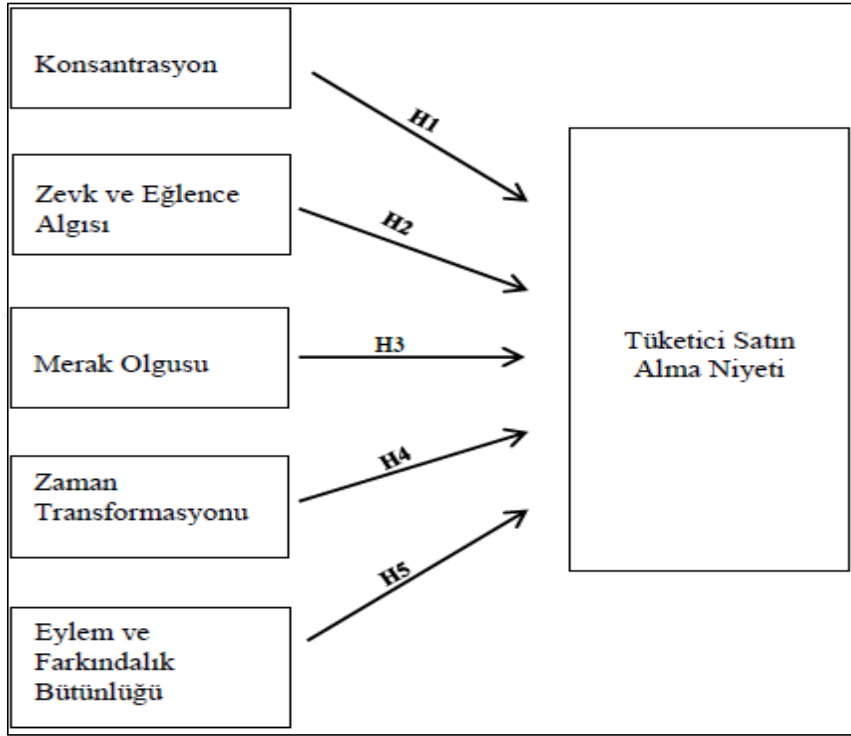


Figure 5. Model depicting impact of flow experience on purchase intentions in e-commerce websites in Turkey
(Cabuk and Kus, 2019)

It has been argued that despite the attention that hedonic consumption experience has received from consumer researchers, a special class of hedonic consumption activities, which is the source of intense, positive and intrinsically enjoyable activities also deserves attention (Arnould and Price, 1993, p. 25). Concepts that describe this special class of hedonic consumption activities are considered as peak experiences, flow and extraordinary experience (Arnould and Price, 1993, p. 25). It has been further argued that “engineering affect is central to successful delivery of extraordinary experiences”. (Arnould and Price, 1993, p. 26). Experiential themes such as personal growth and renewal, ‘communitas’ and harmony with nature have been found to be central to delivering overall satisfaction from extraordinary experiences (Arnould and Price, 1993, p. 25).

2.1.2 Consumer experience creation. Recent understanding of consumption experiences are conceptualized to have a multidimensional structure, (with sensorial, emotional, cognitive, pragmatic, lifestyle and relational elements) which is comprised of the customer responses made up of the value expectations of consumers and the value offered by companies (Gentile et al, 2007, p. 400).

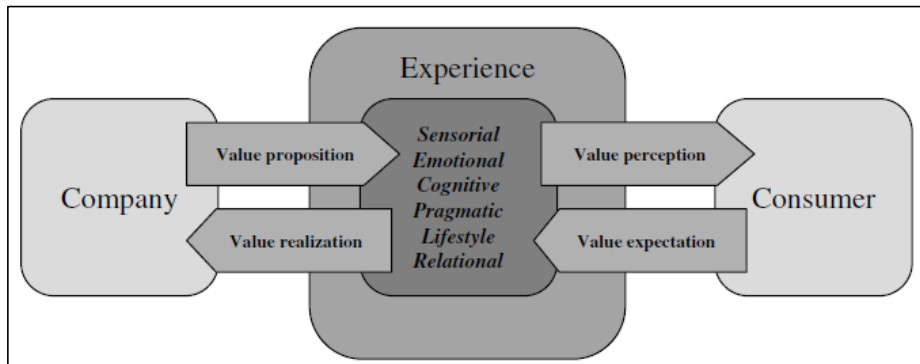


Figure 6. Model of co-creation of value to sustain customer experience (Gentile et al., 2007)

In addition to the multidimensional nature of customer experiences, the sources of shopping experiences are detailed in concepts of customer experience creation (Verhoef et al, 2009, p. 32). These models serve to conceptualize the sources of value in customer experiences which include various aspects of shopping such as social environment, service interface, retail atmosphere, assortment, price, retail brand (Verhoef et al, 2009, p. 32). Also, the creation of customer experience is conceptualized to be moderated by environmental factors (location, culture and economic conditions) as well as consumer moderators including task orientation and socio-demographic characteristics (Verhoef et al, 2009, p. 32).

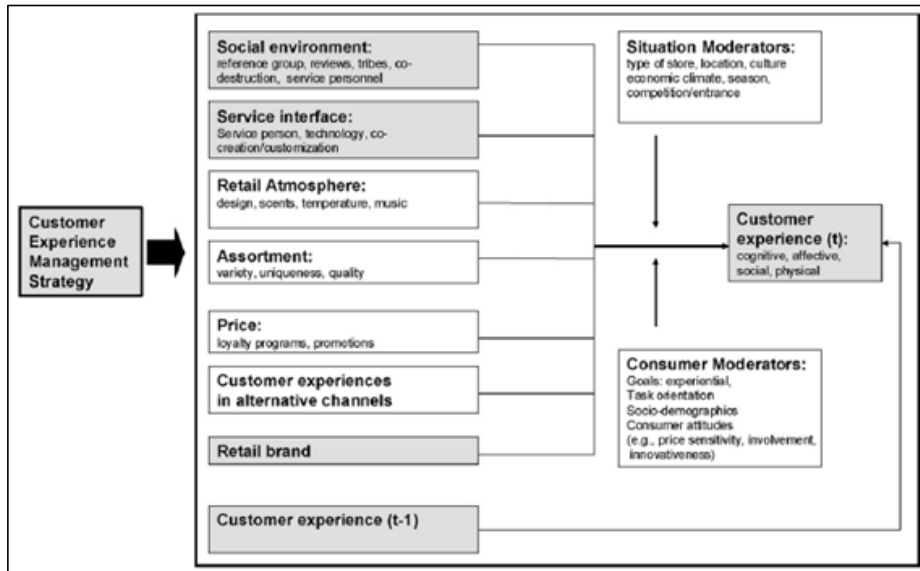


Figure 7. Model of customer experience creation
(Verhoef et al, 2009)

In Services literature, service encounters and the value from services are conceptualized to create the complete experience together with product and network quality (Lemke et al, 2011, p. 860). Additionally, it is postulated that the mediation of value-in-use exists between the quality of customer experience and relationship outcomes, such as commitment, purchase behavior, retention, and word-of-mouth communication. (2011, p. 860). In this perspective value-in-use is also conceptualized to be made up of four dimensions: utilitarian, hedonic, relational and cost / sacrifice (Lemke et al, 2011, p. 859).

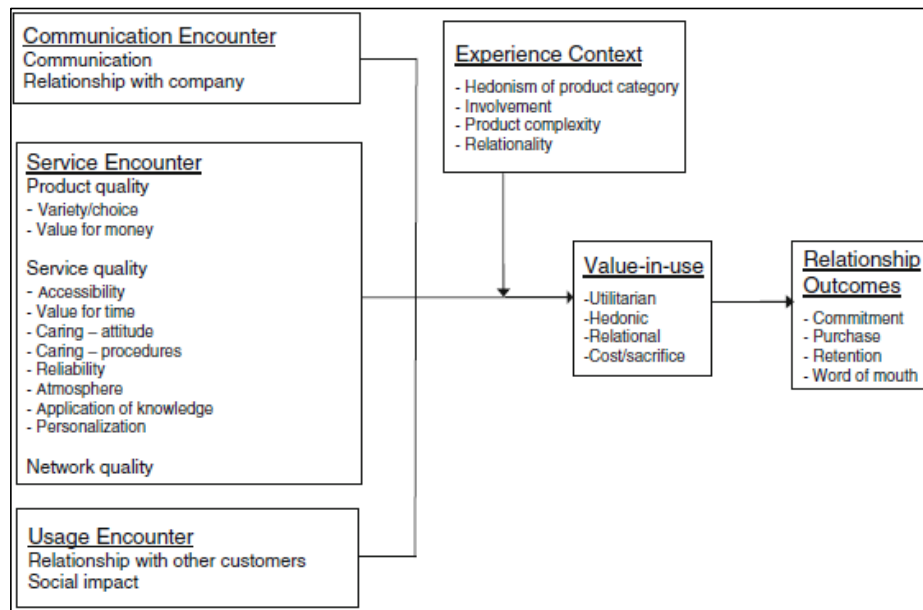


Figure 8. Model of customer experience quality
(Lemke et al, 2011)

2.2 Background of Online Consumer Experience (OCE) Research

2.2.1 Technology Acceptance Model (TAM). Studies adopting the Technology acceptance model evaluate customer experience as it is impacted by interactive applications and elements on a website (Waqas, 2020, p. 21). According to the Technology Acceptance Model (TAM), customer experience is believed to be determined by the customer's attitude towards website usability or their overall perception of stimuli related to the brand within an online environment. (Waqas, 2020, p. 21). This perspective has also been used by other studies in the context of online shopping and online brand experiences (Morgan-Thomas and Verlotsou, 2013; Khan et al, 2015). As noted in literature, prominent studies on online shopping experience have used antecedents that were introduced by TAM, such as perceived ease of use and perceived usefulness (Kawaf and Tagg, 2017, p. 223). TAM does not address low task relevant cues, namely affective relevant cues.

Based on the TAM model, it has been shown that incorporating hedonic aspects (such as enjoyment and fun) of the shopping experience, in addition to utilitarian factors

like perceived usefulness and perceived ease of use, can enhance consumer motivations that drive online shopping behavior. (Hansen, 2006, p. 95). A study aiming to create a model of unified Online Customer Experience (OCE) also included perceived ease of use and perceived usefulness constructs from TAM (Bilgihan et al, 2016, p. 107).

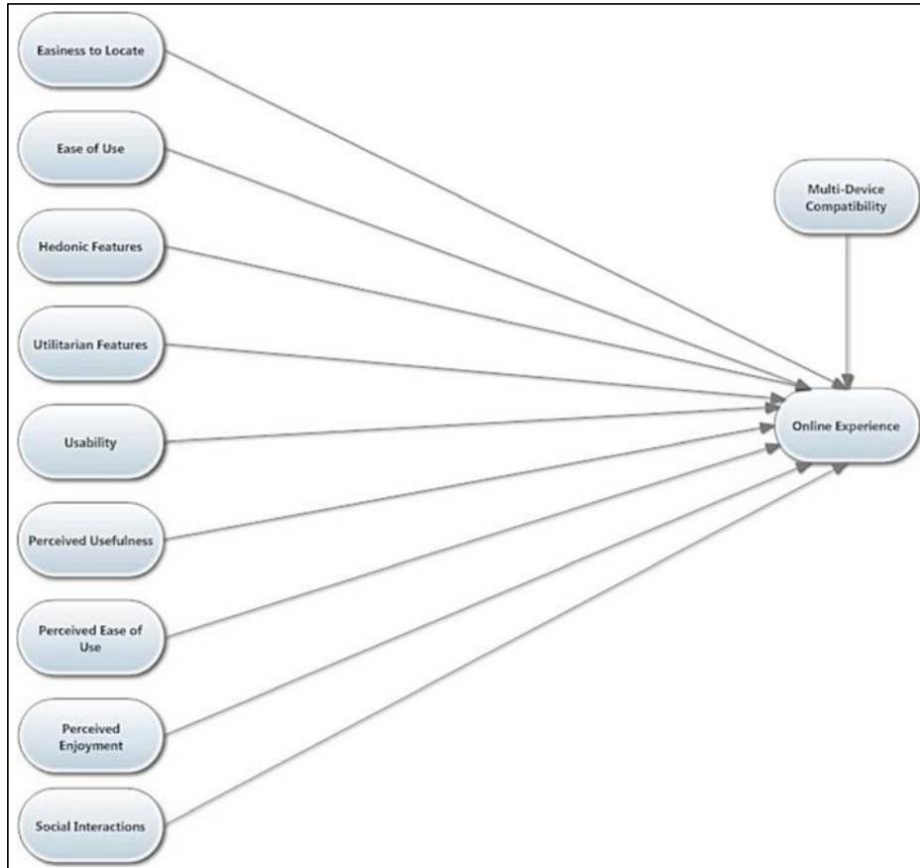


Figure 9. Model of unified customer experience in online shopping environments (Bilgihan et al, 2016)

TAM has continued to receive interest in the literature which has led to its evolution into models including Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al, 2003; Venkatesh et al, 2012). Building on the variables from UTAUT such as Effort Expectancy and Performance Expectancy and also including Experience as a moderator, a study examined the influence on Satisfaction and Intention

to Purchase, in the context of online shopping (Pappas et al, 2013, p. 187). By conducting surveys with Greek users of online shopping, the authors examined the influence of variables on both low-experienced and high-experienced online shoppers (Pappas et al, 2013, p. 187).

The hypothesized positive influence of effort expectancy on satisfaction of low-experienced users was confirmed (Pappas et al, 2013, p. 197). However, no positive association was found between effort expectancy on satisfaction in the case of high-experienced customers (Pappas et al, 2013, p. 197). Performance expectancy was found not to have a positive effect on satisfaction of low-experienced; however, a positive association was found for high-experienced customers (Pappas et al, 2013, p. 197). It was also found that self-efficacy has a positive effect on satisfaction of low-experienced online consumers, but this was not the case for high-experienced customers (Pappas et al, 2013, p. 197). Finally, trust was found to have a positive effect on satisfaction of low-experienced users, but not for high-experienced consumers (Pappas et al, 2013, p. 197).

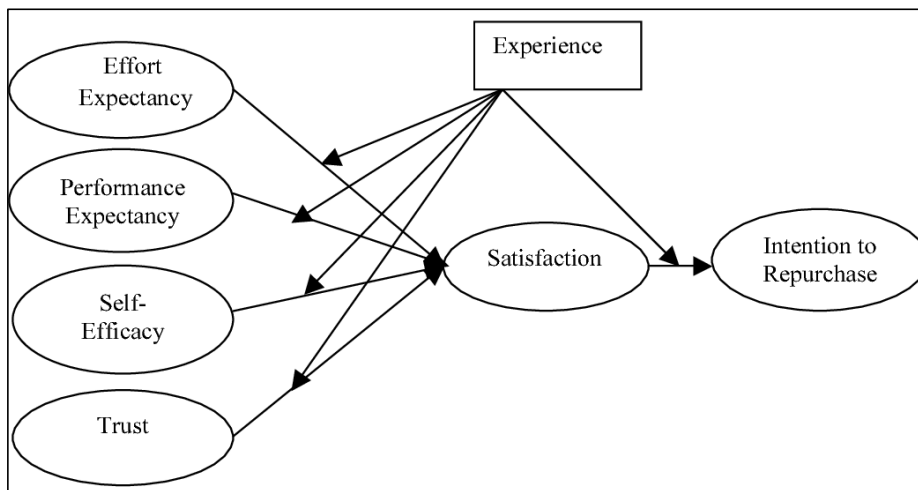


Figure 10. Model of online shopping experience
(Pappas et al, 2013)

Morgan-Thomas and Verlotsou involved variables from TAM literature in a research model examining brand relationships mediated by online brand experience

(2013, p. 23). The results of the study support the hypothesis that Brand Reputation has a significant positive effect on Perceived Ease of Use and trust; hence indirectly influencing Online Brand Experience (Morgan-Thomas, Verlotsou, 2013, p. 24). The results further confirm a strong and positive relationship between Perceived Ease of Use and Perceived Usefulness (Morgan-Thomas, Verlotsou, 2013, p. 24). Also as hypothesized, there is a strong positive relationship between Online Brand Experience and satisfaction as well as between Online Brand Experience and behavioural intentions (Morgan-Thomas, Verlotsou, 2013, p. 24). The results support the hypothesis that behavioural intentions and satisfaction positively impact online brand relationships (Morgan-Thomas, Verlotsou, 2013, p. 24).

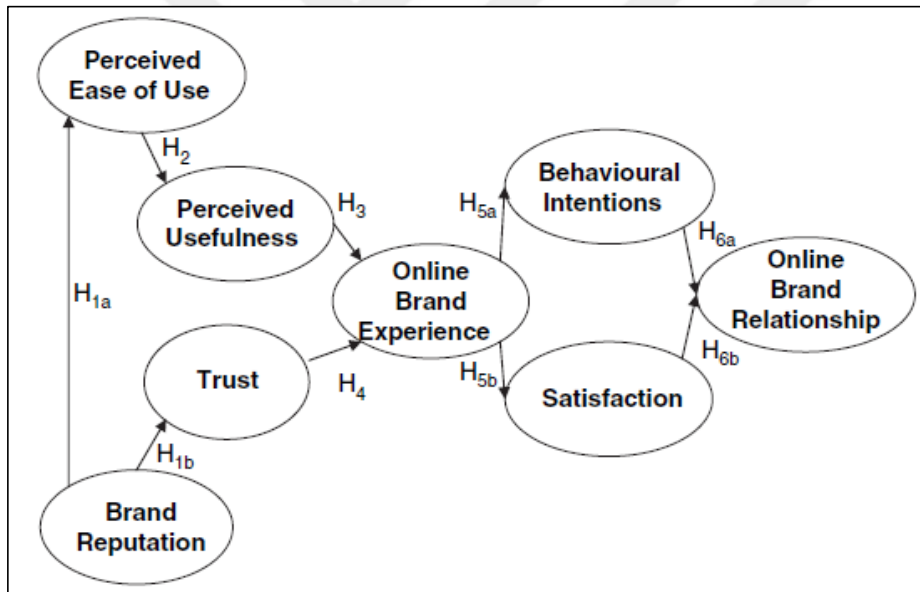


Figure 11. Model of online brand experience
(Morgan-Thomas and Verlotsou, 2013)

Another study examined purchase intention using TAM by including the impact of recommendation quality, mediated by satisfaction (Roudposhti et al, 2018, p. 248). The paths between recommendation quality, usefulness and ease of use positive and satisfaction were all found to be positive and significant (Roudposhti, 2018, p. 249).

Satisfaction was also found to positively influence purchase intention (Roudposhti, 2018, p. 249).

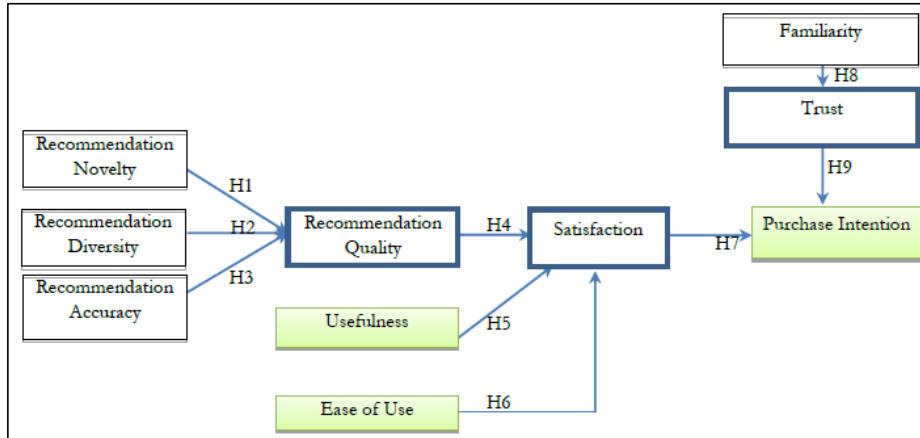


Figure 12. Model of customer purchase intention in e-commerce (Roudposhti et al, 2018)

Vakhariya (2020, p.101) examined the reasons between consumers' online shopping site selection in the United Arab Emirates (UAE), between Amazon and a local competitor: Noon (2020, p. 95). The survey results found the significant factors determining shopping experience as: customer service, customer delight, reliability, self-congruity and product variety (in other words product selection or assortment); suggesting that these factors greatly affect the brand experience for consumers of Noon (Vakhariya, p. 2020, p. 101). For Amazon, the significant factors were found to be customer delight and self-congruity (Vakhariya, p. 2020, p. 102).

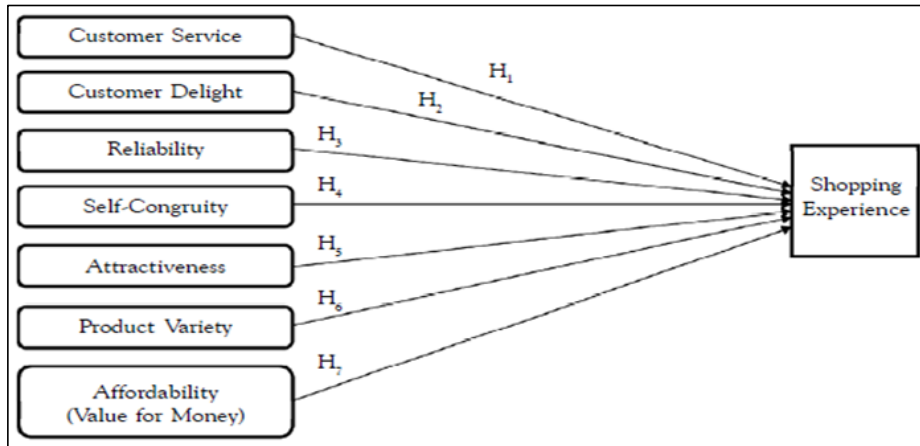


Figure 13. Model of online shopping experience
(Vakhariya, 2020)

2.2.2 Service dominant logic (S-D Logic) and co-creation experience. The S-D logic proposes that marketing is undergoing a transformation towards a new paradigm that is centered around services, requires interaction, co-creation of value, and emphasizes the importance of networks. Consequently, it inherently recognizes the relational nature of marketing. (Islam, Rahman, 2016, p. 2020). The S-D logic has been employed to elucidate the customer's role as an active participant in shaping the creation of experiences, as opposed to being a passive recipient of experiences. (Waqas, 2020, p. 20).

The impact of co-creation experience for products and services has been studied, which led to the creation of a multidimensional co-creation experience scale, in order to extend the customer experience literature (Verleye, 2015, p. 336). In evaluating the results, the social and personal experiences were combined into a single dimension; the same was done for pragmatic and economic experience dimensions (Verleye, 2015, p. 333). The study findings indicated that the hedonic, cognitive, and social/personal aspects of the experience have a positive influence on the overall co-creation experience. However, the pragmatic/economic aspect was found to have no significant impact. (Verleye, 2015, p. 333). The cluster analysis that was conducted on the expected co-creation benefits identified intrinsically and extrinsically interested customers to be two separate groups (Verleye, 2015, p. 333).

The study further found that, for intrinsically interested customers, overall co-creation experience is improved by better hedonic and cognitive experiences (Verleye, 2015, p. 333-4). For extrinsically interested customers hedonic and social/personal experiences were revealed as the better improvers of overall co-creation experience (Verleye, 2015, p. 334). Regarding the cognitive dimension of the experience, the study concluded that co-creation environments characterized by advanced technology and connectivity have a positive effect on the cognitive experience. However, this specific dimension of the co-creation experience only impacts the overall co-creation experience for customers who are intrinsically interested in the process. (Verleye, 2015, p. 336).

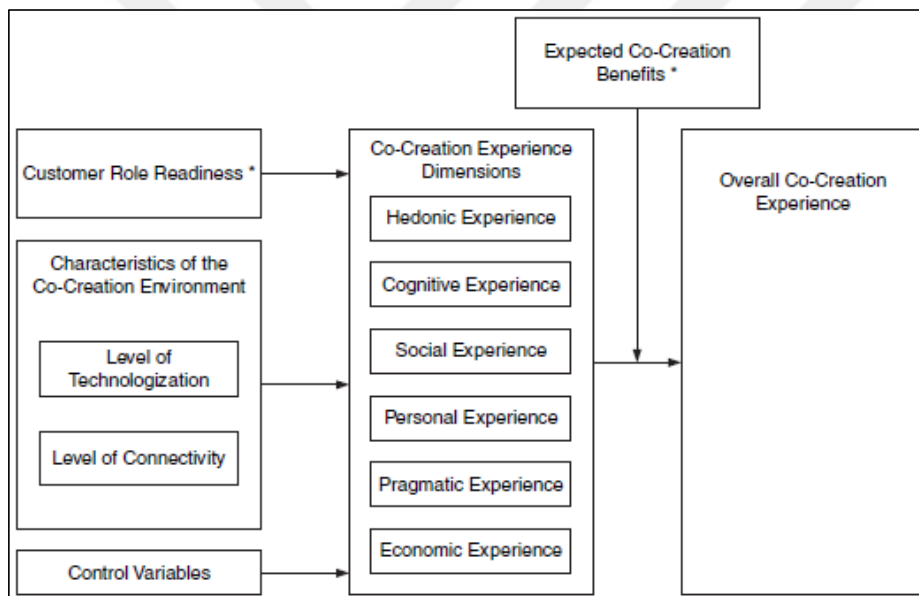


Figure 14. Model of co-creation experience
(Verleye, 2015)

2.2.3 Stimulus-organism-response (S-O-R paradigm). According to the S-O-R Paradigm, “Stimulus” consists of two dimensions: Situation and Object (Belk, 1975, p. 158). In their study, in which the combined role of utilitarian and hedonic goals in shopping were explored, Holbrook and Hirschman modeled consumer behaviour as “various environmental and consumer inputs”, such as products and resources, being processed “by an intervening response system (cognition-affect-behaviour) that generates output consequences” (1982, p. 132) The S–O–R was arguably “the first

theory to propose that there is a relationship between the environment and behaviour, and it has been widely employed in the consumer behaviour literature and marketing studies” (Wu et al, 2016, p. 695).

As part of the S-O-R paradigm, OCE antecedents are made up of environmental stimuli cues. Environmental psychology suggests that the way humans respond to stimuli present in their environment is influenced by their internal processes, including their affective and cognitive experiences. (Bitner, 1992; Donovan & Rossiter, 1982; Mehrabian & Russell, 1974; Hyun-Hwa Lee, 2010).

Based on environmental psychology, the atmospheric cues (also known as environmental cues) are operationalized as the ‘stimuli’, whereas the shoppers’ emotional reactions are operationalized as the ‘organism’ and the resulting approach / avoidance behaviours as the ‘response’ (Eroglu et al, 2003, p. 140).

These antecedents have been classified as ‘task relevant cues’ (TR Cues) and ‘affection relevant cues’ based on shopping goals and their value orientation (utilitarian or hedonic) (Eroglu et al, 2003; Hyun-Hwa Lee, 2010; Zhang et al, 2015; Gao, Bai, 2014). Task relevant cues are considered to be “utilitarian in nature as they are oriented toward the efficient and effective execution of customer tasks” (Zhang et al, 2015, p. 469). On the other hand, Affection relevant cues (AR Cues) are deemed to be the “specific features of a website that can manifest the website’s affective quality”, which usually includes visual representations including colors and music (Zhang et al, 2015, p. 469).

S–O–R paradigm describes how the various aspects of the environment as stimuli (S) affect individuals’ internal organisms (O), and in turn, their behavioural responses (R), which in turn affect behaviour”, which has been used in online and offline contexts (Zhang et al, 2015, p. 469; Parbooteah et al, 2009, p. 61). In the context of online retailing, stimuli may refer to the design features of the online environment with which consumers interact and the organisms refer to internal processes and structures such as experiences (Zhang et al, 2015, p. 469)

Accordingly, the below model which was developed to study online impulse buying found that all proposed paths between the constructs were found as positive and significant (Parbooteah et al, 2009, p. 69).

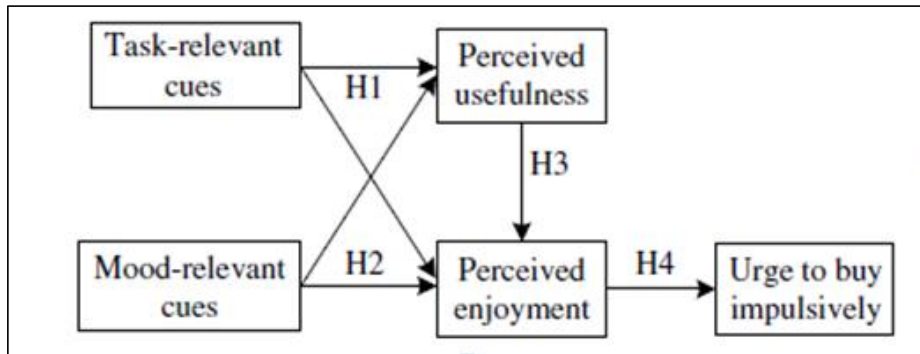


Figure 15. Model of online impulse buying
(Parboteeah et al, 2009)

It has been asserted that the task-relevant (TR) and affection-relevant (AR) cues act as online environmental cues in determining customer behaviour (Zhang et al, 2015, p. 469). Furthermore, it has been noted that atmospheric cues are defined as the "stimuli," emotional reactions of shoppers are considered the "organism," and the resulting approach or avoidance behaviors represent the "response." (Eroglu, 2003, p. 140).

The remaining components of consumer experience addressed by the S-O-R model include a "holistic" response by the consumer to the "website brand experience" which results in an "experiential brew" leading to "approach or avoidance" behaviour. (Mollen, Wilson, 2009, p. 920; Manganari et al, 2009, p. 1142) Other studies focused on the stated need for connection between the body and the environment, namely by way of senses (Yakhlef, 2015, p. 547).

In a study which summarized 43 published empirical studies that measure the impact of online atmosphere and design factors on online consumer behaviour, it was reported that that most of the reviewed studies found statistically significant relationship between the four components of online store environment (virtual layout and design, virtual atmospherics, virtual theatrics and virtual social presence) and consumer behaviour (Manganari et al, 2009, p. 1143).

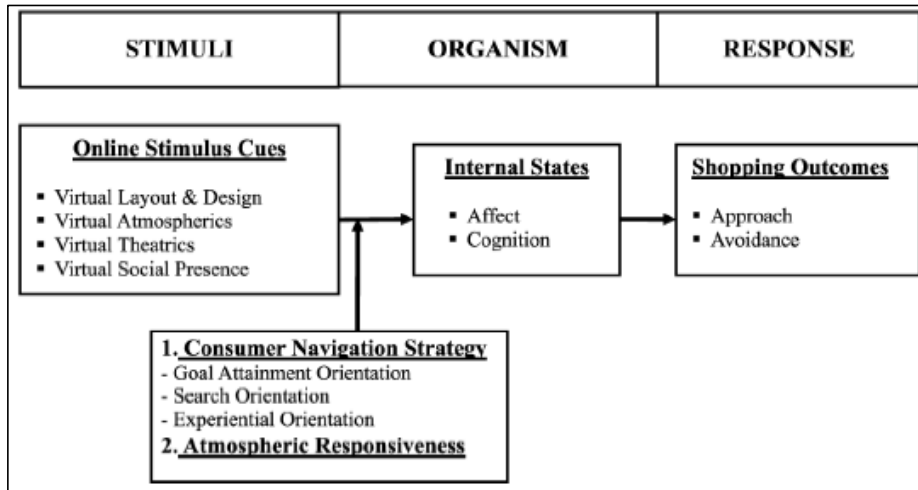


Figure 16. Model of consumers' responses to the online store environment (Manganari et al, 2009)

It is suggested that high task-relevant cues on a website encompass elements such as detailed product descriptions, pricing information, terms of sale, delivery and return policies, as well as clear visuals and user-friendly navigation. On the other hand, low task-relevant cues are characterized by features like colors, background patterns, animation, music, and entertainment, which may not directly contribute to task completion on an e-commerce website. (Eroglu et al, 2003, p. 142).

2.2.4 Consumer experience by types of shopping motivation. According to Pappas et al.'s study on the interplay between online shopping motivations, experiential factors, and personalized e-commerce, they argue that there isn't a single optimal combination of customers' online shopping experience and motivations that directly result in a high intention to purchase. Instead, they suggest that multiple configurations of causal factors can be equally effective in influencing purchase intention. (2017, p. 734).

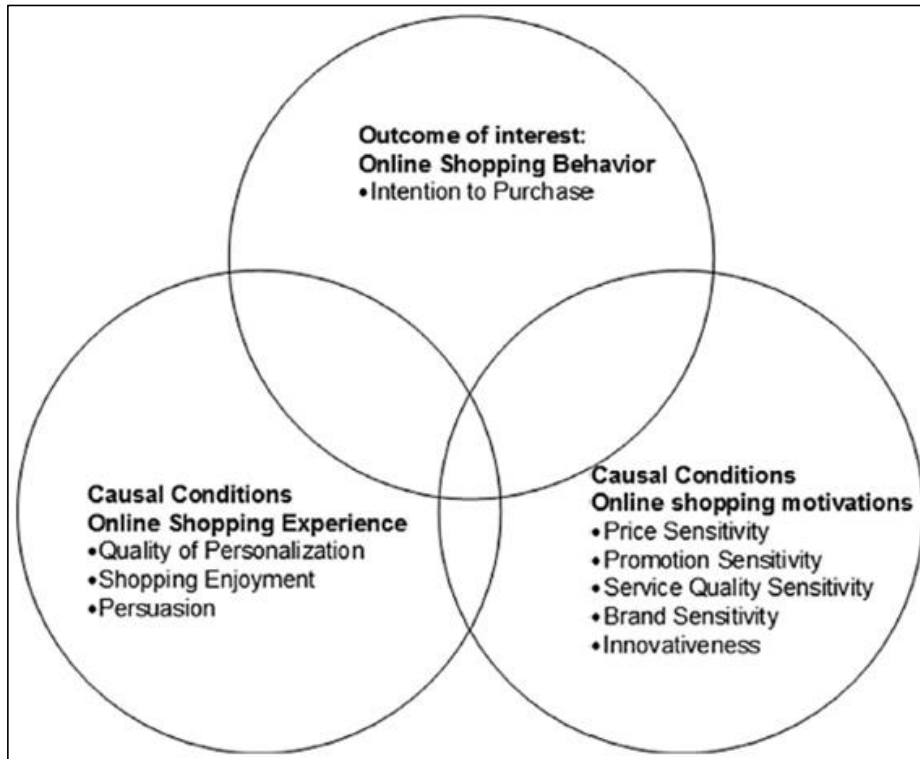


Figure 17. Model of online shopping motivations, experience and outcomes (Pappas et al, 2017)

As a result, the authors propose 9 solutions or configurations of causal factors in driving high intention to purchase, which include: the quality of personalization, promotion sensitivity, price sensitivity among the factors (Pappas et al, 2017, p. 738):

2.3 Experiential Value Types (4Es) and its Operationalization

In the initial introduction of the experience economy concept, it was suggested that consumption experiences are enriched through the incorporation of four key elements: entertainment, educational, escapist, and aesthetic experiences (referred to as the 4Es). It was further proposed that by encompassing all of these 4Es, the most desirable consumption experience, known as the 'sweet spot,' can be achieved. (Jeong et al, 2009, p. 106)

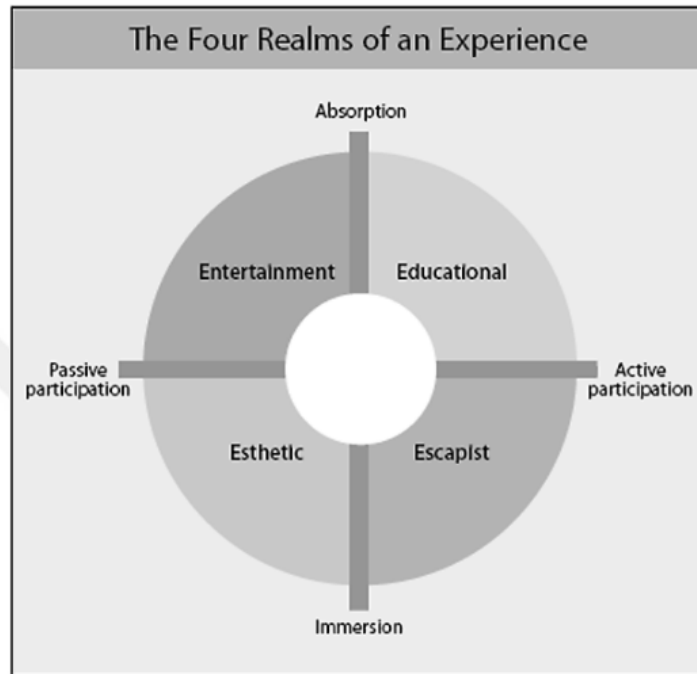


*Figure 18. Model of four realms of experience
(Pine and Gilmore, 1998)*

In the realm of consumption experience, absorption is characterized as capturing an individual's focus by immersing their mind in the experiences at hand. On the other hand, immersion is defined as the process of physically or virtually becoming an integral part of the event or performance that generates the experience. (Jeong et al, 2009, p. 108).

The primary functions of the experience realms are defined as follows, consumers engaged in entertainment experiences “sense”, with educational experiences “learn”, with escapist experiences “do”, and with aesthetic experiences want to “be” in an attractive environment (Jeong et al, 2009, p. 108). Also, these experiences may intersect, such as in the case of shopping, like in “edutainment”, which combines education and entertainment (Jeong et al, 2009, p. 108). Caru and Cova identified experiential marketing to be in the intersection point of extraordinary experience and consumer experience (2003, p. 282).

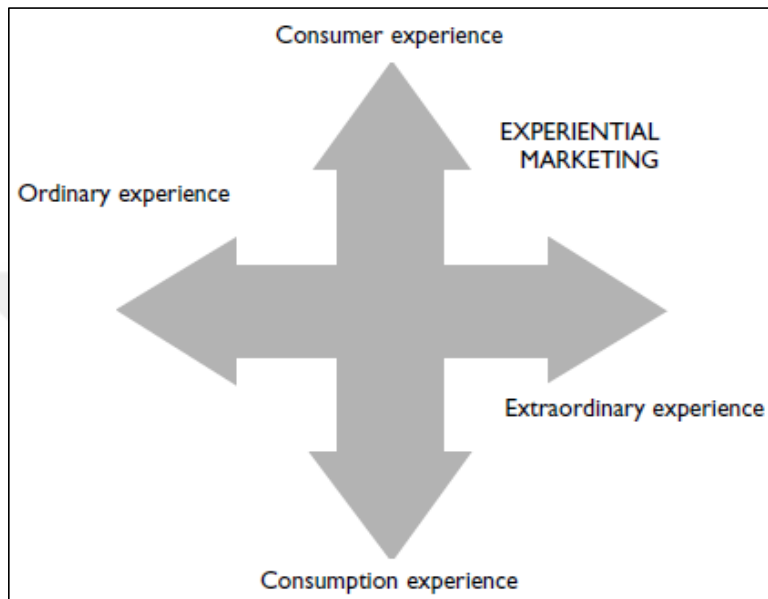


*Figure 19. Model of experiential marketing
(Pine and Gilmore, 1998)*

The findings of an empirical study investigating the experiential value of an online apparel retailer demonstrated that the extent of product presentation features had a positive impact on all four dimensions of the 4Es: entertainment, educational, escapist, and aesthetic experiences. (Jeong et al, 2009, p. 117).

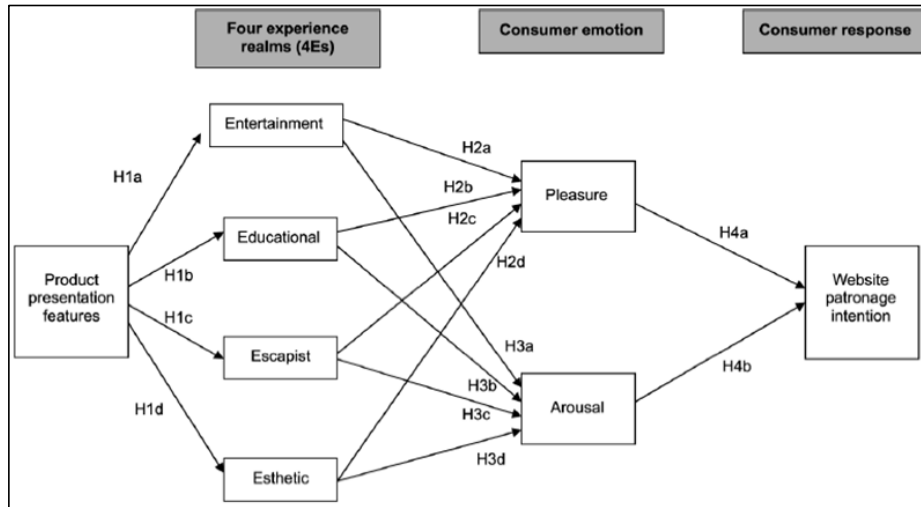


Figure 20. Model of role of experiential value in online shopping (Jeong et al, 2009)

One study examined the relationship between Four Experience Realms (4Es) and website patronage intention as moderated by pleasure and arousal (Jeong et al, 2009, p. 107). When the relationship between the 4Es and Pleasure was tested; those relationships between entertainment, escapist and esthetic experiences were found to be supported (Jeong et al, 2009, p. 118). However, the relationship between educational experience and pleasure was found not to be supported (Jeong et al, 2009, p. 118). The relationship between entertainment and esthetic experiences with arousal were supported in the empirical study (Jeong et al, 2009, p. 118). However, the relationship between educational and escapist experience with arousal were not supported (Jeong et al, 2009, p. 118). Finally, the relationship between pleasure and arousal and website patronage intention were both found to be supported (Jeong et al, 2009, p. 118).

In a tourism-related study that employed the 4Es framework, the researchers investigated how the outcomes of the study were implemented by hoteliers. The findings revealed that the esthetic dimension had the most significant influence, as hotel operators reported placing the highest emphasis on the esthetic aspect when assessing the need for improvements in their property. The escapist dimension was ranked second in terms of attention and consideration by the hotel operators. (Oh et al, 2007, p. 127).

The education and entertainment experiences were reportedly not “high investment priorities” for hotel operators (Oh et al, 2007, p. 127).

2.3.1 Entertainment as a realm of experiential value. The concept of entertainment also encompasses a social aspect, as exemplified by the case of sports spectators. It was observed that beyond simply engaging in communal experiences, spectators often adopt a performative and reciprocal approach, using their interactions and experiences with the game to entertain one another. (Holt, 1995, p. 9).

The emotional aspects associated with entertainment during shopping have been connected to various important outcomes, including spending more time in the store, increased expenditure, higher occurrence of unplanned purchases, and a greater affinity towards the store. (Jones, 1999, p. 129). The inherent value that entertainment brings to the shopping experience has been described as follows: Entertaining shopping experiences can be defined as enjoyable and pleasurable shopping experiences, sharing similarities with leisure or recreational experiences in terms of providing intrinsic satisfaction, perceived freedom, and active engagement. (Jones, 1999, p. 129)

One study also views entertainment as part of the “low-task relevant cues” which includes: colours, background patterns, typestyles, animation and music (Eroglu et al, 2003, p. 142). The same study has hypothesized low task relevant cues to influence affect and cognition states which in turn lead to shopping outcomes (Eroglu et al, 2003, p. 142). Another study proposes the necessity of conceptualizing three dimensions—sensory/aesthetic, intellectual/educational, and emotional/entertaining—to effectively measure experiences, drawing from the experience realms framework proposed by Pine and Gilmore. (Brakus et al, 2009, p. 54).

In a study examining technological environments and co-creation experiences, it was suggested that the concept of entertainment is associated with the hedonic dimension of the co-creation experience. This dimension pertains to experiences that are mentally stimulating, entertaining, pleasant, and enjoyable (Zhang et al, 2015, p. 470). Another study uses entertainment interchangeably with hedonism while studying social media usage (Triantafillidou and Siomkos, 2018, p. 166) Furthermore, it is observed that consumers' hedonic or entertainment experiences are connected to the feelings of fun, pleasure, excitement, and enjoyment that they experience when engaging with products,

services, or brands. (Triantafillidou and Siomkos, 2018, p. 166). According to data gathered from social media users, individuals who felt entertained while engaging with a brand's Facebook page were discovered to have a 3.2 times higher likelihood of leaving a positive comment about the brand and a 4.3 times higher likelihood of sharing the brand's content on Facebook, compared to users who did not experience enjoyment and amusement. (Triantafillidou and Siomkos, 2018, 2018, p. 171).

In addition to OCE literature, Online Servicescapes literature has also included entertainment construct in research models, again as a first order dimension of Aesthetics (Harris and Goede, 2010, p. 232; Mathwick et al., 2001, p. 43). It has been noted that, given the role of hedonic motives for shopping in traditional retail formats, it seems likely that hedonic uses of the Internet may also have important benefits to online consumers (Forsythe, 2006, p. 57).

Online consumers have been found to value the immersive and experiential aspects of the Internet (Bilgihan et al, 2016, p. 109). In another study, entertainment is reported as the intrinsic value of e-commerce and shows that the users' feelings of excitement as well as their desired goals are important (Salehi et al., 2013). The positive influence of entertainment on the consumers' attitude towards online shopping has been confirmed in other studies as well (Hansen, 2006, p. 99; Iscioglu, 2018, p. 118; Chiagouris, Ray, 2010, p. 253).

2.3.2 Escapism as a realm of experiential value. Research has indicated that there is a link between escapism and hedonic value, as studies have shown that the enjoyment derived from shopping can involve elements such as excitement, deep engagement, imaginative scenarios, and a desire to escape from reality. Moreover, specific groups of shoppers may exhibit a greater tendency to pursue hedonic value rather than utilitarian value. (Bridges, Florsheim, 2008, p. 310)

Escapist experiences possess the potential to be instructive in a similar manner to educational events, and they can provide amusement comparable to entertainment. However, what sets them apart is the greater level of customer immersion they offer. Engaging in activities like acting in a play, playing in an orchestra, or exploring the Grand Canyon is believed to involve both active participation and deep immersion within the experience. (Pine and Gilmore, 1998, p. 102). Escapism has been used in

studies across several perspectives of customer experience including flow (Bridges and Florsheim, 2008) and experiential value (Mathwick et al, 2001; Lee et al, 2004).

Play was identified by Holbrook as one of the intrinsic consumer values together with aesthetics, ethics and spirituality (1999, p. 18). Following this, Mathwick et al, renamed this type of value as 'Playfulness' (again as intrinsic and active type) within the typology of experiential value (2001, p. 42). Playfulness was typified as a higher order dimension, with first order dimensions of escapism and enjoyment (Mathwick et al, 2001, p. 43). The correlation of this type of value with the remaining value types of service excellence, CROI and aesthetics were confirmed in the corresponding study conducted among catalog and internet shoppers (Mathwick et al, 2001, p. 48). In this dissertation we will employ both escapism and enjoyment in the creation of experiential value, as put forward and confirmed by the Mathwick et al model (2001, p. 48).

In a study examining experiential value in shopping mall customers, escapism was hypothesized to influence loyalty with the mediation of satisfaction, which was supported by the results (Atasoy, 2019, p. 270).

One research on consumer experiential value in virtual worlds (Second Life), escapism was hypothesized to positively influence satisfaction (Verhagen et al, 2011, p. 203). In this study, economic value and ease of use were hypothesized as antecedents of virtual world satisfaction, directly as well as by being mediated by escapism and entertainment value (Verhagen et al, 2011, p. 203).

The typology of experiential value as hypothesized by Mathwick et al has also been used in examining website satisfaction, including escapism (Nsairi and Khadroui, 2013, p. 82). Accordingly, perceived value has been hypothesized to be made up of visual appeal (aesthetics), entertainment (aesthetics), escapism (playfulness), excellence, efficiency (CROI) and quality / price ratio (CROI) (Nsairi and Khadroui, 2013, p. 83). According to the model, website environment is the antecedent of perceived value; perceived value in turn is the antecedent of satisfaction while also being moderated by website navigational goal (Nsairi and Khadroui, 2013, p. 83). Satisfaction in turn is modelled to influence loyalty (Nsairi and Khadroui, 2013, p. 83).

Escapism was found to have a positive and significant relationship with customer satisfaction in the restaurant context (Wu, Liang, 2009, p. 591). Playfulness, the second

order construct of escapism and enjoyment, was found to have a positive and significant relationship with satisfaction (Mencarelli, Lombart, 2017, p. 7). The same study also found that playfulness has a positive and significant relationship with Hedonic value (Mencarelli, Lombart, 2017, p. 7).

2.3.3 Esthetics as a realm of experiential value. If the customers' active participation is minimized, it is proposed that an escapist event becomes "an experience of the fourth kind: the esthetic" (Pine and Gilmore, 1998, p. 102). During the esthetic experience, individuals or participants become fully engaged in an activity or surroundings, but they have minimal or no influence on it themselves. This can be likened to a tourist who simply observes the Grand Canyon from its edge or a visitor to an art gallery who admires the artwork without actively altering it. (Pine and Gilmore, 1998, p. 102)

The experiential perspective of consumption is characterized as a predominantly subjective state of consciousness that encompasses a range of esthetic criteria, symbolic significance, and hedonic reactions. (Holbrook, Hirschman, 1982, p. 132). Accordingly, it is argued that, esthetic experiences engage consumers in a passive but immersive manner, in a way that the consumer does not alter the environment (Jeong, 2009, p. 108).

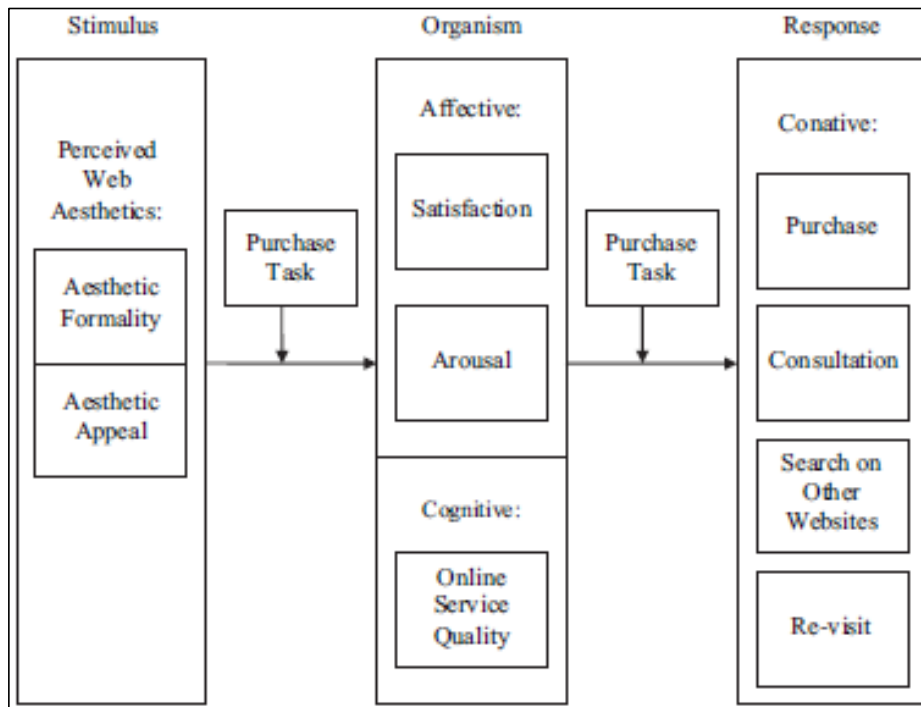


Figure 21. Model of consumer responses to web aesthetics
(Wang et al, 2011)

In their study on web aesthetics, Wang et al. examined the impact of two dimensions of web esthetics, namely esthetics formality and esthetics appeal, on the cognitive, affective, and conative responses of online consumers. They took into account the motivational orientations of consumers as a part of their research. (2011, p. 47). In line with this, esthetic formality is employed to describe the organization, clarity, and simplicity of a website, while aesthetic appeal pertains to the overall visual attractiveness of a website, which is closely tied to its hedonic quality. (Wang et al, 2011, p. 47). Their findings point to not only different magnitude but also different directions for the two dimensions of aesthetics as regards to their impact on satisfaction (Wang et al, 2011, p. 52).

The authors contend that when consumers engage in purchase tasks, perceived aesthetic formality exerts a positive influence on their satisfaction, whereas perceived aesthetic appeal has a negative impact on satisfaction in such situations. (Wang et al,

2011, p. 52). The findings suggest that while a website with both high formality and high appeal may offer the highest level of satisfaction for online browsers without specific tasks, online consumers who are focused on making purchases do not prefer these aesthetic attributes for task-oriented online shopping. (Wang et al, 2011, p. 52). The study results indicate that consumers who rely on utilitarian tasks require a high level of aesthetic formality in order to fulfill their needs effectively. (Wang et al, 2011, p. 53).

2.3.4 Education as a realm of experiential value. It has been put forward that, educational events, “such as attending a class or taking a ski lesson”, may entail relatively higher active participation than other experience realms of 4Es, but customers are still more outside the event than immersed in the action, compared to escapist experiences. (Pine and Gilmore, 1998, p. 102)

The study of peak and transformative experiences, such as river rafting, allowed researchers to identify three aspects of customer experience: harmony with nature, ‘communitas’ and personal growth and renewal (Arnould and Price, 1993, p. 24). These three aspects of customer experience have also been found to be instrumental in explaining overall customer satisfaction (Arnould and Price, 1993, p. 24). The aspect of personal growth and rejuvenation, which involves the transformation of the customer through acquiring new knowledge, can be associated with the realm of educational experiences, as defined by Arnould and Price. This can include activities such as demonstrating the use of safety equipment and paddling techniques, which are known to introduce new challenges and add an element of enjoyment to the experience. (1993, p. 36)

Previous conceptualizations of experiential value have often overlooked the inclusion of intellectual value, with the exception of the study conducted by Arnould and Price (1993). The researchers indirectly indicated in their findings that personal growth, as measured by aspects such as learning new things and acquiring new skills, plays a significant role in determining an extraordinary experience, specifically in the context of river-rafting. (Chan, 2017, p. 20).

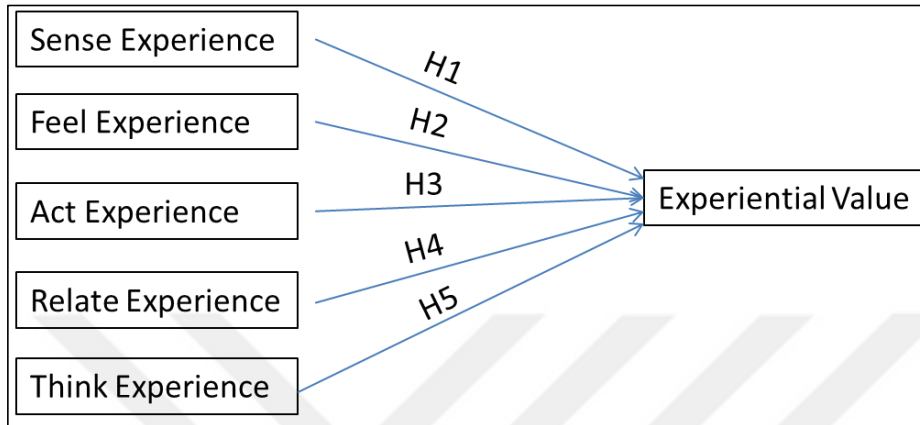


Figure 22. Model experiential value
(Maghnati et al, 2012)

In a research study investigating the correlation between experiential marketing and experiential value within the smartphone industry, cognitive experiences were identified as one of the five factors that contribute to experiential value. (Maghnati et al, 2012, p. 171). The authors utilized the concept of think experience, as it stimulates customers' creative thinking in generating new ideas or contemplating a company and its products. It is hypothesized that as consumers engage in the process of creating new ideas or thinking critically, they form their own assessments and evaluations of the company and its brand. (Maghnati et al, 2012, p. 171).

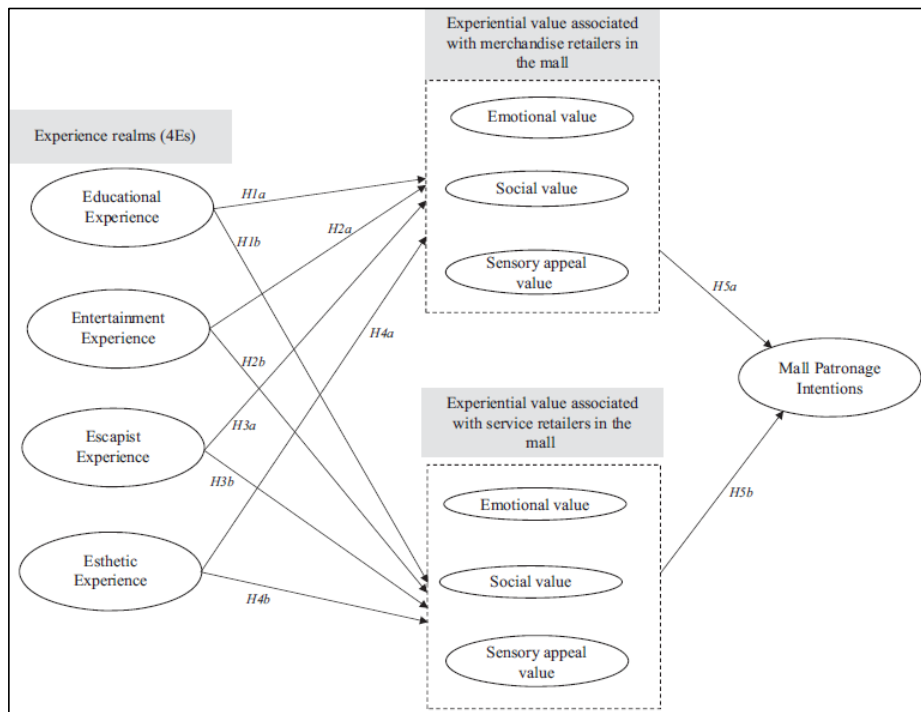


Figure 23. Model of experiential value and mall patronage intentions (Sadachar and Fiore, 2018)

In a study conducted among mall shoppers, four experience realms were modelled as the antecedents of experiential value, which in turn predict patronage intentions (Sadachar and Fiore, 2018, p. 454).

In a different study conducted in the field of tourism, the absence of a mediating effect between knowledge acquisition/learning and memory and recommendation outcomes was unexpected and surprising for the researchers. (Barnes et al, 2020, p. 7) The authors proposed a theoretical perspective regarding the absence of a mediating effect, raising the question of whether tourists engage in travel primarily for the purpose of learning. They emphasized that pleasure remains a key motivation for travel, highlighting the significance of the customer's motivation and the context in which consumption takes place. (Barnes et al, 2020, p. 7)

In the case of educational experiences, consumers are active participants "as they absorb the events unfolding before them" (Jeong et al, 2009, p. 108). The argument

posits that for consumers to genuinely enhance their knowledge or skills, they must actively involve their mind in the development of knowledge or engage their body in physical training. In other words, active mental engagement or physical involvement is necessary for effective knowledge and skill enhancement. (Jeong et al, 2009, p. 108).

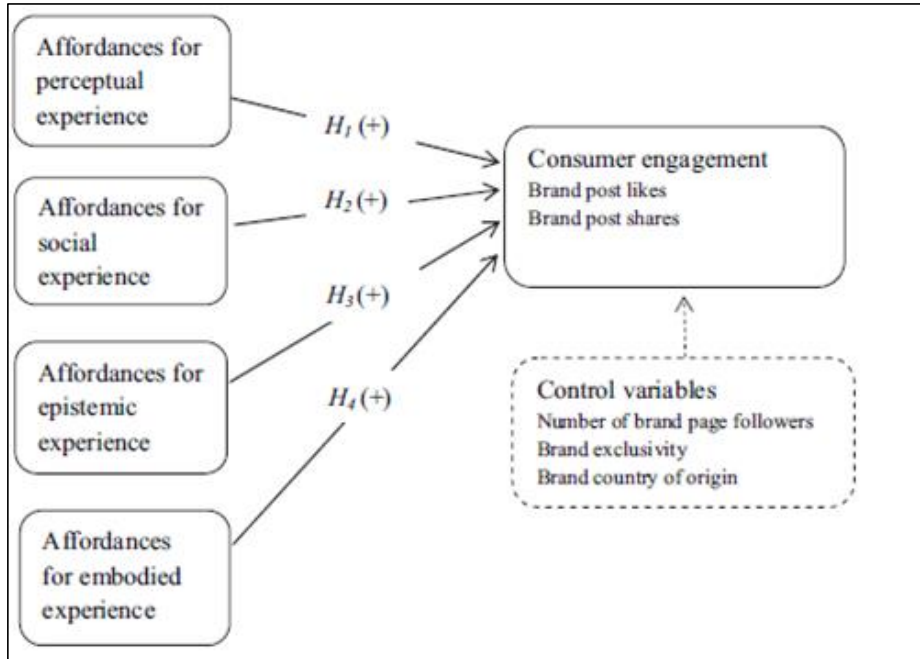


Figure 24. Experiential model of consumer engagement
(Tafesse, 2016b)

The above shown model was developed to examine the experiential model of consumer engagement focusing on brand pages on social media websites, namely Facebook (Tafesse, 2016b, p. 424). Accordingly, four dimensions of experience affordances were considered: perceptual, social, epistemic and embodied (Tafesse, 2016b, p. 427). Epistemic experiences were studied under the headings of new products / technology, product features, brand heritage and educational experiences (Tafesse, 2016b, p. 429). Within the concept of brand heritage, posts that commemorate the brand's history, including its past contributions, are taken into account. On the other hand, under the educational category, brand posts that provide fans with professional tips, do-it-yourself instructions, expert opinions, product reviews, and substantial

educational content such as articles are considered. (Tafesse, 2016b, p. 429). As proposed in the study, the affordances for perceptual, social and epistemic experiences were seen to contribute positively to brand post likes and shares (Tafesse, 2016b, p. 431).

Furthermore, it has been contended that epistemic experiences can be seen as a component of consumers' inherent desire for novelty. In this context, novelty is regarded as a crucial element and a precursor to exceptional consumer experiences. (Tafesse, 2016a, p. 38)

Educational experience realm which is part of the 4Es (entertainment, escapist, esthetics and educational) as theorized by Pine and Gilmore has not so far been employed in the study of OCE in examining e-commerce websites, whereas 4Es were employed to measure to their impact on shopping outcomes.

In studies of consumption experience outcomes and social media consumer experiences, learning has also been used as an antecedent of OCE (Triantafillidou and Siomkos, 2014; Triantafillidou and Siomkos, 2018). Learning as a construct has been operationalized with scale items measuring how educational the website use experience was to the customer, if the experience made the consumer more knowledgeable and also if the experience stimulated the consumers' curiosity to learn new things (Triantafillidou and Siomkos, 2014, p. 531).

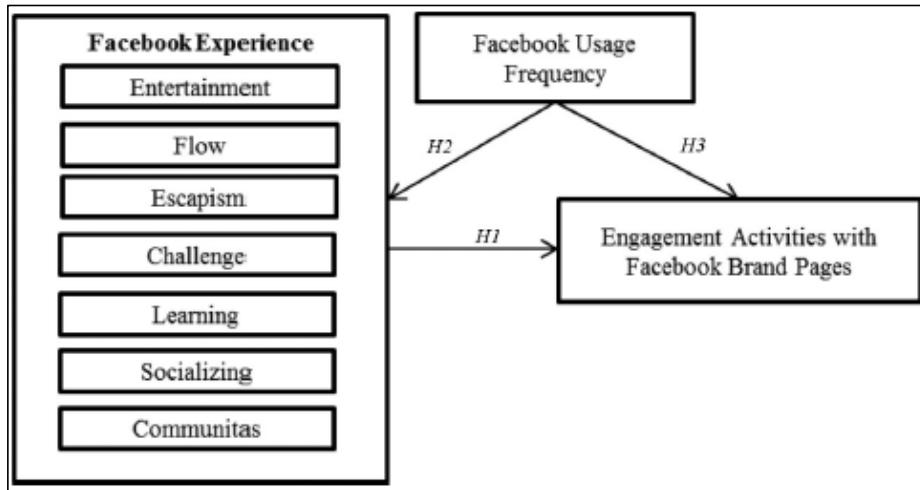


Figure 25. Model of consumer engagement on social media brand pages (Triantafillidou and Siomkos, 2018)

Learning construct has been employed as an antecedent of engagement with brand pages in a study conducted among Facebook users to understand the effects on the two brand engagement factors (consuming and contributing) on the social media website (Triantafillidou and Siomkos, 2018, p. 164). When tested for the paths given in the model shown above, results for the consuming engagement factor were seen to be significantly positively related to flow and communitas (Triantafillidou and Siomkos, 2018, p. 180). When examining the impact of experience dimensions on the "contributing" aspect of engagement, it was observed that entertainment, flow, socializing, and communitas had a significant influence. (Triantafillidou and Siomkos, 2018, p. 180). Moreover, the study revealed that the frequency of Facebook usage did not have a significant impact on either of the two dimensions of engagement. (Triantafillidou and Siomkos, 2018, p. 181).

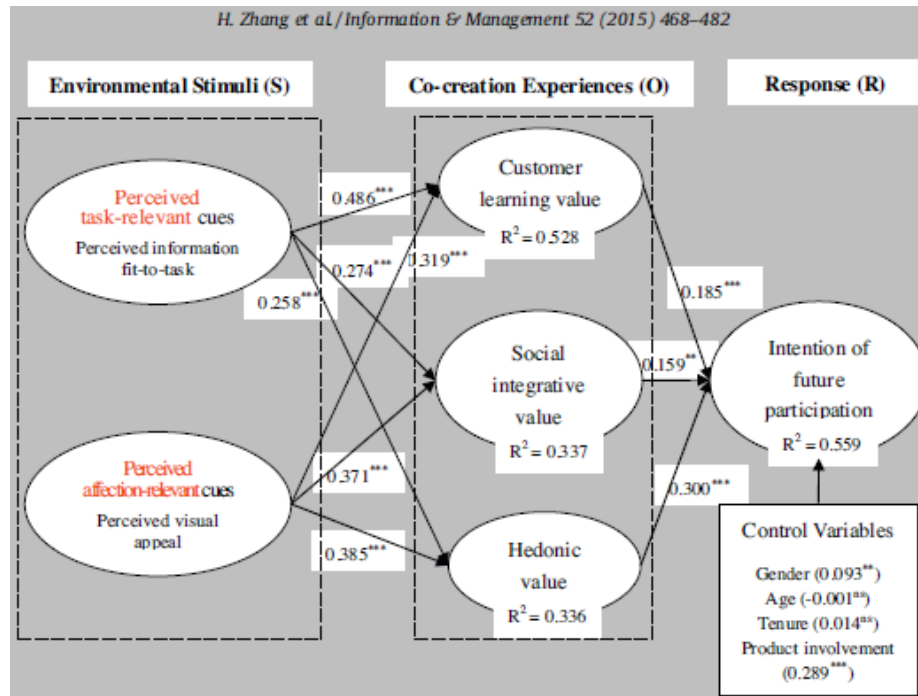


Figure 26. Model of technological environments and co-creation experiences (Zhang et al, 2015)

When examining customer participation in co-creation experiences in social media, Zhang et al used task relevant (TR) cues and affection relevant (AR) cues as the two types of environmental stimuli, as modelled above (2015, p. 476). The findings of the study validated the significant correlation between both TR (Technology Readiness) and AR (Augmented Reality) cues and the three co-creation experience dimensions hypothesized in their research: customer learning value, social integrative value, and hedonic value. (Zhang et al, 2015, p. 475). Furthermore, the results indicated that TR cues have a greater influence on customer learning value compared to AR cues. On the other hand, AR cues were found to have a stronger impact on social integrative value and hedonic value when compared to TR cues. (Zhang et al, 2015, p. 476). The results further indicate that, due to being productivity-oriented, TR cues have greater effect on “perceived utilitarian value (i.e., perceived usefulness) and that AR cues, including mood-relevant cues and social cues, are more important for stimulating hedonic value”

(Zhang et al, 2015, p. 476). It is additionally contended that TR cues are more effective in motivating pragmatic experiences by providing instrumental value to customers. In contrast, AR cues aim to elicit positive affective experiences and are utilized for the purposes of pleasure and relaxation. (Zhang et al, 2015, p. 476).

Finally, concerning the impact of co-creation experiences on future participation intention, the results indicate that customer learning value, social integrative value, and hedonic value can predict the intention to participate in the future. Moreover, the findings suggest that hedonic value plays a more significant role in determining participation intention compared to customer learning value and social integrative value. (Zhang et al, 2015, p. 476).

2.4 Operationalization of Experiential Value

Studies in shopping value focus on “all factors, both qualitative and quantitative” in making up the “complete shopping experience” (Zeithaml, 1988, p. 13). Accordingly, shopping has been described as providing both task related and hedonic value “through responses evoked during the experience” (Babin, Darden, 1994, p. 645). In this perspective, value is recognized as the central outcome variable in a comprehensive model of consumption experiences. It is defined as an interactive and subjective preference experience that characterizes an individual's interaction with a particular object. (Babin, Darden, 1994, p. 645).

In this approach, value is categorized into extrinsic and intrinsic value. Extrinsic value refers to the external rewards, such as monetary awards or prizes, that individuals can gain from participating in competitive events. On the other hand, intrinsic value pertains to the more personal and emotional rewards that individuals derive from the enjoyment and satisfaction of engaging in competitive activities. (Babin, Darden, 1994, p. 645).

		Extrinsic <i>Economic Value</i>	Intrinsic <i>Hedonic Value</i>
Self-oriented	Active	Efficiency [I/O Ratio]	Play [Fun & Leisure]
	Reactive	Excellence [Quality]	Aesthetics [Beauty]
		Social Value	Altruistic Value
Other-oriented	Active	Status [Impression]	Ethics [Justice/Morality]
	Reactive	Esteem [Possessions]	Spirituality [Sacredness]

Figure 27. Model of consumer value
(Holbrook, 1999)

The value that motivates consumption behaviour is considered to be multidimensional and is attributed to “functional, conditional, social, emotional and epistemic utility” (Mathwick et al, 2001, p. 40). In spite of this wide definition, value has also been interpreted more narrowly as a “tradeoff between quality and price” (Mathwick et al, 2001, p. 40). However, beyond the monetary price paid, the “consumption experience itself can also be rich in value” (Mathwick et al, 2001, p. 40). Depending on the direct usage or distanced appreciation type of interactions involved in consumption, experiential value has been argued to “offer both extrinsic and intrinsic benefit” (Mathwick et al, 2001, p. 40).

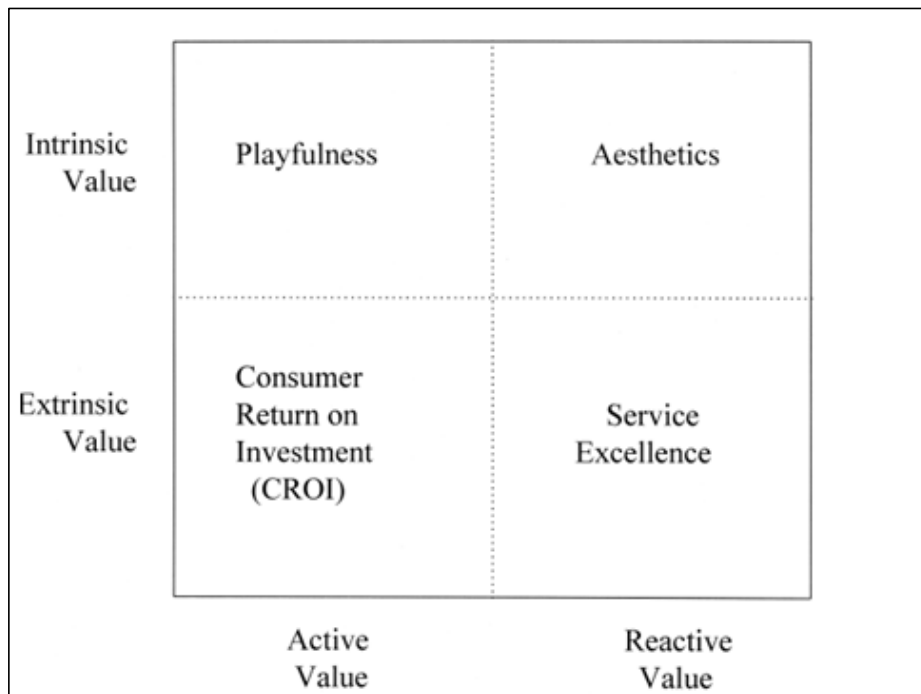


Figure 28. Typology of experiential value
(Mathwick et al, 2001)

Accordingly, Mathwick et al, have conceptualized four types of experiential value under Extrinsic value (Service Excellence and Customer Return on Investment) and Intrinsic value (Playfulness and Aesthetics) together with their first order dimensions (2001, p. 42-43).

This conceptualization of typology of experiential value was operationalized with the dimensions illustrated below for each of the four types of experiential value (Mathwick et al, 2001, p. 43). This model was assessed using subscales that gauge various dimensions, including efficiency, economic value, visual appeal, entertainment, service excellence, escapism, and intrinsic enjoyment. (Mathwick et al, 2001, p. 45).

Regarding online shopping, the perception of the return on investment in terms of financial, time, and behavioral aspects (referred to as CROI) was found to have a significant relationship with the preference for online shopping. (Mathwick et al, 2001, p. 50).

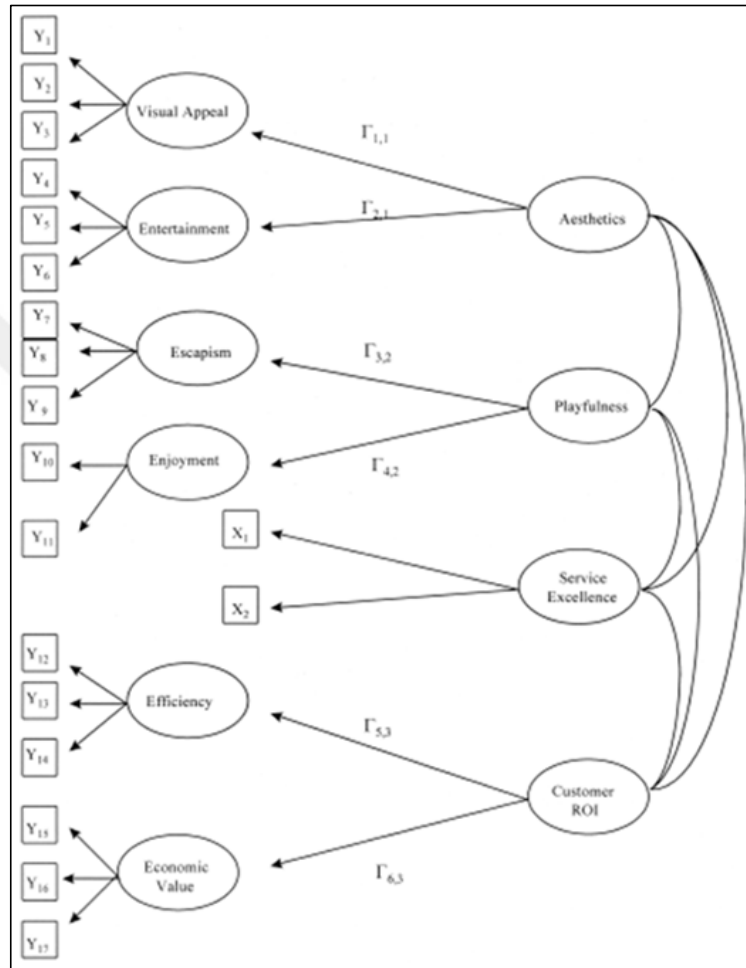


Figure 29. Hierarchical model of experiential value
(Mathwick et al, 2001)

This result has led the authors to argue whether this finding supports the viewpoint put forth by Pine and Gilmore (1999) that Internet shopping might be contributing to a broader commoditization of products and services, prioritizing cost reduction over differentiation based on brand. (Mathwick et al, 2001, p. 50). As part of the study, when compared with catalog shopping, online shopping was less favoured in the experiential value sources of entertainment and visual appeal (dimensions of aesthetics) (Mathwick et al, 2001, p. 51). However, the development of aesthetical type of experiential value in

online shopping has been well documented in the following years (Manganari et al, 2009).

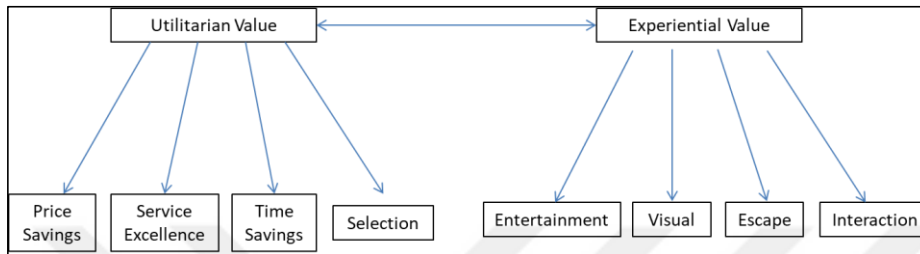


*Figure 30. Model of measuring online shopping value
(Lee et al, 2004)*

The experiential value types as outlined by Mathwick et al (2001) has also been employed with the addition of interaction, price savings and selection (product variety) variables, in a model in which the value types are divided across utilitarian and experiential value (Lee et al, 2004, p. 56). The study measured the outcomes of satisfaction and loyalty with utilitarian and hedonic value as antecedents (Lee et al, 2004, p. 57). All first order estimates were found to be significantly loaded on their latent variables of utilitarian and hedonic value (Lee et al, 2004, p. 61).

A similar approach to customer experience has been employed in the Kahn retailing matrix, where product benefits and customer experience have been combined with dimensions of “eliminating pain points” and “increasing pleasure” (Kahn, 2018)



Figure 31. Retailing success matrix
(Kahn, 2018)

Experiential value typologies and the concept of “frictionless” and “pleasurable” experiences in online shopping have also been employed in the model by Singh created in order to measure the consumers’ response to online grocery shopping experience (2019, p. 310)

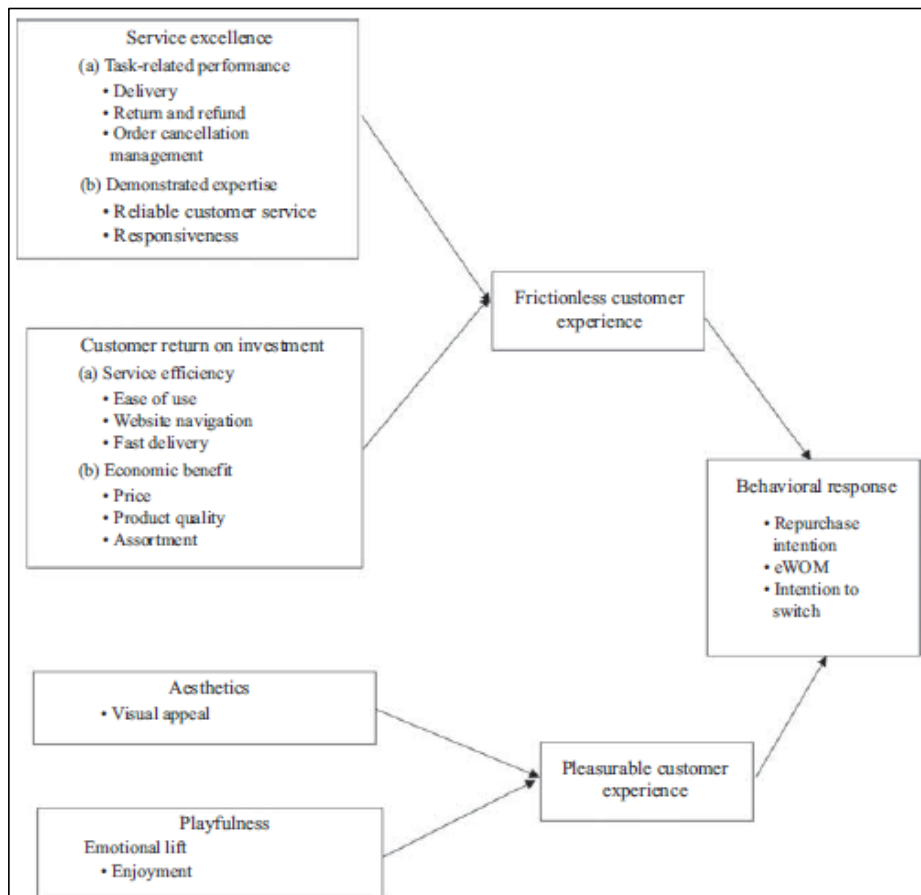


Figure 32. Framework of online grocery customer experience
(Singh, 2019)

Singh utilizes netnography and critical incident analysis methods on a collection of reviews obtained from online forums and review websites specifically focused on online grocery shopping. Through this research, Singh proposes an integrated framework called Online Consumer Experience (OCE) in the context of grocery shopping. (2019, p. 1300) Based on the analysis of user reviews, a total of 13 experiential factors were identified, aligning with the four higher-order experiential attributes proposed by Mathwick et al in their typologies of experiential value. These attributes include service excellence, CROI (return on investment), aesthetic appeal, and playfulness. (Singh, 2019, p. 1309). Furthermore, the data analysis revealed the identification of three behavioral responses:

word-of-mouth communication, intention to repurchase, and intention to switch. (Singh, 2019, p. 1309).

Cognitive dimension of CX and OCE has been employed in numerous studies as it is widely linked to the utilitarian features / values of shopping (Schmitt, 1999; Gentile et al, 2007; Verhoef et al, 2009; Brakus et al, 2009; Bolton et al, 2014; Andreini et al, 2019). Cognitive Experiential State (CES) is defined as the component of OCE “connected with thinking or conscious mental processes” (Rose et al, 2012, p. 312). It has been argued in some studies that CES state is activated through antecedent variables, and it is argued that their formation as central components of OCE that influence outcome variables such as satisfaction and repurchase intentions (Martin et al, 2015, p. 83).

Also, variations of the cognitive dimension such as functional dimension (Klaus, 2013; Pandey, Chawla, 2018) and frictionless dimension (Singh, 2019) has also been employed in the literature. It may be possible to classify functional dimension as a variation of cognitive dimension as the functional dimension has antecedents in task related or utilitarian values of shopping such as usability, interactivity and product presence (Klaus, 2013). In a similar vein, frictionless dimension of OCE has antecedents of task related performance, economic benefit and service efficiency (Singh, 2019).

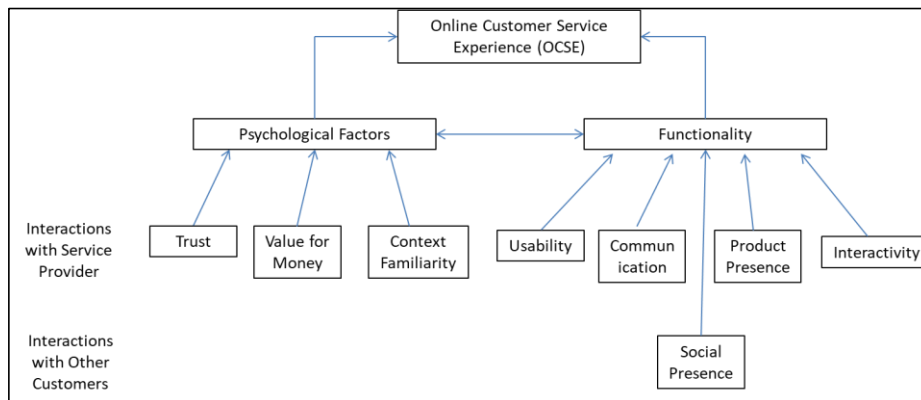


Figure 33. Model of online customer service experience (Klaus, 2013)

In his qualitative study which was completed after 62 semi-structured interviews, Klaus identifies the above Online Customer Service Experience (OCSE) model based on psychological factors and functionality (2013, p. 447).

2.4.1 Intrinsic experiential value types: Playfulness, aesthetics.

2.4.1.1 Playfulness and its first order dimensions: Escapism, enjoyment. As a source of intrinsic value, as noted above, hedonic value is a critical part of consumer and shopper behaviour and has been employed by many studies of consumption experience (Mano and Oliver, 1993; Chiagouris and Ray, 2010; Triantafillidou and Siomkos, 2014) as well as in co-creation perspective (Verleye, 2015), study of OCE (Salehi et al, 2013; Bilgihan, 2016; Bilgihan et al, 2016; Kawaf and Tagg, 2017) and also in the study of service quality in online environments (Sorooishian, 2013).

Hedonic value, as defined, is considered to be more subjective and individualized compared to its utilitarian counterpart. It primarily stems from enjoyment, amusement, and a sense of playfulness, rather than solely focusing on completing tasks. (Babin et al., p.646). Thus, the hedonic value derived from shopping can encompass elements such as excitement, increased engagement, imagination, and the desire for temporary escape. Individuals with compulsive shopping tendencies are more inclined to pursue hedonic value rather than utilitarian value. (Bridges, Florsheim, 2008, p. 310)

The inherent pleasure derived from engaging in playful exchanges is valued for its own sake, independent of any practical considerations or concerns. (Mathwick et al, 2001, p. 44). There has been a suggestion that when online shopping incorporates playfulness, which is viewed as a form of entertainment, it can contribute to the success of a website by enhancing the overall enjoyment experienced by users. (Jeong et al, 2009, p. 109). In the context of online grocery shopping, the concepts of aesthetic appeal and playfulness can be understood as the visual attractiveness of the website and the pleasure derived from the online grocery shopping experience, both during and after the transaction. (Singh, 2019, 1311). Playfulness has also been used as a first order dimension of website attractiveness (King et al, 2016, p. 327). According to the argument, the key differentiation between playfulness and aesthetic appeal lies in the customer's active involvement, where the act of exchange is elevated to the level of play. (Mathwick et al, 2001, p. 44).

2.4.1.1.1 Escapism. Escapist consumption experiences are argued to help consumers to temporarily break away from their problems and unpleasant situations. (Triantafyllidou, Siomkos, 2014, p. 528) Escapism has been employed as a first order dimension of playfulness (Mathwick et al, 2001; Jeong et al, 2009) and as an antecedent of satisfaction, re-purchase and WOM intentions (Triantafyllidou and Siomkos, 2014). Also, Flow concept has been described to include ‘escapist elements’, as part of hedonic value received from shopping (Bridges, Florsheim, 2008). Escapism has also been employed in study of brand engagement on social media (Triantafyllidou and Siomkos, 2018)

Measurement of escapism has included elements of time and place distortion, where consumers may feel they are in a different world; in this regard, more than one study has confirmed that flow has escapist elements. (Triantafyllidou and Siomkos, 2014, p. 531)

2.4.1.1.2 Enjoyment. Enjoyment has been employed as a first order dimension of playfulness and pleasurable customer experience (Mathwick et al, 2001; Singh, 2019), as an antecedent of OCE (Doolin, 2005; Bilgihan et al, 2016; Kawaf and Tagg, 2017) and also as a factor of cognitive, affective and hedonic dimensions of OCE (Hwa Lee, 2010; Rose et al, 2011; Nambisan, Watt, 2011; Pappas et al, 2017; Vakulenko et al, 2019) as well as dimension of website related drivers of OCE (Izogo et al, 2018b).

Separately, enjoyment has also been studied as a factor of psychological dimension of OCE (Pandey, Chawla, 2018). Shopping enjoyment also has been used as an antecedent that is directly predicting shopping outcomes (i.e. Unplanned purchases and Intention to Return) (Koufaris et al, 2001).

Play was identified by Holbrook as one of the intrinsic consumer values together with aesthetics, ethics and spirituality (1999, p. 18). Following this, Mathwick et al, renamed this type of value as ‘Playfulness’ (again as intrinsic and active type) within the typology of experiential value (2001, p. 42). Playfulness was typified as a higher order dimension, with first order dimensions of escapism and enjoyment (Mathwick et al, 2001, p. 43).

The direct relationship between enjoyment and WOM has been examined in a study among Croatian shoppers (Mihic and Milakovic, 2015, p. 1302). According to the

model of the study, attitudes toward advertising, individuality / uniqueness and price sensitivity are the antecedents of shopping enjoyment (Mihic and Milakovic, 2015, p. 1302). All proposed paths, including the path between enjoyment and WOM has been supported by the results Mihic and Milakovic, 2015, p. 1309).

Enjoyment has also been used as a first order dimension of playfulness, as it influences behavioural intentions, in a study examining shopping mall customers in Taiwan (Keng et al, 2007, p. 360). The results confirmed that playfulness strongly supports the hypothesized path between playfulness and behavioural intentions (Keng et al, 2007, p. 360).

2.4.1.2 Aesthetics and its first order dimensions visual appeal, entertainment.

Aesthetics has been theorized as an immersive and passive participation experience realm (Pine and Gilmore, 1998, p. 102) and as part of experiential value an aesthetic response is described as “a reaction to the symmetry, proportion and unity of a physical object, a work of art” (Mathwick et al, 2001, p. 42).

Aesthetics has also been used in studies as an antecedent of affective dimension of OCE (Rose et al, 2012; Akkus et al, 2014; Martin et al, 2015), also as an antecedent of the physical dimension of Online Shopping Experience (Trevinal et al, 2014)

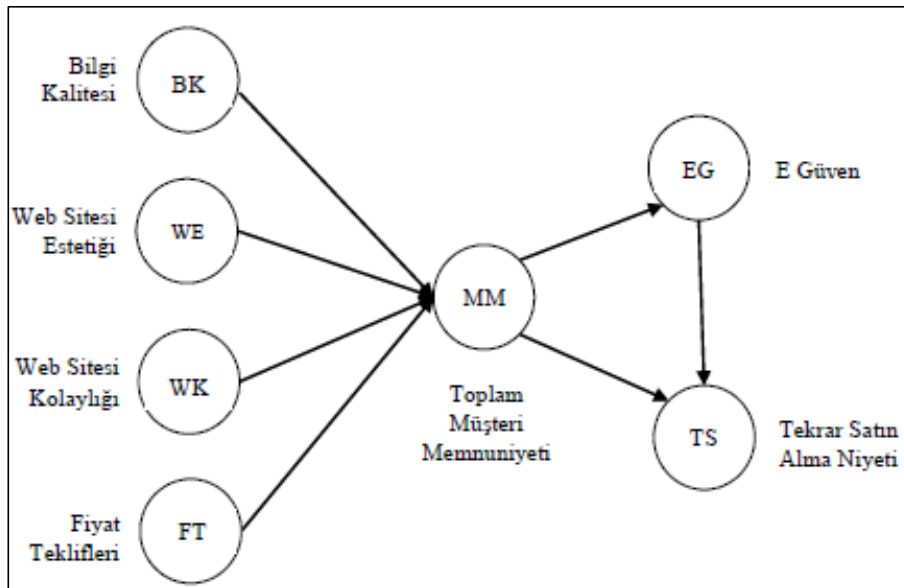


Figure 34. Model of role of design on online shopping and customer satisfaction (Toklu, 2019)

Another study examined the impact of website aesthetics on satisfaction and re-purchase intention (Toklu, 2019, p. 2416). The results showed that the paths between information quality and total customer satisfaction as well as between website aesthetics and total customer satisfaction were not statistically meaningful, hence the related hypotheses were rejected (Toklu, 2019, p. 2419). The results showed the paths between website ease of use and total customer satisfaction as well as between price offers and total customer satisfaction were statistically meaningful, as proposed (Toklu, 2019, p. 2419). The paths between total customer satisfaction and e-trust as well as between total customer satisfaction and re-purchase intentions were both confirmed (Toklu, 2019, p. 2419).

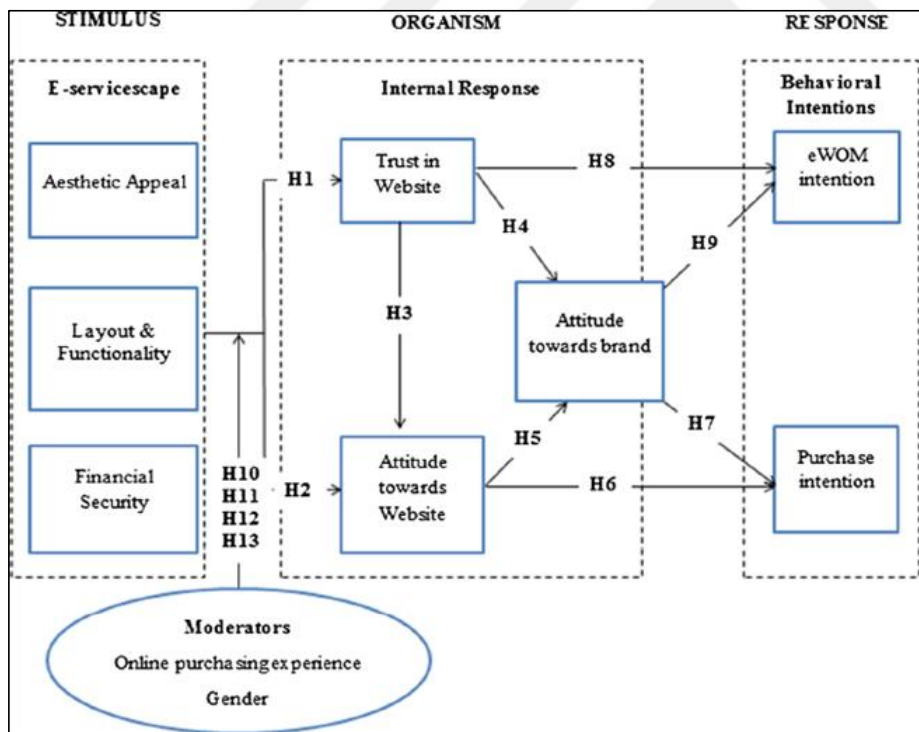


Figure 35. Model of e-servicescapes' impact on customer online shopping intention (Wu et al, 2016)

Another study examined behavioural outcomes of online shopping influenced by e-servicescape and moderated by Online purchasing experience and gender (Wu et al, 2016, p. 693). In factor loadings stage, the authors split layout and functionality construct into two constructs: usability and customization (Wu et al, 2016, p. 704).

Aesthetic appeal and financial security were found to have significant impacts on consumer attitudes toward the website (Wu et al, 2016, p. 705). The path between usability and website attitude was found as insignificant (Wu et al, 2016, p. 705). Despite the hypothesized relationship, a negative relationship was found between customization and website attitude, (Wu et al, 2016, p. 705). As regards to purchase intention, brand attitude and consumer trust, all three constructs positively influence e-WOM intention towards a specific website (Wu et al, 2016, p. 705). The statistical results further indicate that consumers with higher amount of experience are likely to have higher belief and higher attitude behaviour toward aesthetic appeal websites, compared to consumers with less experience (Wu et al, 2016, p. 705).

2.4.1.2.1 Visual appeal. “The salient visual elements of the retail environment” are considered to be one of the two key dimensions of Aesthetic value type (Mathwick et al, 2001, p. 42) Visual appeal has been used as a first order dimension of aesthetics in predicting pleasurable OCE (Singh, 2019). A similar construct, ‘visual engagement’ has been employed as a factor of dimension of functional OCE (Pandey, Chawla, 2018).

Atmospherics, which has been described as “the conscious designing of web environments to create positive effects in users in order to increase favourable consumer responses” has also been used as an antecedent of cognitive and affective internal states in the context of online shopping (Manganari et al, 2009). Atmospherics has been included as a factor of dimension of Physical dimension of Online Shopping Experience as well (Trevinal, Stenger, 2014).

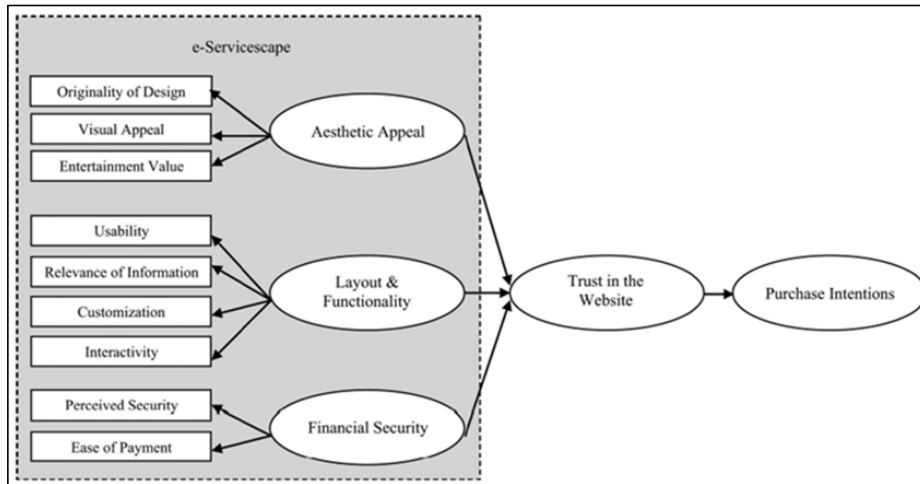


Figure 36. Model linking e-servicescape, website trust and purchase intentions (Harris and Goede, 2010)

Harris and Goede examined online servicescapes and their impact on purchase intentions, mediated by trust in the website; while also using visual appeal and entertainment as first order constructs of aesthetic appeal (2010, p. 232). The first and second hypotheses of the study argued that positive evaluations of online aesthetic appeal and layout and functionality are positively associated with consumers' levels of trust of a web site, which were both found to have a positive and strong connection (Harris and Goede, 2010, 236). The next hypothesis in the study posited that trust in online service settings are evaluated based on consumers' interpretations and perceptions of web site and payment security systems, which was also found to have a positive path (Harris and Goede, 2010, 236). Finally, the relationship between trust in the website and purchase intention was found to be strongly supported (Harris and Goede, 2010, 236).

Aesthetics was identified by Holbrook as one of the intrinsic consumer values together with play, ethics and spirituality (1999, p. 18). Following this, Mathwick et al, also employed this type of experiential value (again as intrinsic and reactive type) within the typology of experiential value (2001, p. 42). Aesthetics was typified as a higher order dimension, with first order dimensions of visual appeal and entertainment (Mathwick et al, 2001, p. 43). The correlation of this type of value with the remaining

value types of service excellence, CROI and playfulness were confirmed in the corresponding study conducted among catalog and internet shoppers (Mathwick et al, 2001, p. 48). In this dissertation we will employ both visual appeal and entertainment in the creation of experiential value, as put forward and confirmed by the Mathwick et al model (2001, p. 48).

Following their netnographic research, Izogo and Jayawardhena also employed aesthetics, made up of entertainment attributes of visual appeals by also adding sensational appeals (2018, p. 387).

Visual appeal, along with entertainment, has been employed as a first order dimension of experiential value, which in turn predicts satisfaction and loyalty, in the measurement of online shopping value (Lee et al, 2004, p. 56). The results of the study showed that the path from the latent variables of visual appeal to experiential value was significant (Lee et al, 2004, p. 61).

Aesthetics, the second order construct of visual appeal and entertainment, was found to have a positive and significant relationship with satisfaction (Naeyhun et al, 2019, p. 161; Wu, Liang, 2009, p. 591; Mencarelli, Lombart, 2017, p. 7). It was also found that aesthetics has a positive and significant relationship with Hedonic value (Mencarelli, Lombart, 2017, p. 7).

2.4.1.2.2 Entertainment. The entertaining or dramatic aspects of the service performance itself is considered to be another one of dimensions of Aesthetical type of experiential value (Mathwick et al, 2001, p. 42). Entertainment has also been used as a factor of hedonic experience dimension (Nambisan, Watt, 2011; Sorooshian, 2013) as an antecedent of Flow (Cognitive) state (Gao, Bai, 2014; Cabuk and Kus, 2019)

Entertainment is hypothesized as a first order dimension of aesthetics, together with visual appeal (Mathwick et al, 2001, p. 43). The correlation of this type of value with the remaining value types of service excellence, CROI and playfulness were confirmed in the corresponding study conducted among catalog and internet shoppers (Mathwick et al, 2001, p. 48). The path between entertainment and website patronage intention in the context of online shopping has been tested and found to be significant, outside of the experiential value typology framework as well (Jeong et al, 2009, p. 118). It was also

Entertainment is also hypothesized to influence contributing behaviour on brand pages on social media, which was found to be a significant path (Triantafyllidou, Siomkou, 2018, p. 181). Entertainment value, as a first order dimension of aesthetic appeal was also employed in a study examining online servicescapes, measuring purchase intentions mediated by trust in the website (Harris and Goede, 2010, p. 232).

2.4.2 Extrinsic experiential value types: customer return on investment (croi) and service excellence.

2.4.2.1 Customer return on investment (CROI) and its first order dimensions: efficiency and economic value. CROI is described to be comprised of the active investment of financial, temporal, behavioural and psychological resources that potentially yield a return (Mathwick et al, 2001, p. 41). Accordingly, the consumer “may experience this return in terms of economic utility—the perception of affordable quality—as well as utility derived from the efficiency of an exchange encounter”. (Mathwick et al, 2001, p. 41). The constructs that have been included to date in the literature in explaining this type of active experiential value (CROI) will be detailed in the section related to task relevant cues.

Economic value has been included in the typology of experiential value as a first order dimension of Customer ROI (Mathwick et al, 2001). Economic value has also been employed as a dimension of Unified OCE in measuring online customer satisfaction (Jaiswal, Singh, 2020).

Related to Economic value, Retail Prices as a factor has been used in the study of entertaining shopping experiences (Jones, 1999). In a study measuring Customer Experience with brands, Price has been modelled as one of the direct antecedents of Customer Experience (Ismail et al, 2011). Retail prices have also been employed as a factor of dimension of product / service-related drivers, which itself is modelled as an antecedent of Online Shopping Experience (OSE) (Izogo et al, 2018b).

In a separate study, price sensitivity has been listed among the causal conditions of Online Shopping motivations (Pappas et al, 2017). Price as a construct has been included as an antecedent of OCE (Janda and Ybarra, 2005). More recently, price has been listed as a factor of dimension of Economic Benefits, which make up the Customer ROI

together with Service Efficiency constructs (Singh, 2019). Also, Customer Price Perception as a construct has been used as an antecedent of Customer Overall Satisfaction in a study measuring customer intention to return online shopping (Pingjun et al, 2005). Coupon rebates, which promise discounts for customers, has also been used as a factor of pragmatic dimension of Online Shopping Experience (Pentina et al, 2011).

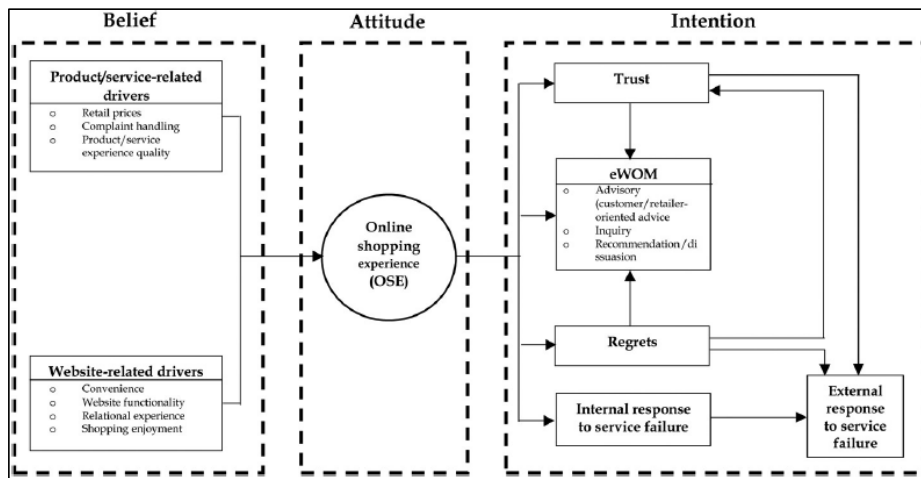


Figure 37. Model of online shopping experience (Izogo and Jayawardhena, 2018b)

Izogo and Jayawardhena examined Online Shopping Experience (OSE) in an emerging market context by employing qualitative data generated from the Facebook page of a leading online retailer that has online presence in 11 African countries (2018b, p. 193). Their review using netnographic and conversational analysis methods helped categorize two broad categories of OSE under seven drivers and five distinct behavioural outcomes of OSE, as well as the two categories of OSE drivers (product/service related and website related drivers) are reported to fit into the existing frameworks of OSE (Izogo and Jayawardhena, 2018b, p. 193).

Efficiency, referring to output/input ratio and convenience was theorized as part of the typology of consumer value by Holbrook as the extrinsic and active type of value (1999, p. 13). Following this, Mathwick et al, renamed this type of value as 'Customer Return on Investment' (CROI) (again as extrinsic and active type) within the type of

experiential value (2001, p. 42). CROI was typified as a higher order dimension, with first order dimensions of Efficiency and Economic Value (Mathwick et al, 2001, p. 43). The correlation of this type of value with the remaining value types of service excellence, playfulness and aesthetics were confirmed in the corresponding study conducted among catalog and internet shoppers (Mathwick et al, 2001, p. 48). In this dissertation, both efficiency and economic value are employed in the creation of experiential value, as put forward and confirmed by the Mathwick et al model (2001, p. 48).

In their study which measures the impact of experiential value on customer share of visits (CSOV) in a full-service restaurant context, Kim et al employ efficiency as a first order dimension of CROI, together with economic value (2012, p. 45). The authors hypothesized relationship between efficiency and Customer ROI is proven (Kim et al, 2012, p. 49). In turn, the hypothesized relationship between CROI and Customer Satisfaction is proven to be positive and significant (Kim et al, 2012, p. 50).

In another study which used netnographic research methodology, Izogo and Jayawardhena examined the model of customer experience that would encompass all the stages in the customer decision-making process in the context of online shopping experience (2018a, p. 379). The authors hypothesized that efficiency and economic value as the first order dimensions of CROI, with CROI in turn predicting Cognitive Experiential State (CES) in shopping (Izogo and Jayawardhena, 2018a, p. 387). According to the model developed following the qualitative research, CES would in turn predict repurchase intentions, eWOM as well as responses to the service experience in the forms of complaints or boycotts etc (Izogo and Jayawardhena, 2018a, p. 387).

Chen et al, investigated in their paper “how consumption experience, customer satisfaction, brand image and behavioural intentions correlate for motels” in the hospitality industry (2006, p. 472) Accordingly, in their model five dimensions of customer experience (sense, feel, think, act and relate) were hypothesized to predict customer satisfaction and purchase intention by being mediated via the four types of experiential value (CROI, Service Excellence, Playfulness and Aesthetics). (Chen et al, 2006, p. 472). CROI and satisfaction in this model were found to be correlated as predicted by the model (Chen et al, 2006, p. 479).

A similar model was employed by Cavusoglu where the five dimensions of customer experience (sensory, emotional, cognitive, behavioural and relational) were hypothesized to predict attitude towards green consumption behaviours and re-visit intentions (in hospitality context) by being mediated via the four types of experiential value (CROI, Service Excellence, Playfulness and Aesthetics) (2019, p. 119). In their study Cavusoglu used the conceptualization and scale items for CROI from Mathwick et al, 2001 study, in which CROI is hypothesized and tested as a higher order dimension of the two first order dimensions: Efficiency and Economic value (Cavusoglu, 2019). The paths from only 3 of the 5 dimensions into CROI were supported by the empirical study (emotional, cognitive and behavioural) (Cavusoglu, 2019, p. 163). However, the path between CROI and Attitude towards green consumption behaviour was found to be supported by the data, which in turn predicts revisit intentions (Cavusoglu, 2019, p. 164).

In their study, Lee et al examined how goal-oriented attendees and experiential-oriented attendees were connected with their overall satisfaction and loyalty of the destination with respect to an international food and wine festival (Lee et al, 2015, p. 1005). The results of the study showed that the path between CROI and Satisfaction is supported and significant (Lee et al, 2015, p. 1019). In this article the scale items used to measure CROI were also adopted from Mathwick et al, 2001 in which CROI is hypothesized and tested as a higher order dimension of the two first order dimensions: Efficiency and Economic value (Lee et al, 2015, p. 1014).

In another study which examines the relationship between experiential value and satisfaction in the context of an online marketplace for second hand apparel (online fashion community) the path between CROI and Satisfaction was also supported and found to be significant (Griksaite, 2016, p. 79). In this article the scale items used to measure CROI were also adopted from Mathwick et al, 2001 in which CROI is hypothesized and tested as a higher order dimension of the two first order dimensions: Efficiency and Economic value (Griksaite, 2016, p. 52).

Efficiency was also used as an antecedent of e-service quality which in turn predicts e-satisfaction and e-loyalty in a study of online shopping in Pakistan (Khan et al, 2019, p. 291).

Efficiency has also been used as one of the four types of experiential value (in place of CROI) in a study examining customer experiential value of shopping mall customers in Taiwan (Keng et al, 2007, p. 360). In this study, the hypothesized path between efficiency and behavioural intentions was found to be positive and significant (Keng et al, 2007, p. 360).

Efficiency was found to have a positive and significant relationship with satisfaction, in the context of restaurants and physical retail (Naeyhun et al, 2019, p. 161; Willems et al, 2016, p. 604). CROI, the second order construct of efficiency and economic value, was found to have a positive and significant relationship in the context of retailing and restaurants (Mencarelli, Lombart, 2017, p. 7; Wu, Liang, 2009, p. 591). The same study also found that CROI has a positive and significant relationship with Utilitarian value (Mencarelli, Lombart, 2017, p. 7).

Economic value, was theorized as part of the typology of consumer value by Holbrook was included under Efficiency referring to output/input ratio and convenience as the extrinsic and active type of value (1999, p. 13). Following this, Mathwick et al, renamed this type of value as 'Customer Return on Investment' (CROI) (again as extrinsic and active type) within the type of experiential value (2001, p. 42). CROI was typified as a higher order dimension, with first order dimensions of Efficiency and Economic Value (Mathwick et al, 2001, p. 43). The correlation of this type of value with the remaining value types of service excellence, playfulness and aesthetics were confirmed in the corresponding study conducted among catalog and internet shoppers (Mathwick et al, 2001, p. 48). In this dissertation we will employ both efficiency and economic value in the creation of experiential value, as put forward and confirmed by the Mathwick et al model (2001, p. 48).

As hypothesized by Mathwick et al Economic value has been widely used in tandem with Efficiency in studies examining the experiential value of consumers (2001; Kim et al, 2012, p. 45; Izogo and Jayawardhena, 2018a, p. 387) In these studies, the path between Economic value (as a first order dimension of CROI has been found to be positive and significant with customer satisfaction (Kim et al, 2012, p. 51). Also, Economic value has been hypothesized to be made up of product related experiential attributes (quality, assortment, availability) and cost related experiential attributes

(discount, affordability etc) as a first order dimension of CROI, in predicting Cognitive Experiential state (Izogo and Jayawardhena, 2018a, p. 387). Economic value, as a first order dimension of CROI has also been hypothesized to predict attitudes towards green consumption behaviours and found to be positive and also predicted in turn to support re-visit intentions (Çavuşoğlu, 2019, p. 119).

2.4.2.2 Service excellence. Service quality, in the traditional sense, is used in reference to all customer interactions and experiences with companies (Parasuraman et al, 2005, p. 213). Service quality has further been elaborated to include the customers' expectations, as it reflects a comparison between customers' expectations of what a company should provide and the actual performance of the company's service (Parasuraman et al, 2005, p. 213).

The TAM framework proposes that the consumers' tendency to choose online shopping over brick-and-mortar retailers is influenced by their level of knowledge and proficiency in using computer and internet technology (Singh and Nigam, 2014, p. 47). Moreover, the quality of service provided by e-retailers, as experienced or perceived by customers, also plays a crucial role in online shopping behaviour (Singh and Nigam, 2014, p. 47). Service quality is evaluated based on how well the service level delivered aligns with customer expectations (Singh and Nigam, 2014, p. 47).

The determinants of service excellence are reportedly the factors that, when present in a service, make it stand out, exceptional, and remarkable in quality (Singh and Nigam, 2014, p. 48). As a reactive source of extrinsic value, service excellence is argued to reflect an inherently reactive response in which the consumer comes to admire a marketing entity for its capacity to serve as a means to a self-oriented end (Mathwick et al, 2001, p. 41).

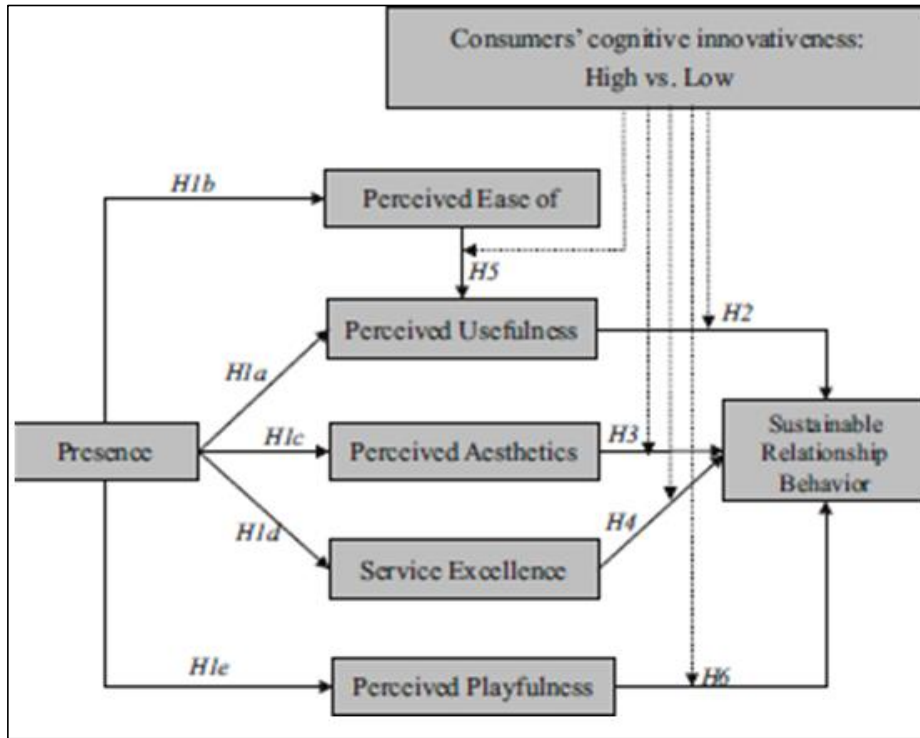


Figure 38. Model of acceptance of augmented-reality interactive technology (Huang and Liao, 2015)

In a study measuring the consumers' relationship behaviour with augmented reality interactive tool (ARIT), perceived aesthetics has been employed as a construct to predict consumer behaviour (Huang and Liao, 2015, p. 278). The model also included playfulness and service excellence from among the experiential value typologies of Mathwick et al, 2001. (Huang and Liao, 2015, p. 278).

Excellence, referring to quality was theorized as part of the typology of consumer value by Holbrook as the extrinsic and reactive type of value (1999, p. 12). Following this, Mathwick et al, renamed this type of value as 'Service Excellence' (again as extrinsic and reactive type) within the type of experiential value (2001, p. 42). The correlation of this type of value with the remaining value types of playfulness, aesthetics and CROI were confirmed in the corresponding study conducted among catalog and internet shoppers (Mathwick et al, 2001, p. 48).

Following their qualitative study in which online grocery shoppers' reviews were examined to formulate a framework for online shopping behaviour, Singh also classified Service Excellence in the same way, being constituted by task related performance and the demonstrated expertise elements also as hypothesized by Mathwick et al (2001, p. 42).

Service Excellence and its relationship with utilitarian value as its higher order dimension had already been established in an empirical study studying the behaviour of online book and computer shoppers (Lee and Overby, 2004, p. 56). Accordingly, the path between service excellence and its higher order dimension utilitarian value was supported and found to be significant (Lee and Overby, 2004, p. 61). This study also found results confirming the other paths that are employed in this thesis, namely between utilitarian value and satisfaction, also between satisfaction and loyalty (Lee and Overby, 2004, p. 61). The direct relationship between service excellence and satisfaction was also tested in the context of services obtained from third-party travel websites and was found to be positive and significant (Choi, 2015, p. 121). This study also confirmed the positive relationship in which satisfaction mediates the relationship between Service Excellence and Loyalty (Choi, 2015, p. 121).

In a separate study, Shobeiri et al examined the use of experiential values by an online store in order to improve the involvement of customers in an e-retailer's website (2014, p. 885). The path that was hypothesized in this study between Service Excellence and involvement in the e-retailer's website was found to be significantly supported by the data (Shobeiri et al, 2014, p. 892).

The role of Service excellence in another service context (luxury fast food restaurants) was also evaluated in a separate study (Mosavi et al, 2013, p. 1845). In this study, the path between Service excellence and the consumers' behavioural intention to (continue to) dine at the given restaurant was found to be positive and significant (Mosavi et al, 2013, p. 1851).

Service Excellence was found to have a positive and significant relationship with satisfaction, in the context of restaurants and retailing (Naeyhun et al, 2019, p. 161; Wu, Liang, 2009, p. 591; Mencarelli, Lombart, 2017, p. 7). It was also found that Excellence

has a positive and significant relationship with Utilitarian value (Mencarelli, Lombart, 2017, p. 7).

2.5 Personalization

In online customer experience research, personalization features encompass a wide array of functionalities, ranging from basic display of the end-user's name on a web page to sophisticated catalog navigation and product customization based on in-depth models of users' needs and behaviours (Bilgihan et al, 2016, p. 110). Similarly, personalization technologies are reported to vary from commonly used databases, cookies, and dynamic page generation, to more advanced methods such as pattern matching, machine learning algorithms, rule-based inferencing, and data mining (Bilgihan et al, 2016, p. 110).

In online settings, personalization refers to the extent to which information is customized to meet the specific needs of individual users, and it plays a crucial role in shaping positive user experiences (Bilgihan et al, 2016, p. 110).

Personalization is a widely used construct in the study of OCE, as an antecedent of interactive and sociability dimensions of OCE (Pentina, 2011; Bilgihan et al, 2016; Pappas et al, 2014; Pappas et al, 2017).

A similar construct, customization has also been widely used as an antecedent of affective and cognitive dimensions of OCE (Pentina, 2011; Rose et al, 2012; Martin et al, 2015; Vakulenko, 2019; Jaiswal, Singh, 2020).

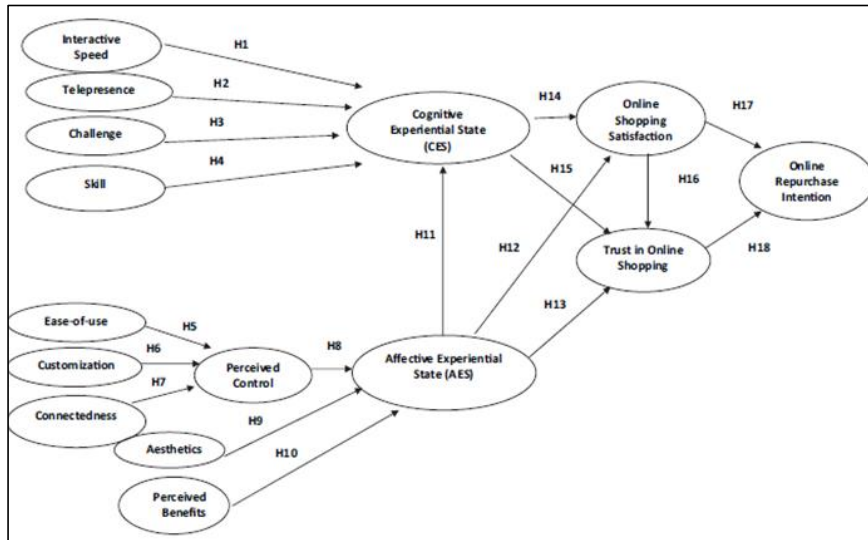


Figure 39. Model of online customer experience
(Rose et al, 2012)

In their comprehensive framework of OCE, Rose et al found that control influences the customer's affective experiential state (AES) as well as the three variables (Connectedness, Customization and Ease-of-use) directly impact levels of perceived control (Rose et al, 2012, p. 315). It is suggested that "Connectedness and Customization" impact feelings of control "by empowering customers and giving them confidence in their online shopping decisions" (Rose et al, 2012, p. 315). However, the authors found that Ease-of-use has a greater influence towards this end as making it easy to use remains the most important feature (Rose et al, 2012, p. 315). However, Skill and Interactive Speed are not found to influence CES despite earlier results from studies (Rose et al, 2012, p. 315).

Regarding the outcomes of OCE, CES and AES do not directly influence Repurchase Intention but instead customer satisfaction is an important mediating variable between the two (Rose et al, 2012, p. 315). Satisfaction has both a direct and indirect relationship with Repurchase Intention, that is through Trust (Rose et al, 2012, p. 315). In the results of the study, Trust is not found to be directly influenced by CES or

AES but is mediated by the customer's level of Satisfaction with the online shopping experience (Rose et al, 2012, p. 315).

Customization is described as the capability of an e-retailer to fit products, services, and the transactional environment by targeting the individual customers (Sundaram et al, 2017, p. 50). Accordingly, customization has been hypothesized to predict satisfaction and loyalty in online shopping as an antecedent, together with responsiveness and trust (Sundaram et al, 2017, p. 54).

Another study has employed customization as a first order construct of website service quality, which in turn is hypothesized to influence Customer satisfaction and repurchase intention (Tandon et al, 2017, p. 112-113). Confirmatory analysis supported customization as one of the eight dimensions that make up website service quality (WSQ) (Tandon et al, 2017, p. 113). The paths between WSQ and satisfaction as well as WSQ and Repurchase intentions were supported and found to be significant (Tandon et al, 2017, p. 114).

In the context of e-commerce, the direct relationship between customization and loyalty was found to be positive and significant (Srinivasan et al, 2002, p. 46). Customization was also included in the model measuring Online Customer Experience (OCE), where it was conceptualized as a first order construct predicting perceived control of the consumer (Rose et al, 2012, p. 314). The path between customization and control was found to be positive and significant (Rose et al, 2012, p. 314). According to the model, control was hypothesized to influence Affective Experiential state, which in turn influenced Customer Satisfaction, both paths were proven to be positive and significant (Rose et al, 2012, p. 314).

Another study which explored the determinants of OCE on Online Customer Satisfaction hypothesized a direct path between customization and satisfaction, which was significantly supported by the data (Jaiswal and Singh, 2020, p. 51).

In a study evaluating the mediating effect of experiential value on tourist outcomes from encounter-based experiences, personalized services has been included as one of five dimensions whose influence on memory and recommend are mediated by experiential value (Barnes et al, 2020, p. 5). The results of the quantitative study

showed that personalized services have a significant impact on memory and recommendation in hotel, attractions and store contexts (Barnes et al, 2020, p. 8).

2.6 Website Informativeness

In its core, the process of making an online purchase is made up of exchanging information via the internet (Reddy and Chalam, 2013, p. 99). Therefore, it can be argued that information is a fundamental component of the services offered by online sellers. As such, the quality and quantity of information provided on a retail website can greatly impact the level of interest it generates among online shoppers (Reddy and Chalam, 2013, p. 99).

Website informativeness pertains to the provision of relevant, comprehensive, and accurate information about product features, pricing, policies, as well as other relevant details. Shoppers may tend to favour e-retail websites that provide up-to-date and pertinent product information, as it potentially allows them to make more informed decisions, particularly when shopping online for clothing where physical touch, feel, and trial of products are not possible (Pandey and Chawla, 2018, p. 328).

The role of informativeness within online shopping is deemed to be vital, due to online customers having access to limited information about purchases, which is only what is available on the website, this information is crucial for customers to make informed decisions about the purchase process, policies, and product attributes (Pandey and Chawla, 2018, p. 327). Given the natural lack of physical experience in online shopping, informativeness is argued to be even more important in the case of online shopping, as it helps purchasing seem like a real-life experience (Pandey and Chawla, 2018, p. 327).

To this end, it has also been found that, accurate information about the features of products and their warranties influences the confidence towards online shopping among Indian consumers (Tandon et al, 2015, p. 1658). It has been reported that, aspects of website informativeness (namely information availability and information quality) is considered to be one of the main determinants of website functionality construct, which has been reported to affect customer satisfaction (Tandon et al, 2015, p. 1659). It has

been further established that informativeness (along with atmospherics and user friendliness) help explain the variance in website design (Gehrt et al, 2012, p. 749).

Product Information Quality on a website has been used as an antecedent of cognitive dimension of OCE (McLean, 2017). Informativeness, as a more general concept has been more widely employed in research, as an antecedent of pragmatic dimension of OCE (Nambisan, Watt, 2011; Sorooshian, 2013) and as an antecedent of functional dimension of OCE (Pandey, Chawla, 2018). Informativeness has also been used as a first order dimension of Flow in studying Online Shopping Outcomes: purchase Intention and satisfaction (Gao, Bai, 2014).

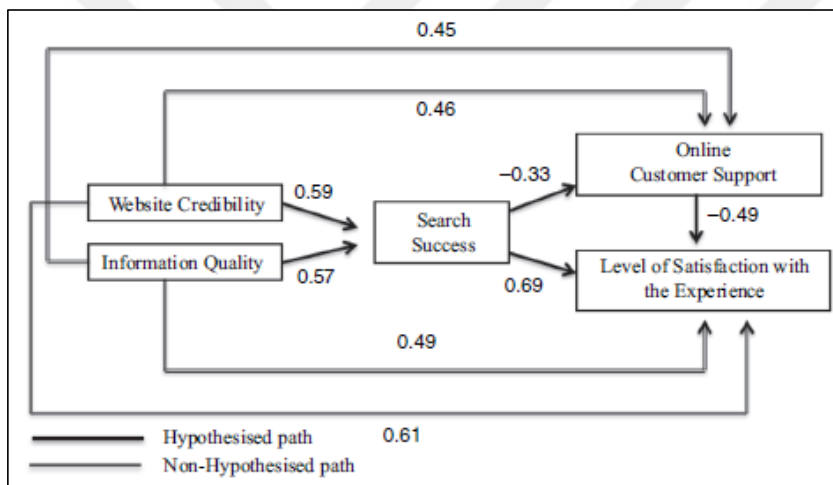


Figure 40. Model of satisfaction with online customer experience (McLean et al, 2017)

McLean investigated OCE in a B2B context with a model including website credibility and information quality as antecedents of search success, which in turn influences Online Customer Support and Level of Satisfaction with Experience (2017, p. 664). All hypothesized relationships between Search success and level of satisfaction with the experience, Information quality and search success, Web credibility and search success, Search success and seeking customer support and Online customer support and level of satisfaction with the experience were confirmed by the results (McLean, 2017, p. 664).

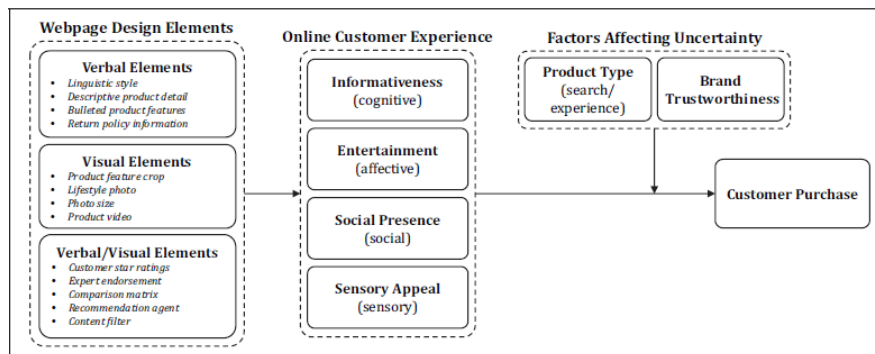


Figure 41 Model of creating effective online customer experiences (Bleier et al, 2018)

Bleier et al. (2018, p. 8) found that, as hypothesized, the relevance of each OCE dimension as a mediator of the effects of design elements on purchase were confirmed. Among the OCE dimensions, entertainment was found to exhibit the strongest effects on purchase intentions, followed by informativeness, social presence and sensory appeal in descending order (Bleier et al, 2018, p. 8). The impact of each of the design elements on the experience dimension are outlined in the table below (Bleier et al, 2018, p. 10).

Product Quality in the context of OCE has been employed as a factor of dimension of Economic Benefits, which make up the Customer ROI together with Service Efficiency constructs (Singh, 2019). Product quality has also been used as a first order dimension of Product Attractiveness in measuring the impact on Repeat Website Purchase Intention (King et al, 2016).

Educational dimension of experience is defined as one of the four experience types that are needed to reach ‘sweet spot’ in consumer experience (Pine and Gilmore, 1999). Until now, limited number of studies have included the educational dimension of consumer experience in their study of consumer experience and experiential value (Jeong et al, 2009; Zhang et al, 2015; Triantafillidou and Siomkos, 2018). Despite including three out of the four experience dimensions (entertainment, esthetics, escapism), the typology of experiential value by Mathwick et al does not include the educational experience in their framework (2001, p. 42). e

The key role of self-growth and renewal in constituting extraordinary experiences has been noted in the literature (Arnould and Price, 1993, p. 24). Personal

growth and a renewal of self, in other words a “rediscovered sense of self”, is stated as acquisition of new skills and “mastery over novel things and tools”, which can be regarded as a learning / educational experience (Arnould and Price, 1993, p. 36). As part of the same study, quantitative analysis was found to support the relationship between personal growth and renewal of self and reported satisfaction with the trip (Arnould and Price, 1993, p. 39).

Sheth et al.’s (1991, p. 162) value taxonomy for shoppers includes ‘epistemic value’ referring to the “capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge”. It is further argued that “the alternative may be chosen because the consumer is bored or satiated with his / her current brand (as in trying a new type of coffee), is curious (as in visiting a new night club), or has a desire to learn (as in experiencing another culture)” (Sheth et al, 1991, p. 162).

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coffee), is curious (as in visiting a new night club), or has a desire to learn (as in experiencing another culture)” (Sheth et al, 1991, p. 162).

Another study on experiential model of consumer engagement in social media includes epistemic experience as one of the four types of experiences (together with perceptual, social and embodied experience) that influence consumer engagement (Tafesse, 2016, p. 427). The results supported the positive relationship between epistemic experiences and consumer engagement in regards to brand post likes and shares on social media (Tafesse, 2016, p. 431).

In the study conducted among mall shoppers, educational experience was hypothesized to predict experiential value associated with merchandise retailers, between whom the results confirmed a positive and significant relationship (Sadachar and Fiore, 2018, p. 455). However, the same study did not find a significant relationship between educational experience and experiential value associated with service retailers in shopping malls (Sadachar and Fiore, 2018, p. 455).

Learning dimension, which was hypothesized as one of the seven antecedents of customer experience outcomes (Satisfaction and WOM), was found to have a significant influence on WOM behavior (Triantafillidou and Siomkos, 2014, p. 534). However, the influence of learning dimension was not found to be significant on satisfaction, or re-experience intention (Triantafillidou and Siomkos, 2014, p. 534). In another study, Learning was confirmed as one of the seven in-store experience dimensions (Triantafillidou and Siomkos, 2017, p. 1045).

Learning, as a construct, was included as one of the four customer benefits (together with hedonic, social integrative and personal integrative) in impacting Customer participation in product support in virtual customer environments (Nambisan and Baron, 2007, p. 46). The path between learning and future participation was supported, according to the results of the study (Nambisan and Baron, 2007, p. 53). The path between learning and customer participation in value creation was found to be supported in a separate study on virtual customer environments (Nambisan and Baron, 2009, p. 399). Another study included customer learning value as a dimension of co-creation experiences (together with social and hedonic value dimensions) which influenced intention of future participation in social media (Zhang et al, 2015, p. 476).

In the tourism context, educational experience was found to have a significant relationship with arousal as an outcome; however, the path from educational experience to pleasure was not found to be significant (Oh et al, 2007, p. 127). In this model, pleasure and arousal in turn influenced perceived overall quality and satisfaction (Oh et al, 2007, p. 127).

The mediating impact of event experiences between event features were examined in a study and was found that event experiences (made up of five dimensions including educational dimension) supports overall satisfaction and future intentions (Ayob et al, 2013, p. 186).

A study on festival marketing found that educational experiences influence optimal experiences significantly, which in turn mediate the impact on vividity and loyalty (Manthiou et al, 2014, p. 30). Another study conducted in the hospitality context also found that the path from educational experience to rural experience economy is supported (Loureiro, 2014, p. 6). A separate study on cruise ship tourists' experiences also showed that the connection between education experiences and perceived overall quality, overall satisfaction and intention to recommend were each supported (Hosany et al, 2010, p. 358).

2.7 Product Information

Product information is critical during the shopping process as it helps the customer complete their shopping task. In an online shopping setting, high-task relevant stimuli refer to various site descriptors, including both verbal and pictorial elements, that assist consumers in achieving their shopping goals (Mosteller et al, 2014, p. 2487). These stimuli can include product information that is relevant to the task of selecting a product or service offered by the e-retailer (Mosteller et al, 2014, p. 2487). This is in contrast with shopping in offline environments, such as high-density retail spaces with a large number of objects in a limited space, perceptions of retail crowding are heightened, leading to negative emotions for shoppers who are focused on completing a specific task. (Mosteller et al, 2014, p. 2487). One study further established that the overall shopping experience is created in tandem by website services and product information

services, which in turn helps form customer satisfaction (Gunasundari, Kulkarni, 2022, p. 294).

More accurate and complete product information is considered to be effective in reducing customer returns. In fact, one research asserts that 3-d e-commerce is significantly superior to traditional e-commerce in this regard, as it enables customers to get a better sense of the product. (Billewar et al, 2022, p. 245)

One research established that product information is the sub-dimension of website experience with the highest influence (Yin and Xu, 2021, p. 2882).

2.8 Selection (Product Variety)

Product variety is typically used in reference to the extent of options available in a product assortment, including both depth (the number of variants in a product line) and breadth (the number of product categories offered by a retailer). It has been found to significantly affect shopping satisfaction (Chang, 2011, p. 161). It has been further mentioned that, presenting filtered results to users encourages them to visit only those pages that align with their shopping objectives, which may result in reduced perceived product variety compared to unfiltered presentations (Chang, 2011, p. 161). Despite this, many medium to large e-retailers categorize their products into various subcategories (Chang, 2011, p. 161).

Providing a diverse range of products is often considered to be a crucial strategy for web merchants to maintain customer loyalty (Guo et al, 2012, p.42). Having a wider selection is reported to increase the probability of selling products (Guo et al, 2012, p.42). Furthermore, it has been found that online retailers that offer a wide variety of products and selections tend to experience higher levels of success (Guo et al, 2012, p.42). Consumers have come to expect online retailers to provide a wide range of product options due to the internet's accessibility and the ability to find specialty goods and services (Guo et al, 2012, p.42). Research has also shown that offering a superior product assortment can enhance customer satisfaction and increase e-satisfaction (Guo et al, 2012, p.42).

Product selection (assortment) has been used as a factor of dimension as part of entertaining shopping experiences (Jones, 1999). Product assortment has also been

employed a factor of dimension of Economic Benefits, which make up the Customer ROI together with Service Efficiency constructs (Singh, 2019).

2.9 Navigation Convenience

Ease of Use as a construct has been widely used in OCE research in various alterations, such as navigation and search ease (Trevinal, Stenger, 2014; Bilgihan et al, 2016; Pandey, Chawla, 2018; Singh, 2019), also as Perceived ease of use (Rose et al, 2011; Rose et al, 2012; Sorooishian, 2013; Martin et al, 2015) and as usability which includes site speed as well (Klaus, 2013; Jaiswal, Singh, 2020).

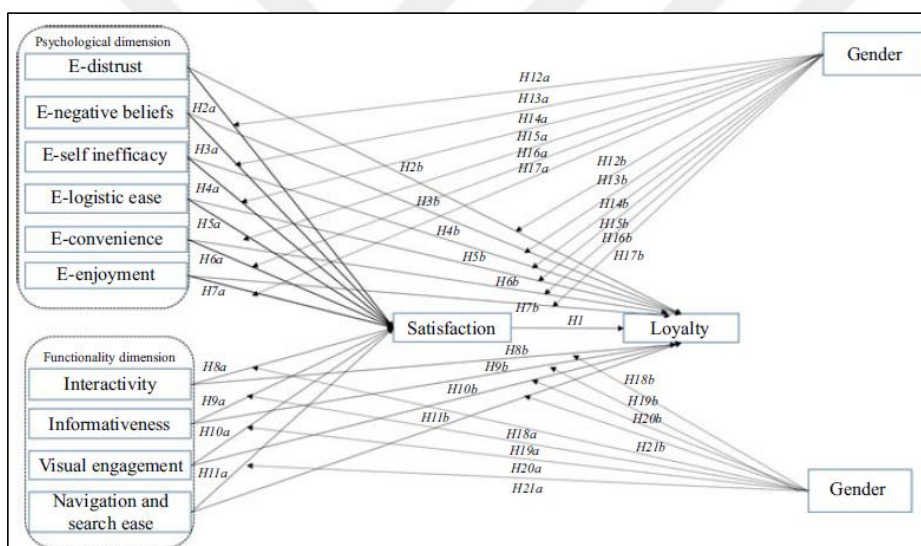


Figure 42. Model online customer experience in clothing e-retail (Pandey and Chawla, 2018)

Pandey and Chawla examined the impact of gender on OCE while modelling OCE under two dimensions: Psychological and Functionality (2018, p. 331). The model was found to explain 57% variance of satisfaction (Pandey and Chawla, 2018, p. 332). The positive relationship between satisfaction and loyalty was also confirmed (Pandey and Chawla, 2018, p. 332). Among the first order dimension of the psychological dimension, e-distrust, e-negative beliefs and e-self inefficacy were found to have a significant relationship with satisfaction (Pandey and Chawla, 2018, p. 332). E-logistic

ease was confirmed to have a positive and significant relationship with both satisfaction and loyalty (Pandey and Chawla, 2018, p. 332). E-convenience was found to have a positive and significant relationship with loyalty, but was found to have an insignificant relationship with satisfaction (Pandey and Chawla, 2018, p. 332). Conversely, e-enjoyment was found to have a positive and significant relationship with satisfaction, but was found to have an insignificant relationship with loyalty (Pandey and Chawla, 2018, p. 332).

From the first order dimensions of Functionality, interactivity was found to have a positive and significant relationship with satisfaction, but not with loyalty (Pandey and Chawla, 2018, p. 333). Website informativeness was found to have a positive and significant relationship with loyalty, but not with satisfaction (Pandey and Chawla, 2018, p. 333). Website visual engagement showed a positive and significant relationship with both satisfaction and loyalty (Pandey and Chawla, 2018, p. 333). Website navigation and search showed a positive but insignificant relationship with both satisfaction and loyalty (Pandey and Chawla, 2018, p. 333).

On the impact of gender, it was found not to moderate any of the direct paths from OCE to loyalty (Pandey and Chawla, 2018, p. 334). However, some paths from OCE to satisfaction were moderated by gender (Pandey and Chawla, 2018, p. 334).

2.10 Online Ratings and Reviews

According to online shopping literature, online ratings are viewed as indicators of popular opinion and also as a moderator of affect and behavioural response (Ghouri et al, 2022, p. 5). Past research has established the role of online ratings in moderating customer satisfaction and convenience (Ghouri et al, 2022, p. 2). A further impact of online ratings on willingness-to-pay has also been established in research, with behavioural findings indicating that products with positive rating and low price increased the willingness-to-pay (Sun et al, 2020, p. 291).

Product ratings and customer reviews have been used as a factor of relational dimension of OCE (Pentina et al, 2011) and also of social dimension of OCE (Trevinal, Stenger, 2014). Product comparisons have been employed as a factor of dimension of cognitive dimension of OCE (Pentina et al, 2011).

2.11 Access Convenience

Within the realm of service convenience, time and effort spent on the part of the shopper are two of the most cited dimensions in the literature (Berry et al, 2002, p. 6). Building on this research, product convenience has been described as having six sub-dimensions, including accessibility (Berry et al, 2002, p. 6). A continuum of convenience can be used to illustrate that products with the most effective attributes for reducing time and effort are those that serve as an alternative to the consumer's own investment of time and effort (Berry et al, 2002, p. 6). Specifically, Access convenience relates to how consumers perceive the time and effort required to initiate the delivery of a service (Berry et al, 2002, p. 7).

Further research has revealed that, online shoppers place more emphasis on access convenience (as well as search convenience) compared to shoppers of physical stores (Agbonifoh et al, 2022, p. 524). In the context of online shopping, access convenience can be described as the simplicity and the quick response with which consumers can reach the e-retailer (Agbonifoh et al, 2022, p. 524). This part of the shopping journey may prove vital for the completion of the purchase decision, since access convenience is an element of retail convenience, without which the shopper may not have the chance to make a purchase decision (Agbonifoh et al, 2022, p. 526).

2.12 Order Tracking Services

Order tracking, simply defined as the ability to track orders until delivery, is considered as one of the important success factors within the online shopping journey (Dholakia, Zhao, 2010, p. 488). Researchers who have focused on the influence of delivery on customer satisfaction have included order tracking (also called status information) when completing the full list of factors in a satisfactory shopping experience, along with customer support (Thirumalai, Sinha, 2005, p. 297). Order tracking is mentioned as an important feature as it enables companies to manage shopper expectations, with expectations playing a key part in the ultimate customer satisfaction outcome (Thirumalai, Sinha, 2005, p. 300).

Fast Delivery has been used as a factor of dimension of Service Excellence, which make up the Customer ROI dimension together with Economic Benefits constructs

(Singh, 2019). Owing to the importance of this construct, Delivery has also been used as a factor of dimension of Task related performance, which make up the Service Excellence dimension together with Demonstrated expertise constructs (Singh, 2019). E-logistic ease (referring to return policy) has been included as a factor of dimension of the psychological dimension of OCE (Pandey, Chawla, 2018). Return Policy has also been used, together with convenience, as an antecedent in predicting customer's satisfaction in Online Stores (Khan et al, 2015).

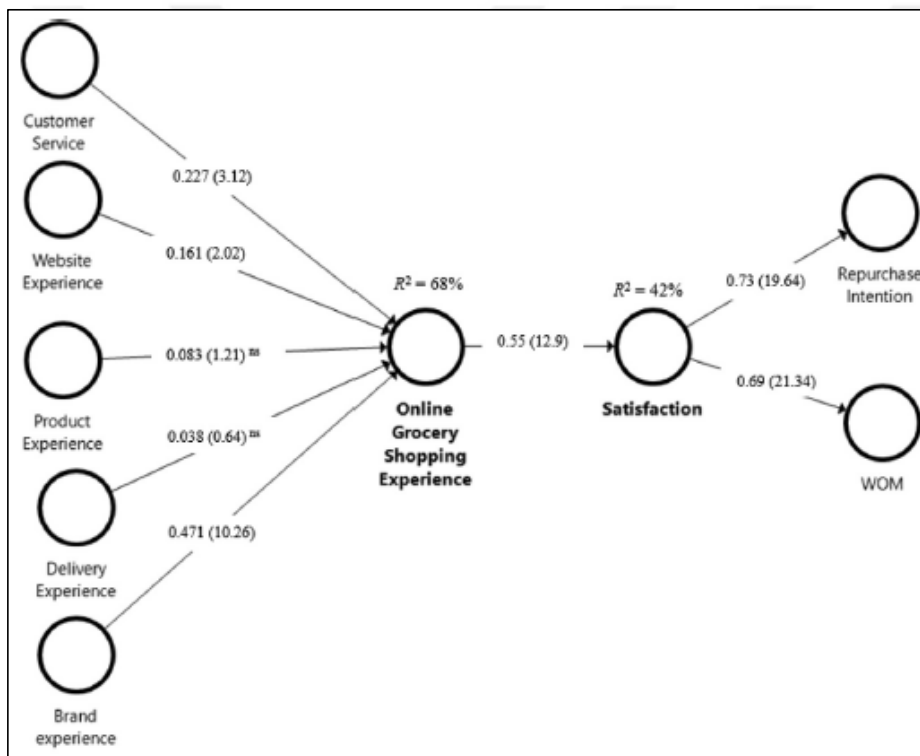


Figure 43. Model of online grocery shopping experience
(Singh and Söderlund, 2019)

The analysis results pointed that the hypothesized impacts from customer service, website experience and brand experience to customer experience were significant (Singh and Söderlund, 2019, p. 2432) On the other hand, the influences from product experience and delivery experience were not significant (Singh and Söderlund, 2019, p. 2432). All of the listed antecedents of experience within the research model accounted

for 68% of the variance in the Online Grocery Shopping Experience, which further accounted for 42% variance in the satisfaction (Singh and Söderlund, 2019, p. 2432).

2.13 Interaction

Human beings are social beings by their nature. For this reason, a social aspect in all types of experiences is sought for, which is also valid for shopping activities. To guide consumer experience research, the construct of ‘communitas’ has been introduced to achieve a “temporary sense of closeness between potential divergent” individuals and also to establish encounters that project a feeling of a relationship rather than merely a transaction (Arnould and Price, 1993, p. 27). With this objective, communitas was included in the model defining extraordinary consumer experiences (Arnould and Price, 1993, p. 27). Researchers have likened to a pilgrimage, which can serve as a ‘rite of intensification’ serving to increase the emotional intensity of links among people that are ordinarily scattered and dissimilar in daily life (Arnould and Price, 1993, p. 27). Based on the contributing features of a sense of belonging to a community (of shoppers) interaction among users has been included in online shopping research as well.

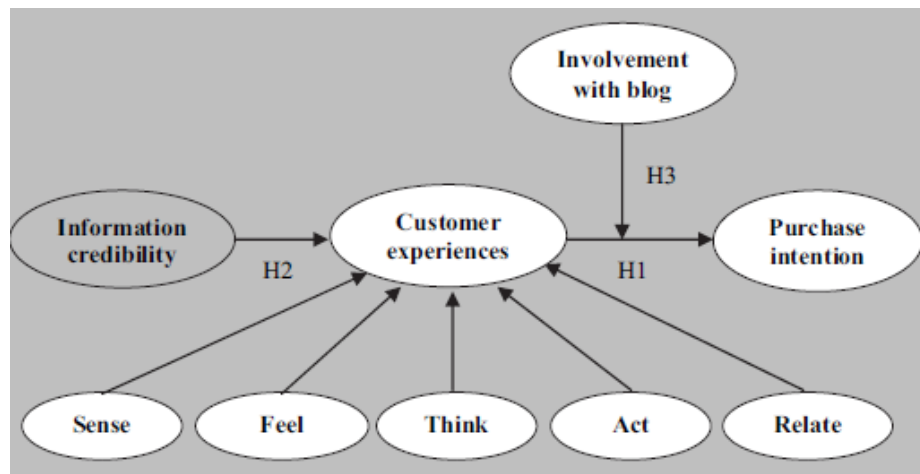


Figure 44. Model of customer experiences in online blog environments (Hsu and Tsou, 2011)

Hsu and Tsou report that the impact of customer experiences on purchase intention was positive for their study on food blog web pages (2011, p. 515). The hypothesized

moderating relationship of Involvement with blog between the customer experiences with a blog and purchase intention was also supported (Hsou and Tsou, 2011, p. 518).

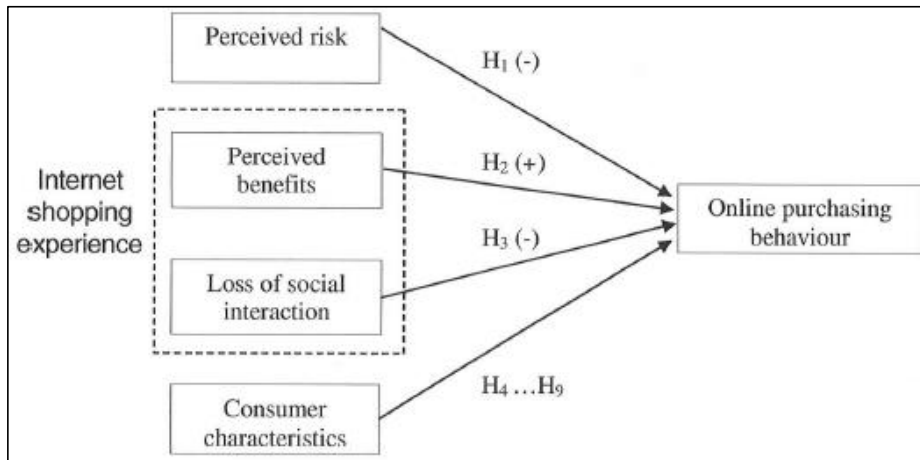


Figure 45. Model of internet shopping experience (Doolin et al, 2005)

Doolin et al hypothesized internet shopping experience to be composed of two dimensions: Perceived benefits and loss of social interaction (2005, p. 72). Perceived benefits were measured with scale items directed towards time convenience, effort convenience and enjoyment (Doolin et al, 2005, p. 77). Perceived risk was measured with items aimed towards poor purchasing decision (likely due to poor product quality), inability to compare prices and risk of compromised personal data (Doolin et al, 2005, p. 77). The relationship of perceived risks and perceived benefits with frequency of online purchasing were as hypothesized (negative and positive respectively) (Doolin et al, 2005, p. 79). On the other hand, loss of social interaction was not found to be associated with frequency of online shopping (Doolin et al, 2005, p. 79). However, all three constructs were found to have significant relationships with the amount of online purchasing, with loss of social interaction negatively impacting online purchasing amounts (Doolin et al, 2005, p. 80).

In addition to its use as a dimension, socialization constructs such as Social Presence has been used as an antecedent of cognitive and affective OCE dimensions (Manganari et al, 2009; Klaus, 2013). Social interactions as a construct has also been

used as an antecedent of OCE in other studies (Doolin, 2005; Bilgihan et al, 2016) and also as a factor of dimension of website related drivers (Izogo, 2018b). Social Networking as a separate construct has also been used as a factor of dimension of interactive dimension of OCE (Pentina et al, 2011).

2.14 Customer Satisfaction

Satisfaction and dissatisfaction are usually considered to refer to the customer's post-purchase evaluation of a product or service (Barari et al, 2020, p. 3). The customer is deemed satisfied when an offering's performance exceeds expectations and dissatisfied when the performance is lower than expected (Barari et al, 2020, p. 3).

It has been found that the customer online retailer interaction (namely OCE) through websites could create positive customer experiences which, in turn, may lead to long-term customer satisfaction, repurchase intention, trust or loyalty (Bhattacharya, 2019, p. 3; Rose et al, 2012, p. 312; Martin et al, 2015, p. 82).

Satisfaction in e-retailing is considered to result with the customer's evaluation and impression of the website performance across a number of attributes (Rose et al, 2012, p. 312). Another definition of satisfaction was presented as an 'affective condition' where the consumer derives a pleasurable state of consumption- related fulfilment from emotions such as happiness, surprise or delight during the shopping experience (Mortimer et al, 2016, p. 206). Both cognition and affect have been identified in the formation of customer satisfaction in cumulative experiences (Rose et al, 2012, p. 312).

Among the shopping outcomes, Customer Satisfaction is the arguably the most used outcome in the study of OCE. Satisfaction has been included in the study of extraordinary experiences (Arnould et al, 1993), online store atmospherics (Eroglu et al, 2003), brand experiences (Brakus et al, 2009; Morgan-Thomas, Verlotsou, 2013), as well as OCE (Rose et al, 2011; Rose et al, 2012; Pentina et al, 2011; Martin et al, 2015; Pappas, 2017; Vakulenko et al, 2019; Jaiswal, Singh, 2020).

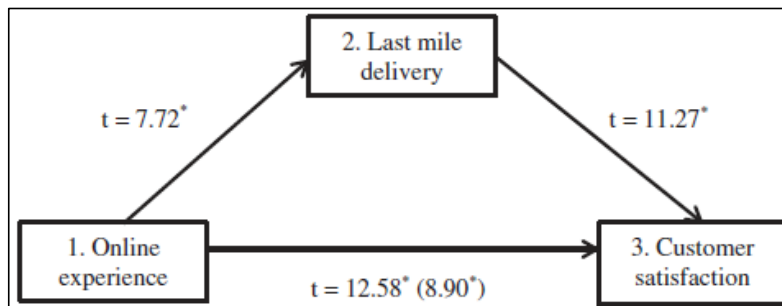


Figure 46. Model online retail experience and customer satisfaction (Vakulenko et al, 2019)

Vakulenko et al employed a multidimensional understanding of Online Experience with constructs such as: easy orientation, easiness to operate, return policy clarity, range of products, feeling of safety, availability of information, meeting of personal needs, trust, control and enjoyment included in the scale items (2019, p. 312). Their study found that online experience is significantly related to customer satisfaction (Vakulenko et al, 2019, p. 312) Also, it was seen that last mile delivery both has a direct positive impact on customer satisfaction as well as when it was introduced to the model as a mediator (Vakulenko et al, 2019, p. 313).

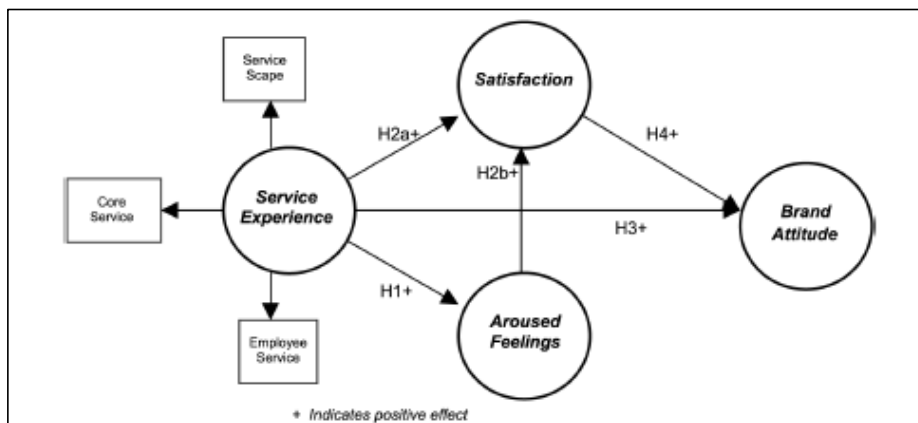


Figure 47. Model of service experiences (Grace et al, 2004)

In confirming the relationship between service experience and satisfaction and service experience, the above model has been employed (Grace et al, 2004, p. 456).

Accordingly, the “data show that 18 per cent of the variance in aroused feelings is explained by service experience, 67 per cent of the variance in satisfaction is explained by service experience and aroused feelings and 80 per cent of the variance in brand attitude is explained by service experience and satisfaction” (Grace et al, 2004, p. 456).

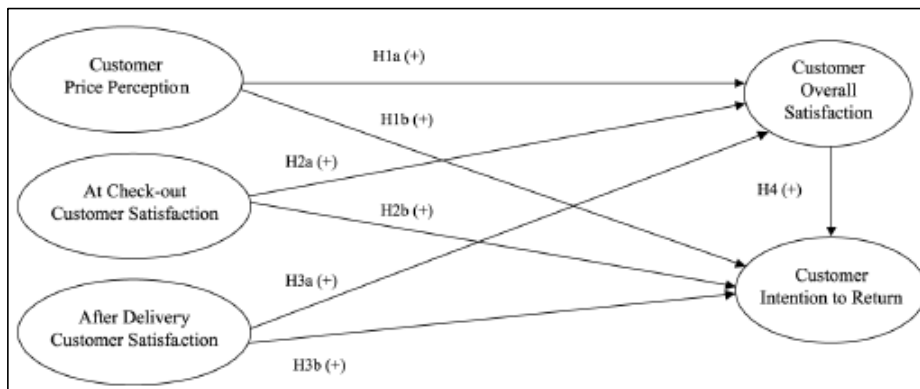


Figure 48. Model explaining customer intention to repurchase over the internet (Pingjun and Bert, 2005)

Price, together with check out and after delivery satisfaction have been used to predict overall satisfaction (Pingjun and Bert, 2005, p.155). The results revealed that the path between customer price perception and customer overall satisfaction was found to be positive and significant (Pingjun and Bert, 2005, p.163).

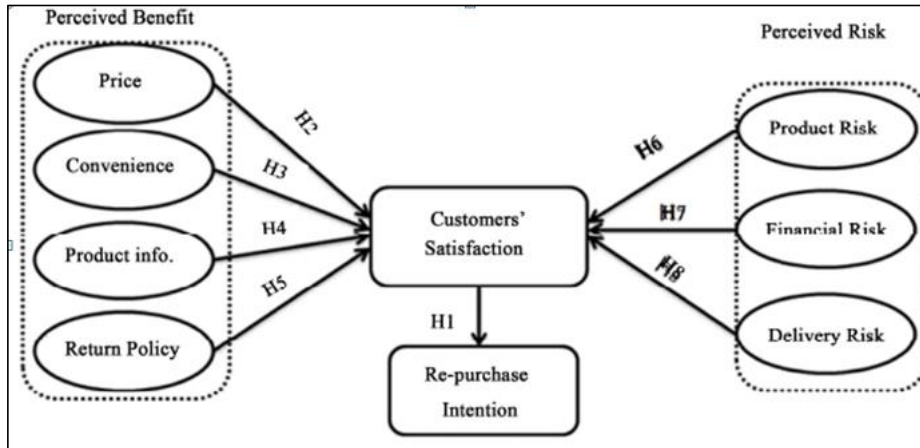


Figure 49. Model for customers' satisfaction to repurchase intention in online stores (Khan et al, 2015)

Khan et al investigated the perceived factors (risks and benefits) that affect customer satisfaction and re-purchase intention among online shoppers in China (2015, p. 291). In descending order; product performance risk, financial risk, price, return policy, product information, delivery risk and convenience were found to have the most impact on customer satisfaction (Khan et al, 2015, p. 299). The positive and significant influence of customer satisfaction on re-purchase intention was also confirmed (Khan et al, 2015, p. 299).

In their study, Jaiswal and Singh examine the impact of factors that make up overall OCE (website usability, economic value, customization, security) on Online Customer Satisfaction (2020, p. 48-9). Four of the independent variables (economic value, customization, post purchase experience and customer service) have significant influence on Customer satisfaction (Jaiswal and Singh, 2020, p. 51).

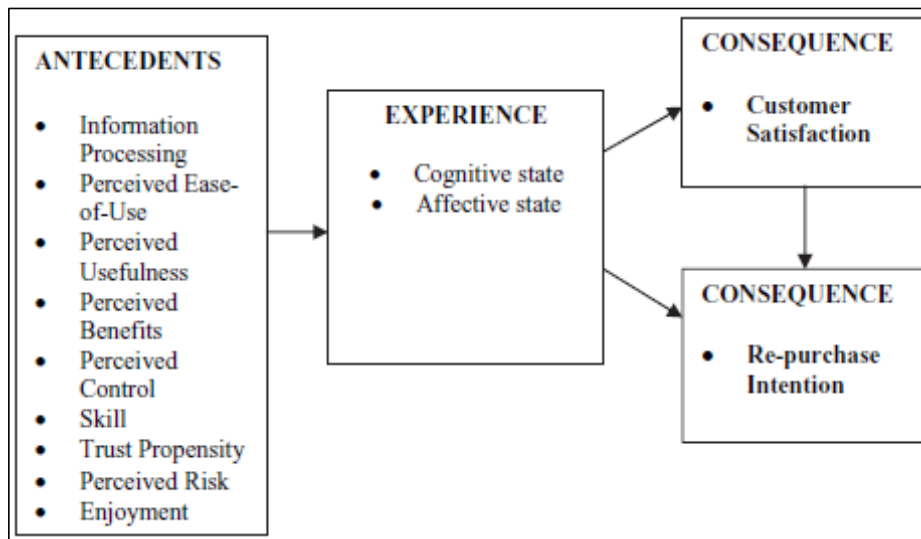


*Figure 50. Model of online customer experience
(Rose et al, 2011)*

Rose et al, categorize antecedents of OCE into three sets (information processing, perceived ease of use and skill) in their model that includes cognitive and affective dimensions of customer experience, measuring the impact on satisfaction and re-purchase intention (Rose et al, 2011, p. 29).

In his article which builds on the existing experiential marketing literature, Schmitt identifies 5 types of experiences: sensory, affective (feel), cognitive (think), physical (or behavioral, related to lifestyles and actions) and social identity experiences (relate) (Schmitt, 1999, p. 53).

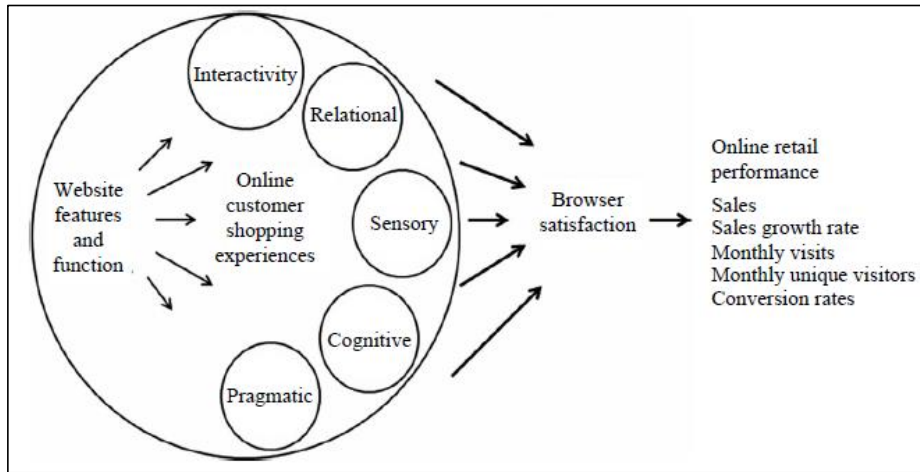


Figure 51. Model of the role of customer shopping experiences in online retail performance
(Pentina et al, 2011)

Pentina et al as a result of their analysis of the data sets of 115 online retailers found that relational, interactive, sensory experiences had significant positive relationships with browser satisfaction (2011, p. 750). Pragmatic or cognitive experiences did not appear to have an influence on satisfaction (Pentina et al, 2011, p. 750). Regarding the performance measures, interactive and relational experiences had significant impact on sales, monthly visits, and monthly unique visitors (Pentina et al, 2011, p. 750). However, Cognitive and sensory experiences were not found to be associated with any performance variables (Pentina et al, 2011, p. 750).

Pragmatic dimension of customer experience was first introduced by Gentile et al, to address the usability standards of a product (2007, p. 398). In OCE research, pragmatic dimension has been used as one of the five dimensions making up Online Customer Shopping Experiences (along with interactivity, relational, sensory and cognitive) in predicting Customer Satisfaction (Pentina et al, 2011, p. 748). Pragmatic experience has also been included in models measuring attitude towards product, company and service quality as an antecedent (Nambisan, Watt, 2011). Another study which measures service quality in online environment also employs pragmatic

dimension as one of the four dimensions of customer experience (together with hedonic, sociability and usability dimensions) (Sorooishian, 2013, p. 1686).

The relationship between satisfaction and online repurchase intention has been tested and found to be supported in multiple studies (Ha, Janda, Muthaly, 2010, p. 1008; Rose et al, 2012, p. 314; Khan et al, 2015, p. 300; Bhattacharya et al, 2019, p. 8). Satisfaction was found to have a positive and significant relationship with repurchase intentions, in the context of physical retail (Willems et al, 2016, p. 604).

Customer Satisfaction was found to have a positive but not significant relationship with WOM, in the context of restaurants (Naeyhun et al, 2019, p. 161). Another study, in the context of cafes, found that a positive and significant relationship between customer satisfaction and WOM (Ihtiyar et al, 2018, p. 378).

In a study in the context of cultural heritage sites (tourism), customer satisfaction and WOM intention were found to have a positive and significant relationship (Gallarza et al, 2021, p. 619). Another study in the context of physical retail, found satisfaction to have a positive and significant relationship with WOM (Willems et al, 2016, p. 604).

2.15 Online Re-Purchase Intentions

Purchase intention is defined as a specific intention to buy a specific product (Dabrynin, 2019, p. 17). Online purchase intention is argued to take place when a customer is willing and intends to become involved in an online transaction (Dabrynin, 2019, p. 17).

Online repurchase intention is influenced by the overall shopping experience (Dai, Forsythe, & Kwon, 2014; Khalifa & Liu, 2007; Rose et al., 2012) and is defined as the “re-usage of the online channel to buy from a particular retailer” (Khalifa & Liu, 2007, p. 782) (Bhattacharya, 2019, p. 7).

Research concerning the association between satisfaction and customer behaviour has revealed a relationship between satisfaction and customer purchase intention (Roudposhti, 2018, p. 242; Bhattacharya, 2019, p. 7). The literature shows that online repurchase intention is considered to be an outcome of customer satisfaction in physical retail shopping (Choi, Cho, Lee, Lee, & Kim, 2004; Seiders, Voss, Grewal, & Godfrey, 2005), and also in online retail (Ha, Janda, & Muthaly, 2010; Khalifa & Liu, 2007;

Martin et al., 2015; Rose et al., 2012), and is a better measure than behavioural parameters (Ling, Chai, & Piew, 2010) (Bhattacharya, 2019, p. 7).

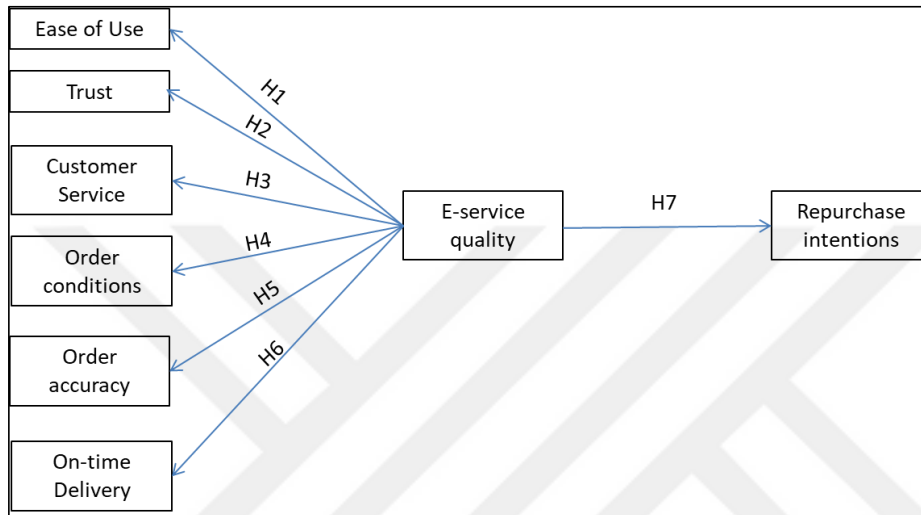


Figure 52. Model online service quality and repurchase intentions (Baskol, 2016)

Baskol examined the impact of e-service quality on re-purchase intentions in the e-retail context. (2016, p. 112). Results showed e-service quality to be made up of six dimensions: ease of use, reliability (trust), customer service, order conditions, order accuracy and timely delivery (Baskol, 2016, p. 107). The paths shown in the model were confirmed, with ease of use and order conditions having the highest factor loadings (Baskol, 2016, p. 117).

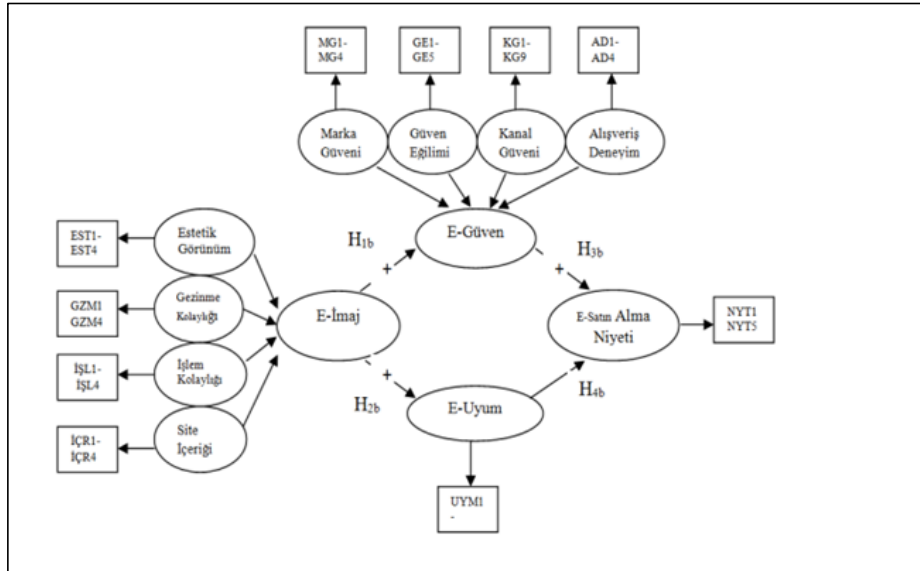


Figure 53. Model of repurchase intentions in online retailers (Mucan and Tanyeri, 2017)

When testing the model scale items with factor loadings less than 40% were removed (together with navigation ease construct) (Mucan and Tanyeri, 2017, p. 685). The remaining 3 antecedents of e-image were found to explain 76% of the variance, with 30% from ease of use, 25% from webpage content and 21% from aesthetic appeal (Mucan and Tanyeri, 2017, p. 685).

Among the antecedents of e-trust, channel trust and internet shopping experience were combined after some scale items with less than 40% were removed (Mucan and Tanyeri, 2017, p. 686). This combined sub-dimension accounted for 46% of the variance on e-trust, followed by trust propensity and internet brand trust (Mucan and Tanyeri, 2017, p. 686).

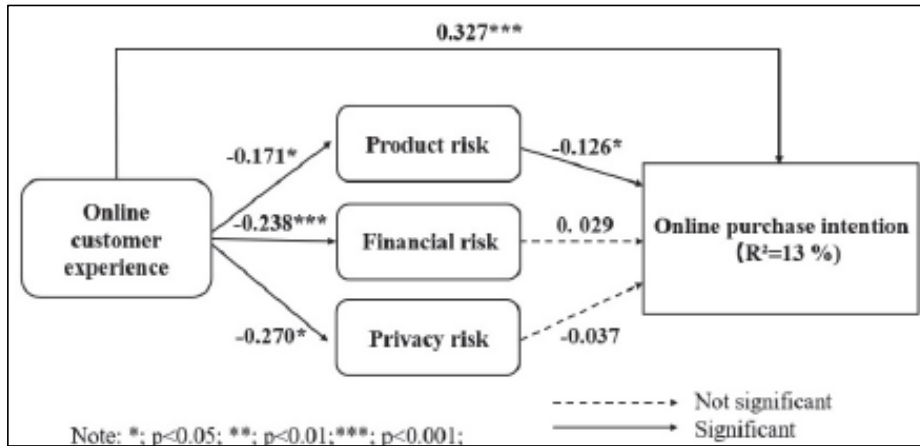


Figure 54. Model of online customer experience and repurchase intention (Dabrynin and Zhang, 2019)

OCE was found to have a significant influence on product risk (Dabrynin and Zhang, 2019, p. 25). Lastly, OCE was confirmed to be positively associated to online purchase intention (Dabrynin and Zhang, 2019, p. 25).

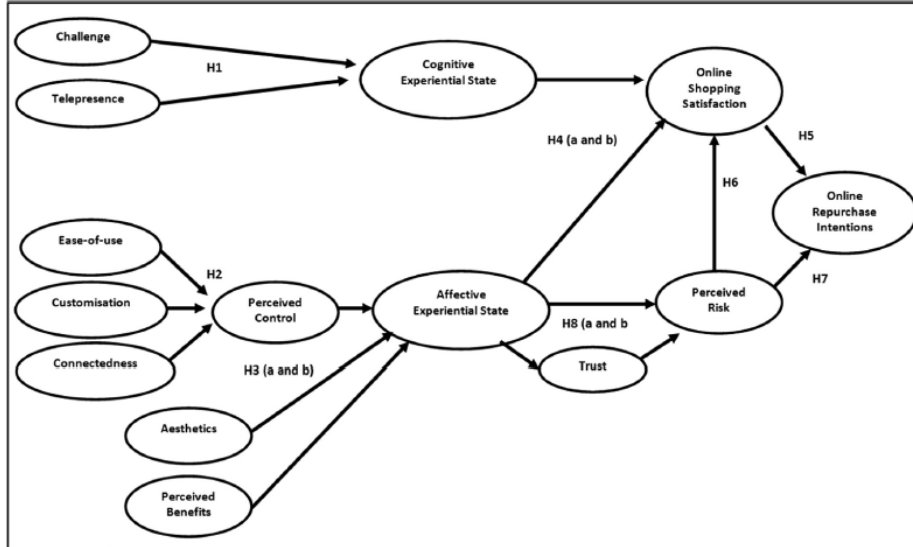


Figure 55. Model of online customer experience (Martin et al, 2015)

As modelled above, Martin et al examined OCE by including perceived risk and by also looking into the impacts of frequency of shopping (2015, p. 81). The sampling frame of the study included frequent and infrequent online shoppers of a large Australian grocery multi-channel e-retailer (Martin et al, 2015, p. 86). The higher positive effect that was expected from frequent shoppers compared to infrequent shoppers due to CES and its antecedents was not supported (Martin et al, 2015, p. 88).

2.16 Word of Mouth

Word-of-mouth refers to personal evaluations of brands, products, services, or organizations that are shared without any commercial intent and spread through face-to-face or other communication channels within social networks (Kuo et al, 2012, p. 172). Word-of-mouth is often perceived as more reliable and trustworthy compared to messages from advertisers or marketers. (Kuo et al, 2012, p. 172).

In recent times, the internet has led to faster and wider spread of information, and has also encouraged consumers to share their opinions about products or services anonymously (Kuo et al, 2012, p. 172). These opinions are based on their personal experiences, which consumers tend to view such feedback, whether it is positive or negative, as more trustworthy compared to recommendations from product or service providers, and often use them as a significant factor in their purchase decision-making process (Kuo et al, 2012, p. 172).

Electronic word-of-mouth, is described as the exchange of person-to-person communication between a sender and receiver that involves a product, service, or brand (Adwan et al, 2020, p. 286). It can also encompass both positive and negative statements made by past, current, or potential customers about organizations and individuals, shared over the internet through means such as reviews, recommendations, and comments (Adwan et al, 2020, p. 286).

The interaction of electronic word-of-mouth has provided an opportunity to increase the number of consumers obtaining information from online services, which is considered to be a highly effective way of incorporating technology into the retail sector (Eneizan et al, 2005, p. 2556).

Chapter 3

Methodology

3.1 Context of the Study

The study focuses on all types of online shopping websites in Turkey in order to be able to capture all different types of experiential value available for retailers and consumers, in order to be able to offer a complete model. For this reason, only consumers who have previously shopped online have been included in the qualitative and quantitative research phases.

Turkish context has been selected by the researcher for a variety of reasons. Turkish e-commerce industry has a relatively high volume (800 Billion TRY / 48,2 Billion USD in 2022) and a high number of sellers (548.688 in 2022) supplying online marketplaces (e-ticaret Bilgi Platformu, 2023). For this reason, it is interesting to see how competing models succeed in the context of a developing economy. Also, Turkish consumers have adopted online shopping for various shopping needs (groceries, food delivery, travel, durable goods etc) thanks to increasingly safer payment methods (60,1% of all transactions completed by credit cards) (e-ticaret Bilgi Platformu, 2023). In this aspect, it was also a point of interest for the researcher to see how the shopper needs as seen by the industry experts, who took part in the in-depth interviews, were evaluated and how these compared to the self-evaluation of the shoppers in the quantitative research phase.

3.2 Model and Hypotheses Development

As shared in the literature review section of this thesis, customer experience model has been developed over the past decades since its inception by Holbrook and Hirschman (1982), which was clarified in the 1999 article by Holbrook and Hirschman.

		Extrinsic <i>Economic Value</i>	Intrinsic <i>Hedonic Value</i>
Self-oriented	Active	Efficiency [I/O Ratio]	Play [Fun & Leisure]
	Reactive	Excellence [Quality]	Aesthetics [Beauty]
		<i>Social Value</i>	<i>Altruistic Value</i>
Other-oriented	Active	Status [Impression]	Ethics [Justice/Morality]
	Reactive	Esteem [Possessions]	Spirituality [Sacredness]

Figure 56. Model of consumer value
(Holbrook, 1999)

Experiential value has been further extended under four realms by Pine and Gilmore (1998), which included both absorbing, immersing as well as passive and active participation experiences in: entertainment, educational, escapist and esthetic.

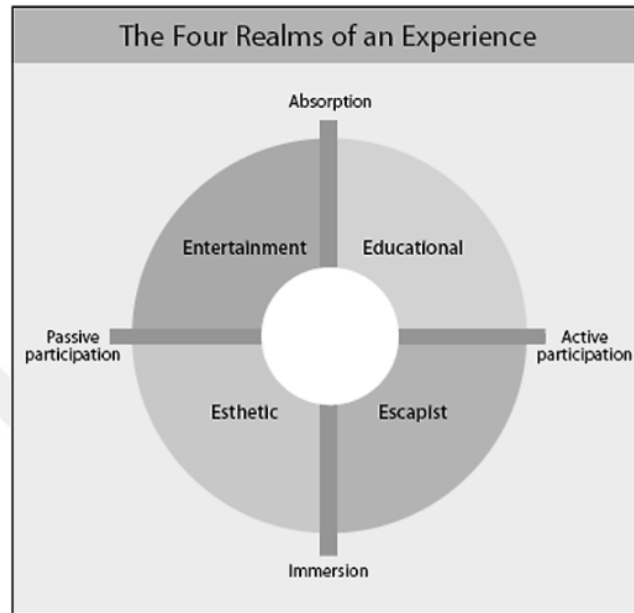


*Figure 57. Model of four realms of experience
(Pine and Gilmore, 1998)*

The types of experiential value were then operationalized within the hierarchical model of experiential value by Mathwick et al (2001). Accordingly, aesthetics (addressing visual appeal and entertainment), playfulness (addressing escapism and enjoyment), service excellence and CROI (addressing efficiency and economic value) were offered as a defining model of experiential value in shopping.

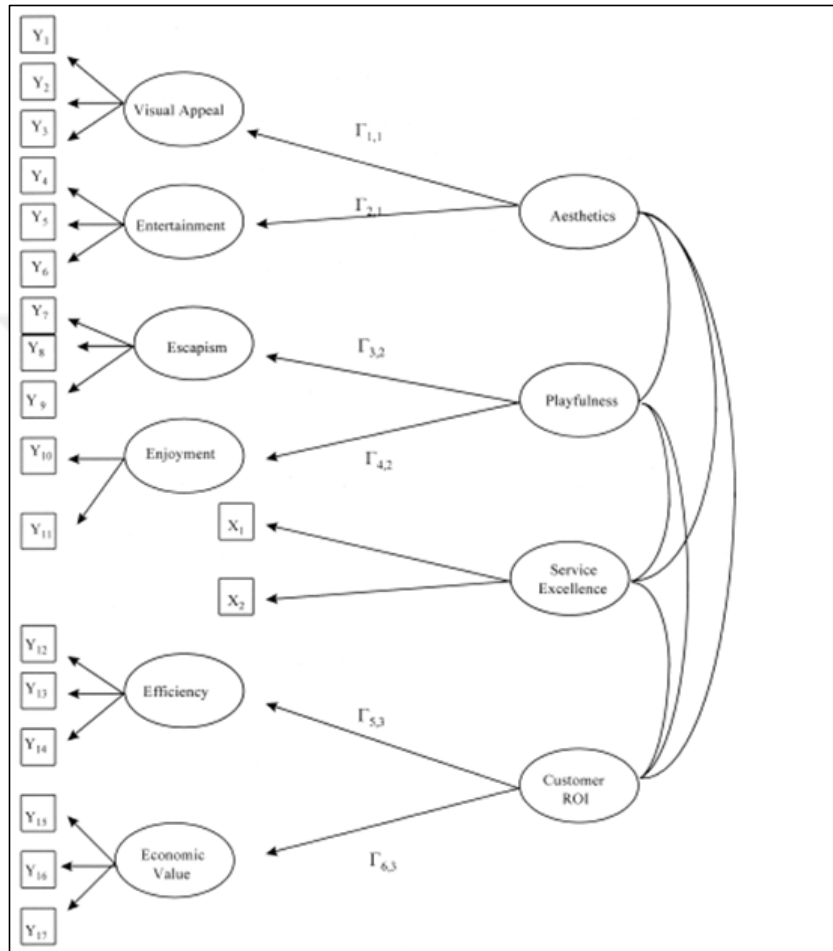


Figure 58. Hierarchical model of experiential value
(Mathwick et al, 2001)

Following the in-depth interviews conducted as part of this thesis, it became evident that it is necessary to expand the existing framework within the literature by including additional constructs such as: website informativeness, product information, personalization, online ratings and reviews, access convenience, order tracking services, selection and navigation convenience in order to enrich the Mathwick et al (2001) framework.

As a result, the following preliminary model has been hypothesized based on literature review and was later revisited after qualitative research. The preliminary model aims to accurately assess the online experiential value and its shopping outcomes (customer satisfaction, online repurchase intention and e-WOM) in Turkey.

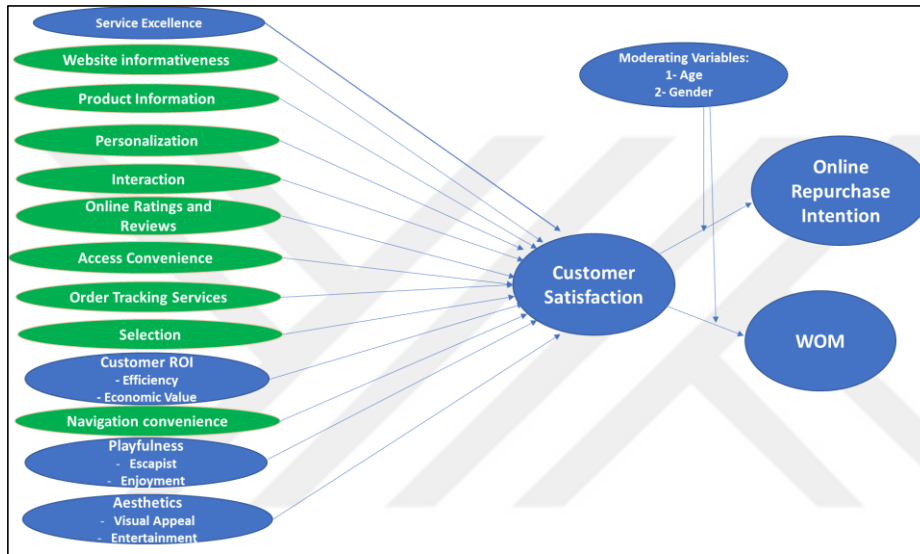


Figure 59. Proposed model of the study

Based on proposed model, the following hypothesis is developed:

H₁: Service excellence positively influences customer satisfaction

Service Excellence has been derived from the Typology of Experiential Value framework put forward by Mathwick et al (2001). Service excellence is a measure of the quality of the service provided as much as it is also a sign of the expertise displayed by the retailer. For this reason, it is hypothesized that service excellence will positively affect customer satisfaction.

H₂: Website informativeness positively influences customer satisfaction

Website informativeness has been derived from Online Customer Experience literature (Pandey and Chawla, 2018) as it pertains to aspects of online shopping as it enables consumers to make better informed decisions, in this regard has its roots in

Technology Acceptance Model (TAM) which measures usefulness of technology. Better informed decisions are hypothesized to lead to more satisfied customers. For this reason, we hypothesize that website informativeness will positively influence customer satisfaction.

H₃: Product information positively influences customer satisfaction

Product information has been derived from Online Customer Experience literature (Khan et al, 2015) as it pertains to usefulness of available information, in this regard has its roots in Technology Acceptance Model (TAM) which measures usefulness of technology. More useful information is hypothesized to lead to more positive outcomes. For this reason, we hypothesize that product information will positively influence customer satisfaction. Product information as a construct is also added as a complementary in respect to website informativeness.

H₄: Personalization positively influences customer satisfaction

Personalization has been derived from the Online Customer Experience framework put forward by Rose et al (2012). Personalization shows the degree of tailored service and information provided by a retailer. For this reason, it is hypothesized that personalization will positively affect customer satisfaction.

H₅: Interaction positively influences customer satisfaction

Interaction has been derived from OCE literature (Waqas, 2020) in which a proactive role of the shopper in coming into contact with other shoppers has been hailed as a positive attribute which leads to improved connections to both to the e-retailer and other shoppers. For this reason, it is hypothesized that interaction will positively affect customer satisfaction.

H₆: Online ratings and reviews positively influences customer satisfaction

Online ratings and reviews is considered to be a key method for shoppers to receive direct information from other shoppers of the same products and platforms. For this reason, this direct information is considered to be more trustworthy by shoppers. For

this reason, it is hypothesized that online ratings and reviews will positively affect customer satisfaction.

H₇: Selection positively influences customer satisfaction

Selection has been derived from Online Customer Experience literature (Vakhariya, 2020) as it pertains to usefulness of a website as it offers a wider variety of products, in this regard has its roots in Technology Acceptance Model (TAM) which measures usefulness of technology. Higher number of available products is hypothesized to lead to more positive shopping outcomes. For this reason, we hypothesize that selection will positively influence customer satisfaction.

H₈: Access convenience positively influences customer satisfaction

Access convenience has been derived from the convenience literature forward mentioned by Berry et al (2002). Access convenience is part of overall service convenience framework, which describes time and effort convenience. For this reason, it is hypothesized that access convenience will positively affect customer satisfaction.

H₉: Order tracking services positively influences customer satisfaction

Order tracking services has been derived from CRM literature (Khalifa, Shen, 2005) CRM literature describes ways to retain customers for the long term. For this reason, it is hypothesized that order tracking services will positively affect customer satisfaction.

H₁₀: Efficiency positively influences customer satisfaction

Efficiency has been derived from the Typology of Experiential Value framework put forward by Mathwick et al (2001). Efficiency is a measure of the effectiveness of the retailer. For this reason, it is hypothesized that efficiency will positively affect customer satisfaction.

H₁₁: Navigation convenience positively influences customer satisfaction

Navigation convenience has been derived from Online Customer Experience literature (Pandey and Chawla, 2018) as it pertains to ease of use of the website, which also is rooted in TAM, which measures usefulness of technology. For this reason, we hypothesize that navigation convenience will positively influence customer satisfaction.

H₁₂: Economic value positively influences customer satisfaction

Economic value has been derived from the Typology of Experiential Value framework put forward by Mathwick et al (2001). Economic value is a measure of the price and performance ratio of the service provided by the retailer. For this reason, it is hypothesized that economic value will positively affect customer satisfaction.

H₁₃: Escapism positively influences customer satisfaction

Escapism has been derived from the Typology of Experiential Value framework put forward by Mathwick et al (2001). Escapism is related to the immersion of the shopper in the shopping experience. For this reason, it is hypothesized that escapism will positively affect customer satisfaction.

H₁₄: Intrinsic enjoyment positively influences customer satisfaction

Intrinsic enjoyment has been derived from the Typology of Experiential Value framework put forward by Mathwick et al (2001). It is hypothesized that enjoyment will positively affect customer satisfaction.

H₁₅: Visual appeal positively influences customer satisfaction

Visual appeal has been derived from the Typology of Experiential Value framework put forward by Mathwick et al (2001). It is hypothesized that visual appeal will positively affect customer satisfaction.

H₁₆: Entertainment value positively influences customer satisfaction

Entertainment has been derived from the Typology of Experiential Value framework put forward by Mathwick et al (2001). It is hypothesized that entertainment will positively affect customer satisfaction.

H₁₇: Customer satisfaction positively influences online repurchase intention

Customer satisfaction is a crucial factor in the realm of online shopping literature, as it directly affects customer behaviour and repurchase intentions (Khadka and Maharjan, 2017; Cheng et al., 2011). For this reason, we hypothesize that customer satisfaction will positively influence online repurchase intention.

H₁₈: Customer satisfaction positively influences e-WOM

The relationship between customer satisfaction and e-WOM has been derived from marketing literature. Kotler and Keller (2009) noted that satisfied customers tend to remain loyal to a company for a longer period of time and speak positively about the company. For this reason, we hypothesize that customer satisfaction will positively influence e-WOM.

H₁₉: Gender is moderator variable on the relationship between satisfaction and online repurchase intention

The moderating effect of gender relationship between customer satisfaction and repurchase intention has been a topic of interest in marketing research. However, despite the different shopping habits between men and women, Frank et al. (2013), found no gender differences in the influence of customer satisfaction on repurchase intention. For this reason, in this thesis we would like to clarify this relationship as it was pointed out by Putrevu (2001) that companies' need different marketing strategies targeting different genders as separate market segments. For this reason, we hypothesize that gender is moderator variable on the relationship between satisfaction and online repurchase intention

H₂₀: Age is moderator variable on the relationship between satisfaction and online repurchase intention

The moderating effect of age between customer satisfaction and repurchase intention has been a topic of interest in marketing research. However, despite the

different shopping needs and habits between age groups, Frank et al. (2013), found no differences in the influence of customer satisfaction on repurchase intention. For this reason, in this thesis we would like to clarify this relationship as it was pointed out by Homburg and Giering (2001) that age has an impact on shopping behavior. For this reason, we hypothesize that age is moderator variable on the relationship between satisfaction and online repurchase intention.

H₂₁: Gender is moderator variable on the relationship between satisfaction and e-WOM

The moderating effect of gender relationship between customer satisfaction and e-WOM has been a topic of interest in marketing research. This relationship was confirmed by Sun and Qu (2011). For this reason, we hypothesize that gender is moderator variable on the relationship between satisfaction and e-WOM.

H₂₂: Age is moderator variable on the relationship between satisfaction and e-WOM

The moderating effect of age relationship between customer satisfaction and e-WOM has been a topic of interest in marketing research. This relationship was confirmed by Moliner-Velázquez et al. (2015). For this reason, we hypothesize that gender is moderator variable on the relationship between satisfaction and e-WOM.

3.3 Research Design

Building on the detailed literature review through theoretical and industrial reports, a model is formed to conceptualize the variables that affect online shopping outcomes and how these can be optimized by e-retailers.

Due to the nature of the research subject, the literature review is planned to be ongoing throughout all stages of this research. The variables identified during literature review are validated with a qualitative approach and additional new variables are included to finalize the proposed research model. The qualitative research phase is then followed by a quantitative research phase. Once the field study (main survey) is completed, statistical analysis through PLS SEM and structural equation modelling are used to validate / falsify the independent and dependent variables and the model will be finalized accordingly.

In order to formulate a model to capture experiential value online shopping in Turkey, various models on consumer behavior, consumer experience and technology acceptance model are examined and explained in the literature review. The proposed preliminary model investigates the factors and constructs that influence online shopping outcomes in Turkey. Revisions are applied to the model as they became evident by being tested in the quantitative research phase.

This thesis intends to explore and measure the relationship between theorized determinants of shopping outcomes, which include customer satisfaction, online repurchase intention and e-WOM. Qualitative data collection followed by quantitative data collection is applied. Qualitative data is collected through in-depth interviews while quantitative data was collected in the pilot study and main survey. The scale items have been adapted from previously developed scales in the literature, which is shared in the discussion of findings section.

3.4 Sampling Design

The target population for the quantitative research is individuals in Turkey over 18 years of age who make their own purchasing decisions. The sampling is snowball sampling through online survey to mitigate instrumentation effect. In order to be able to generalise the results, the study must be representative of the population (Bryman et al., 2011). For sample size determination Cochran's (1977) formula is used. Categorical data for an alpha level with 0.5 percent error margin at 95 percent confidence level is calculated based on (reference) sample size by the formula below:

$$n = \frac{z^2 * p(1 - p)}{d^2}$$

where;

n : Sample size

z : level of confidence according to the standard normal distribution (for a level of confidence of 95%, $z = 1.96$, for a level of confidence of 99%, $z = 2.575$)

p : estimated proportion of the population that presents the characteristic (it is taken as 0.5)

d : tolerated margin of error (for the study it is taken as the real proportion within 5%)

With the usage of the formula, proportion with a 95% level of confidence and a margin of error of 5%, minimum sample size for the study is calculated as 384. Targeted sample size is 600 participants in order to mitigate any missing data issues.



Chapter 4

Data Analysis and Results

After the research model was confirmed by thesis jury, in the first step qualitative research has been conducted to confirm validity of proposed variables and to find out if any more variables need to be added or dropped. The first part of the qualitative research included in-depth interviews with industry experts. These participants are either professionals working in the area of e-commerce or academics studying the field, who were available for an interview.

Following the industry expert interviews, the gained knowledge has been reviewed together with its effects on the research model. In the second part of the qualitative research, in-depth interviews with online shoppers have been conducted with consumers of e-commerce platforms to test the validity of the proposed model. With the insight gained from these stages, the research model was finalized.

Since a mixed-method research methodology was preferred for this thesis, after qualitative research is concluded, quantitative research phase will begin. In the first step, a pre-test for pilot study was conducted. According to the results of the pretest, the survey was finalised and the pilot study was executed. In the quantitative research phase participants were contacted according to snowball sampling. Finally, main survey study was conducted, whose details have been reported below.

A research questionnaire was designed within the framework of quantitative research outputs and pilot research was conducted to determine the reliability and validity of this form. For the collection of pilot research data, the questionnaire form was sent to the participants online and 201 participants were included in the research. In order to determine the reliability of the scales used in the pilot research, exploratory factor analysis, reliability analysis and correlation analysis were performed with RStudio.

The main research data were collected online and 620 participants were included in the study. RStudio and Smart PLS 4 is used for analyze of dataset. Dataset is prepared with preliminary analyses. Descriptive statistics and exploratory factor analysis is used as first step and factor structure is confirmed via confirmatory factor analysis. After

getting factor orientation reliability and validity analyses run with correlation analysis. For testing the hypotheses structural equation modeling-path analysis is used.

The final step of the analyses is usage of t-test, One-Way ANOVA and Tukey Test as Post-Hoc Tests. With the usage of these tests the differences of satisfaction, e-WOM and online repurchase intention according to demographic variables (gender, age, marital status, education and monthly income) is checked. All analyses were performed at 95% confidence interval and 5% significance level.

4.1 Qualitative Study

This dissertation uses primary and secondary data to explore formation of customer satisfaction, word-of-mouth intention and online repurchase intention in online shopping as influenced by experiential value. An exhaustive review of the literature provides the basis for proposing a model and developing hypotheses. Qualitative methods have been employed to gather data from industry experts and consumers of online shopping that all relevant dimensions of online shopping experience have been covered by the model and also to refine the proposed research model. This section includes details on the research design of the in-depth interviews with industry experts. This section will be concluded with the addition of in-depth and focus group interviews with consumers of online shopping. Findings of these interviews are interpreted in this section.

Industry experts were selected based on their first-hand experience due to their positions either:

- in related departments of e-retailers to the thesis subject,
- as brand owners who are working on developing sales in online channel,
- in consumer research companies or communication agencies advising on online channel sales,
- or as faculty members studying shopping behaviour in online channels.

The sample of industry experts was selected to include perspectives from different stakeholders regarding online shopping. The sample size of 12 industry experts enabled consolidation of factors influencing online shopping behaviour. The general rule on sample size for interviews was followed, which states that when the same stories,

themes, issues, and topics are emerging from the interviewees, then a sufficient sample size has been reached (Boyce, Neale, 2006, p. 4). The existing sample size enabled reaching the threshold of this general rule.

Online shoppers were selected randomly, from shoppers that have conducted online shopping with various shopping frequencies and various backgrounds. A total of 22 in-depth shopper interviews were completed. The detailed list of interviewees (industry experts and shoppers) can be found in the tables below.

The qualitative data was collected via in-depth interviews conducted via video calls with industry experts in April – May 2021. Shopper interviews were conducted in two parts, initial part between July – September 2021 and the second part in March 2022.

The interviewees were informed about the purpose of the study, that their responses will be used anonymously for the study and their consent was taken.

4.1.1 Interview design. Existing models of experiential value in online shopping focus on utilitarian (service excellence, customer ROI) and hedonic (Aesthetics, Playfulness) components of experiential value, without including education and personalization as dimensions of experiential value (Holbrook, 1999, p. 12; Mathwick et al, 2001, p. 42; Lee et al, 2004, p. 56). This study is targeting to enrich the existing experiential value model (Mathwick et al, 2001, p. 42) by including educational experience of shopping proposed by Pine and Gilmore (1998, p. 102) and personalization (Rose et al, 2012, p. Jaiswal and Singh, 2020). Combining these dimensions under one model seems to be necessary as the model by Pine and Gilmore (1998, p. 102) excludes the utilitarian experiential value dimensions of service excellence and Customer ROI. In doing so, this study aims to formulate a complete model to reflect the dimensions of experiential value and its influence on shopping outcomes (Customer satisfaction, WOM and Online Repurchase Intention).

Qualitative research is needed to explore and identify whether additional factors, not yet considered, effect the dependent variable (Online Repurchase Intention) that the new model aims to measure.

The interviews in this study are conducted to improve understanding of factors that affect an online shopper's decision to buy from a particular e-retailer. Qualitative data

collection has so far been conducted by interviews with 12 industry experts. In these interviews, open ended and semi-structured questions were asked and the interviews were recorded by audio-tape and moderated by the researcher. In the next steps of qualitative data collection, in-depth and focus group interviews will be conducted with consumers of online shopping. Three questionnaires for the interviews are given in the appendix.

The audio-recorded interviews were transcribed. The transcripts and hand-written notes were analysed to find out whether there were additional factors that are effective on online repurchase intention of shoppers. The analysis made it possible to make additions and modifications in the proposed model.

4.1.2 Interview questions. In order to identify and analyse the factors influencing experiential value in online shopping and online shopping outcomes, two types of semi-structured questionnaires were prepared. The first set of questions aimed to uncover insights from industry experts regarding experiential value in online shopping. The questionnaire included 21 open-ended questions (see Appendix 1). The questions aimed to explore the experience of industry experts in online shopping, their observations on the effect of pandemic on online shopping (to assess if new factors that do not exist in existing literature need to be considered), other major trends that may affect online shopping as well as the dimensions of experiential value per the proposed research model (utilitarian and hedonic experiential value) and shopping outcomes (customer satisfaction, WOM, online repurchase intention).

The second set of questions are aimed at explore the experience of shoppers in online shopping, their observations on the impact of pandemic on online shopping, other major trends that may impact online shopping as well as the dimensions of experiential value per the proposed research model (utilitarian and hedonic experiential value) and shopping outcomes (customer satisfaction, WOM, online repurchase intention).

4.1.3 Interviewees. The qualitative data was collected via in-depth interviews conducted via video calls with industry experts in April – May 2021. Shopper interviews were conducted in two parts, initial part between July – September 2021 and the second

part in March 2022. The following section gives detailed information about the interviewees.

4.1.3.1 Online shopping industry experts. 12 industry experts were interviewed via video calls. The interviews were audio-recorded and transcribed. The expert interviewees were informed about the purpose of the study, that their responses will be used anonymously for the study and their consent was taken.

Table 1
List of Online Shopping Industry Experts

Expert Interviewee	Position	Company
Participant 1	Industry Expert	E-commerce retailer
Participant 2	Industry Expert	E-commerce retailer
Participant 3	Industry Expert	FMCG Manufacturer
Participant 4	Industry Expert	E-commerce retailer
Participant 5	Industry Expert	E-commerce retailer
Participant 6	Industry Expert	FMCG Manufacturer
Participant 7	Industry Expert	E-commerce retailer
Participant 8	Industry Expert	FMCG Manufacturer
Participant 9	Industry Expert	E-commerce retailer
Participant 10	Industry Expert	E-retail Consultant
Participant 11	Industry Expert	E-retail Consultant
Participant 12	Faculty Member	Member of Faculty (Marketing)

4.1.3.2 Online shopping consumers. 22 online shopping consumers were interviewed via video calls. The interviews were audio-recorded and transcribed. The consumer interviewees were informed about the purpose of the study, that their responses will be used anonymously for the study and their consent was taken.

Açıklama [MYP1]: Başlık Stil 4 örneğine kılavuzdan bakınız. Tüm başlıklarınızı başlık stillerine uygun düzenleyiniz.

Table 2
List of Online Shopping Consumers

Shopper Interviewee	Position	Gender	Age	Generation	Education
Participant 1	Online Shopper	M	46	X	High School Graduate
Participant 2	Online Shopper	M	34	Y	Master's Degree
Participant 3	Online Shopper	F	34	Y	Bachelor's Degree
Participant 4	Online Shopper	M	54	X	Master's Degree
Participant 5	Online Shopper	F	36	Y	Bachelor's Degree
Participant 6	Online Shopper	M	23	Z	High School Graduate
Participant 7	Online Shopper	F	34	Y	Master's Degree
Participant 8	Online Shopper	F	25	Z	Bachelor's Degree
Participant 9	Online Shopper	F	29	Y	Bachelor's Degree
Participant 10	Online Shopper	F	51	X	Bachelor's Degree
Participant 11	Online Shopper	F	19	Z	High School Graduate
Participant 12	Online Shopper	F	39	Y	Master's Degree
Participant 13	Online Shopper	F	42	Y	Master's Degree
Participant 14	Online Shopper	F	34	Y	Bachelor's Degree
Participant 15	Online Shopper	F	42	Y	Master's Degree
Participant 16	Online Shopper	M	42	Y	Bachelor's Degree
Participant 17	Online Shopper	M	36	Y	Master's Degree
Participant 18	Online Shopper	M	34	Y	Bachelor's Degree
Participant 19	Online Shopper	F	33	Y	Master's Degree
Participant 20	Online Shopper	F	34	Y	Master's Degree
Participant 21	Online Shopper	F	38	Y	Bachelor's Degree
Participant 22	Online Shopper	F	37	Y	Master's Degree

4.1.4 Qualitative data analysis. Mathwick et al categorized four types of experiential value (Service Excellence, Customer Return on Investment, Playfulness and Aesthetics) in their typology of experiential value (2001, p. 42). According to the typology by Mathwick et al, Service Excellence is a single-level dimension and Customer ROI is made up of Efficiency and Economic Value sub-dimensions (2001, p. 43).

In their measurement model of Online shopping values, Lee et al, grouped service excellence, price savings, time savings and (product) selection under the heading of

utilitarian value (2004, p. 56). In a study on online grocery shopping experience, service excellence and Customer ROI were grouped as the “Frictionless customer experience” dimension (Singh, 2019, p. 1310).

Service excellence dimension of experiential value was further detailed in the study on online grocery shopping experience with the inclusion of task-related performance (addressing delivery, return and refund and order cancellation management) and demonstrated expertise (reliable customer service and responsiveness) as sub-dimensions (Singh, 2019, p. 1310). Separately, a study on e-grocery retailing patronage intentions, includes online ratings and reviews as a determinant of satisfaction and re-patronage intentions (Singh, 2021, p. 4).

In a study on online grocery shopping experience, within Customer ROI dimension, the sub-dimension of service efficiency was found to be relevant for ease of use, website navigation and fast delivery in online shopping and the sub-dimension of economic benefit was found to be relevant for price, product quality and assortment (Singh, 2019, p. 1310).

In addition to the service excellence and CROI dimensions, the experts mentioned that education and personalization, affect the experiential value and shopping outcomes, in line with the research model of this dissertation.

Experts also provided insights on the impact of the pandemic on online shopping. In terms of the impact on product categories, the impact has been uneven. Categories such as groceries and DIY have been positively impacted by the pandemic, whereas others, such as fashion and travel, are seen among the perceived losers.

In regards to the shoppers from different age groups, older shoppers have been observed to make their first purchases or begin to use online shopping more frequently than before, due to the safety concerns and the lockdown measures.

Before being asked about the specific experiential dimensions in the research model, experts were asked to define the major experiential dimensions that they think shoppers pay attention to when shopping online. Ease of use of website (including ease of website navigation and ease of search), delivery convenience (including both speed of delivery and quality of delivery), ease of return, responsive customer service, order

trackability, competitive prices, wide assortment and access to user reviews (of products and sellers) were mentioned among the key experiential dimensions.

The experts were also asked why they think shoppers may prefer shopping in the online channel rather than the offline channel. Safety concerns (due to the pandemic), time-delivery-price convenience (including ease of price comparability), frictionless shopper experience (including speed to checkout), wide assortment (referring to seemingly infinite digital shelf), access to accurate product information and access to reviews and product recommendations were mentioned. It may be assumed that some of these factors may drive shoppers to prefer to buy in the online channel even after the pandemic.

On the other hand, lacking the opportunity to 'touch and feel' products during shopping and the missed opportunities for human interactions that may be important for older shoppers have been reported as limitations of shopping online.

Shopper interviewees mentioned almost identical factors as industry experts when asked about service excellence, Customer return on investment, functional educational value, personalization, playfulness, aesthetics, satisfaction, repurchase intention and word of mouth.

The different answers given by shoppers compared to industry experts, include the mentioning of brand-new packaging and small gifts when asked about service excellence. These factors were mentioned by industry experts but only when asked about word of mouth in online shopping.

Differently from industry experts, shoppers mentioned 10 main points when asked about various dimensions of online shopping experience, almost regardless of the questions being asked. These 10 points include:

1. Product quality turning out as expected,
2. Desirable packaging,
3. Reasonable (competitive) price,
4. Wide assortment,
5. Accurate product information.
6. Responsive customer service (access convenience),
7. Ability to track order and 'fast' delivery,

8. Ease of returns,
9. Ease of navigation on website / app (ease of search),
10. Safe payment.

When being asked about their views on online shopping experience, the shoppers answered with a focus on ‘task-orientation’, or in other words with a ‘focus on getting their shopping done’. On the other hand, as expected, industry experts divided their responses more accurately based on the dimension of the experience that they were being asked about.

Differences exist mostly between the answers given to different questions. However, the overall ‘set’ of answers given did not change between the industry experts and the shoppers.

4.1.4.1 Service excellence. When experts were asked about retailer expertise in online shopping; responsive customer service, price, wide assortment (selection), accurate product information (as pertains to both searchability and receiving the product as seen on website), order tracking, ease of returns and refunds, product quality, ease of navigation, personalized shopping experience were mentioned. Insights on personalization will be covered in a separate section as the research model of this thesis proposes to expand service excellence dimension by including personalization as a dimension.

Among the reported findings, responsive customer service, ease of returns and refunds, findings are supportive of the literature on experiential value in online shopping. (Mathwick, 2001, p. 43; Singh, 2019, p. 1310; Singh, 2021, p. 4). Price, wide assortment, ease of navigation and product quality have also been included in the literature on experiential value, albeit under CROI dimension. (Singh, 2019, p. 1310) Order tracking has been included in another study on online shopping (Singh, 2021, p. 4). Personalization has been included in prior studies on online shopping experience (Rose, 2012, p. 310; Kawaf and Tagg, 2017, p. 224) but has not yet been included in a study on experiential value.

Accurate product information has been reported as a key aspect in online shopping, as it supports two key features of online shopping: searchability and comparability. Quality of information has been reported to have a strong impact on

shoppers overcoming perceived risk, probably because information sharing helps consumers overcome these fears (Khan et al, 2015, p. 295)

Providing accurate information about products and processes are also mentioned as drivers of trust building between the shopper and the e-retailer by the experts. Trust hasn't been previously employed in experiential value framework.

Within the realm of personalization, making appropriate product recommendations based on shoppers' needs and making appropriate complementary product recommendations to shoppers' were mentioned by experts, as an important feature in online shopping. Online product recommendations seem to require harnessing competencies in both product information as well as personalization fields, to be able to address shoppers' needs to the maximum extent.

Experts reported being able to complete shopping with fewer clicks as one of the important dimensions. (When asked about convenience in online shopping, under CROI). This aspect was also mentioned as frictionless or seamless shopping experience. In addition to speed to checkout features (such as quickly loading website and quick payment), funnelling the shopper journey as it pertains to helping the shopper find the most suitable product from a vast assortment has been reported by experts as an important feature. This feature seems to be put to use by some retailers, such as gittigidiyor, as 'thematic filters'. These thematic filters 'interpret' the product information in a way that is understandable and useful to the shopper. For example, instead of being given the load capacity of a laundry machine in kg, the thematic filter funnels the journey by asking how many people there are in the shopper's household.

Funnelling the shopping journey, in guiding the shopper reach the best fitting product, is reported to be a key feature among online retailers' capabilities in providing an excellent shopping journey.

Ease of managing shopping budget is mentioned as part of the topic of price, online shopping also is reported to enables shoppers to be more resistant to impulse buying.

When shoppers were asked about retailer expertise in online shopping; trustworthy website (for payment security), fast delivery, ease of returns and refunds, responsive customer service (access convenience), brand new packaging, environmentally friendly

packaging, website functionality, order tracking, receiving products in good condition, ease of navigation, in-stock notifications, customizable products, speed to checkout, easy to use product filter (detailed product taxonomy), accurate product information, transparency and reliability, multimedia content of products, keeping only capable sellers on platform, high quality products, small gifts or thank you notes, natural product visuals were mentioned.

Compared to experts' feedbacks; price and personalized shopping experience were not mentioned by shoppers when asked about service excellence.

On the other hand, shoppers mentioned trustworthy website, brand new packaging, environmentally friendly packaging, website functionality, in-stock notifications, transparency and reliability, multimedia product content, keeping only capable sellers on platform, small gifts or thank you notes and natural product visuals; which were not mentioned by experts.

In online consumer experience literature, ease of navigation has been modelled under CROI. However, one shopper interviewee (participant 2) mentioned ease of navigation when asked about retailer expertise, instead of CROI.

4.1.4.1.1 Expert insights. Responsive customer services is also as having a significant impact on customers' satisfaction and repurchase intentions.

"In some cases (customer complaints) our colleagues (from customer services) push the customer a little bit. But instead, they should immediately say to the customer: ok, no problem, let's present our customer with a gift voucher of 15 liras... Sometimes this may cause the customer to be fed up with us. Losing a customer over 10-15 liras is a great loss, I don't think this is a cost we can bear. (Participant 7)

"After sales support is very important. Because, if the retailer is an expert in its field, then it should also know potential pain points. Within the process, should be able to manage objections and complaints successfully." (Participant 12)

Experts stated that having access to competitive prices and ability to compare prices are important determinants for experiential value in online shopping, driving satisfaction, repurchase and WOM outcomes.

“Also, they are given access to the same value with that, through promotions and the media campaigns, they see are replicated in the E-commerce space, convenience space and the big store space.” (Participant 3)

“For sure, experiencing the price advantage is really important. To sum up, if I buy the same pet food offline it costs about 600 TRY, but for the same item the online price can go as low as 500 TRY, even 480 TRY.” (Participant 6)

“(with the impact of the pandemic) we have witnessed a significant share of wallet for e-commerce habit and spending...Secondly, people have started to shop smarter...by using websites such as cimri and akakce to compare prices...by comparing prices, they have started to choose the retailer that offers the cheapest and the best service... The retailers’ added value, with consumers, has been limited to price and service dimensions” (Participant 2)

“You can’t go store by store by car and check which one offers the best prices. Here (in online shopping), you can easily make savings and find the cheapest.” (Participant 1)

“You can buy Coca-Cola from Macrocenter. You can also buy Coca-Cola from Amazon. There is no equity in going and buying from Macrocenter anymore. Because you don’t go anymore, it comes to you. That’s why people are asking for the cheapest and fastest service” (Participant 2)

“E-commerce has probably forced most retailers to make sure they are being competitive on price because in the main it is easy to access alternatives now. So we’ll talk about the likes of discounted not being present, but I think in terms of mainstream, it’s but his expression is probably keeping retailers honest.” (Participant 3)

The ability to transparently view prices and the ease in managing shopping budget enabled by this is also mentioned as an important dimension by the experts.

“When shopping offline at Migros or Carrefour, average shopping spend is usually around 400-600 lira. However, when shopping for groceries online, you can easily bring this down to 230-250 lira level and control your spending. However, then the shopping frequency increases, meaning that you start to order once a week or once every 5 days. But, since you can track your basket value you can proceed in a more controlled manner.” (Participant 1)

“One of the key advantages that shoppers see in shopping online is that it helps them manage their budget. So if you're walking to think about you walking around the store and you're putting your products in your basket. But you're not necessarily adding up the cost of a product that should go along or certainly not doing it accurately. When you do it online, it does it all for you.” (Participant 3)

Shopping online is also reported to enable shoppers to resist impulse buying, which may further help with the shoppers in managing their budget.

“It's much more planned and controlled, so I'm helping manage my overall spend on that basis because I'm not passing a promotional gondola end and saying oh look, there's two for a pound on chocolate.” (Participant 3)

The size of assortment of an e-retailer, given the removed limitations of not having to physically display products in a store, appears to have been successfully integrated as a feature by e-retailers and apparently has become a value dimension expected by shoppers.

“The assortment size or the access to a wide assortment. When you go to a shopping mall, there may be 150 brands, at most. But when you log on to Trendyol, there are 1.000 suppliers...” (Participant 4)

“Being able to see all offers at once is very critical. When I'm shopping online, for example for pet food, let's say there are 10 brands, functionally they are quite similar but with different brands. If you would shop offline, you wouldn't be able to see the prices of all of these 10 brands. An offline store would have maybe 1 or 2 brands and for this reason it is much easier to compare prices when shopping online.” (Participant 6)

The size of the assortment acting as a driver of network effects, acting as a perpetual force in driving more sellers and buyers to the marketplace, and aiding in the growth of a marketplace is also mentioned.

“I would say the most important thing when it comes to success factor of a marketplace is selection. If you wanted a niche marketplace, for example, you are working in the pet care, right? And pets is your category, right? What kind of selection you have across what all categories, right? And when I say selection it is unique items, like unique skus. So first of all, the biggest thing is selection and I'll tell you why is the first thing selection leads to what we say consumers feel very nice to be on that platform.

So for example, you know we have Wayfair and we have Amazon selling furniture. The biggest difference between these two players are but you can find furniture on Amazon, but you can find almost every piece of furniture that is present in that geography, directly or indirectly, on Wayfair...But people the moment furniture would come in someone's head, the maximum selection, the maximum products where I can find its Wayfair... More selection drives more consumers, more consumers drives more sellers.”
(Participant 11)

An additional dimension within assortment size, as part of experiential value in online shopping, appears to be related to the criteria in defining expertise for retailers in the online channel. It is reported that an expert online retailer is expected to have a vast assortment. In this way, assortment size seems to be a factor for both service excellence and economic value (as a sub-dimension of CROI).

“(In describing why Trendyol is perceived as an expert retailer) first of all, the product availability. Because, as the largest marketplace in Turkey, Trendyol has the largest product availability. Trendyol has the largest selection of products.”
(Participant 2)

Additionally, a wide assortment seems to enable e-retailers to become the de facto search engine for internet users. This position for e-retailers seems to be achievable if e-retailers can manage to carry a wide assortment as well as providing accurate product descriptions. This feature appears to be deployed strategically by the major e-retailers in their efforts to become the first stop or the opening page for users, in their efforts to increase market share.

“People around me have really started to use Trendyol as a search bar, they go on Trendyol to search things. For searching, Google is of course number one, YouTube number two but Trendyol is seriously investing in the search side.” (Participant 7)

“Amazon’s objective is, even if people are going to buy a product from a physical retailer, they should first come to Amazon to get information about that product. Amazon website should be so good that the consumers should be sure that they will get the correct product information from my website so that they will check my catalog...so Amazon wants to be used also as a search engine and for people to get used to using

Amazon this way, so that Amazon becomes their first stop. Even if people visit Amazon website, there is still the opportunity to cross-sell.” (Participant 8)

“The seller (on the online marketplace) that has the best price offer and the best ‘item data quality’ wins.” (Participant 8)

“Mostly does her research for shopping online. Yes, because of the pandemic, is currently ordering mostly from online but when she has a chance, she goes to the physical stores and try things on. So the retailers need to move towards a format that combines these two” (Participant 12)

Providing accurate product information and description was mentioned as a significant factor in defining an expert retailer.

“Can the retailer provide the information of the product it’s selling accurately? I think this is important. Besides this, is the communication side strong meaning can emails to the shoppers provide accurate information about the products? When the shopper has questions, can they get answers?” (Participant 9)

Being able to provide complete product information is mentioned as an important factor in building trust and impacting retailer preference.

“When shopping for a kitchen appliance, I may buy the product from Trendyol but I cannot access the product information there. Because I know the definitions in their catalog will not be accurate. I would buy from Amazon even if the price is a bit higher (compared to Trendyol), because I know that if I have an issue with the product as their customer satisfaction means that I can return the products without any questions asked.” (Participant 9)

Product information can be harnessed in a way to both guide the shopping journey and in gamifying the shopping activity itself by enabling shoppers to ‘level-up’ in their hobbies.

“For example, let’s say that the retailer is selling a bicycle seat...the retailer can give the following information: ‘for riding distances above 30 km, you should choose this seat. If you choose this other seat, it’s suitable for everyday use, as you currently ride X kilometres per week.’ By using this information provided, the retailer can motivate the shopper to level up and to attract the shoppers’ curiosity and attention.” (Participant 9)

Providing thematic filters by combining detailed product information and how the product features actually are useful to shoppers is described by an expert as the ultimate tool for unlocking a frictionless shopping experience.

“What we are trying to build is a thematic filter...in some product groups, based on the shoppers’ lifestyle, this can be developed. How would this work?...We think about the features of products which at first sight may not make sense to the shoppers, about how these features would represent in practical use... As an example, in blow driers, power above 2200 watts points to professional use. An average shopper, would search this product as the blow drier that I see in hair salons. By matching these two bits of information, you can filter this in the category page to narrow the selection down to 6 products.

Meeting the promised delivery times and enabling the consumers to track their orders and having a transparent view on the service process is stated by experts as an added value on top of delivering the products in good condition.

“(What influences repurchase intentions) is the experience in the first purchase. Because, what gets the customer to decide to place a second order is related to the post-purchase process of the first order. The delivery of the products, the value for money aspect of the products purchased matching the customer’s expectation or shifting maybe by 5%...The sole thing that gets the customer to shop again is fulfilling the promises made by the retailer. Delivering within the specified timeframe. Receiving products that are the same as in their image on the website, or same as the product information on the website...When the customer sees the product on the website, reads the product descriptions, when it says silk fabric is used, when the customer thinks it will be delivered exactly as described” (Participant 1)

“It is no longer enough to receive the products undamaged, but to also have them delivered quickly. Maybe not quickly per se, but to be delivered in the expected or promised timeframe and preferably to have a promised timeframe which also fits our expectations.” (Participant 2)

“When the e-retailer says to the shopper, your order is late but it is due to this reason and you receive it at this new date, this isn’t perceived as a problem by the shopper. But when the shopper cannot get an answer and thinks that the retailer doesn’t

have this information either, then the shopper thinks how can I trust and shop on this website?” (Participant 9)

Ease of returns and refunds is mentioned by experts as a key aspect of delivering experiential value in online shopping. In addition to being important, this aspect seems to have acted as a key enabler for retailers to convince shoppers to shop online for certain product categories, such as fashion category.

“In Turkey, there is an incredible ease of return provided by e-retailers, this was in large part introduced by Trendyol and Hepsiburada. Now (during the pandemic) they even collect returns from your home”. (Participant 4)

Ease of return and refund combined with attentive customer service appears to result in customer loyalty and WOM, triggering recommendations to other users.

“Right now, Amazon in Turkey is a rising value. In terms of (customer) experience Amazon is number one. I only buy from Amazon now. It’s incredible. I ordered ten books from Amazon, three of them arrived with damaged covers. I reported it, they apologized and asked if I’d like a refund or would like to return the books. I said I didn’t want to do either. They said no, we want to make this up to you. They refunded me for the three books and they didn’t ask me to return the books.” (Participant 7)

Especially in the case of unknown brands or private label, product quality is mentioned as a subject which the shoppers hold the retailer responsible for, instead of the brand or the manufacturer.

“When the shopper is not satisfied with a product, then they see you (the retailer) as the principal responsible. If there is an issue with a delicatessen product that was purchased and the taste isn’t right, even if it’s a problem caused by the manufacturer, the shopper first sees the retailer. For example, the shopper won’t say anything about the Novo brand wheat but will say ‘istegelsin sent me this’. (Participant 1)

Ease of navigation in browsing the website / app also in terms of having user-friendly search capability (with correct product category taxonomy) helps shoppers find the products they are looking for, acting as a key part of a successful customer journey, are mentioned by experts as part of economic value offered by e-retailers. Experts mentioned not having a successful taxonomy of products may lead to low conversion

rates from the shopper visits, due to frustration of shoppers not being able to find what they are looking for.

“The category tree (taxonomy) is very important for the experience, as well as the navigability of the website. Category tree is a part of ease of navigation anyway. ” (Participant 7)

“Clearly, the ease of access to the product range, to the website in the first place and the ease of navigation is going to be key...about the experience, as soon as you're on the site, what I need is something that makes it easy for me to find what I'm looking for. So if you're not winning me in that first 30 seconds, especially with a new website, I'm gone.” (Participant 3)

“In terms of the usability of the app, I like the Trendyol app. When you enter a product's page, there is no 'back' button. When you swipe up, the product is automatically minimized and I go back to the main page. The movements within the app are very nice. The customer experience and app experience is really very high. It's like you are actually surfing between stores and products.” (Participant 1)

“A digital shelf for us is about the right taxonomy. The right imagery. The right product title. The right product descriptions. Making sure we're represented in the right categories...” (Participant 3)

“For me, (convenience) is about the ease of the interface. Are the interfaces that the shopper is using clear and easy to understand, how brief and relevant are the interfaces?” (Participant 9)

The experts confirmed that ratings and reviews enable consumers to more correctly assess product information and product quality, as reported in the literature.

“If you've got a critical scale of reviews, I've got a lot of them and actually kind of almost mitigates that risk. That is false information.” (Participant 3)

“When I enter a product's page on N11 or on Trendyol, firstly I check the negative comments. Because positive reviews can be purchased but negative reviews are genuinely about a customer's experience.” (Participant 1)

In terms of demonstrating expertise on the part of the retailer, recognizing customers (personalized communication) is also mentioned as an important factor, which is not mentioned in the experiential value literature.

“Some e-retailers, (when receiving a call from the customer) do not even know who is calling. I mean, even when my phone number listed in the order details and the number I’m calling from are the same, they do not recognize this. I think this is a big problem. It is crucial to recognize when a customer is calling.” (Participant 7)

Making appropriate product recommendations based on shoppers’ needs and making appropriate complementary product recommendations to shoppers’ were mentioned by experts, as important capabilities for e-retailers.

“First of all, Having a high site visitor traffic but having low conversion...for example, our starting point was, why can’t we make accurate product recommendations? In addition to that, I can’t find the product I’m looking for, I can’t find it in its correct category, I can’t find it at the right price, I can’t compare it with other products. The problems continued on this core aspects of e-commerce.” (Participant 9)

“But which product can be used with which other product?... Let me give another example...The screen size of iPhone 7 is 5 inches. On the left hand side of the screen, where the screen protector options appear, if we (the e-retailer) place a spec for screen size and if all sellers complete this information, on the size of the screen protector. Then, when we ask what is the appropriate screen protector size? We can use the answer as 5 inches for the appropriately sized screen protector as a recommendation. This way, it becomes easier to make complementary product recommendations.” (Participant 9)

Experts also mentioned the importance of realistic reviews and rating scores having a better chance of building trust for shoppers.

“When shoppers between ages of 24-36 are evaluating a product, let’s say one product has 98 five-star reviews and the other one has 20 reviews with an average of four stars. There was a study which found that the second product, with an average of four-star reviews, was favoured. Because people can have the question, 100 people reviewed this product with 5 stars, is there nothing wrong with this product? How can that be? The platforms that can offer reviews showing both the good and bad about products, without censoring or filtering users’ reviews can gain the shoppers’ trust, they should focus on this.” (Participant 9)

Demonstrated expertise in certain categories seems to enable retailers to build an ecosystem of vendors, who are able to offer a wide assortment in their category, unlocking the building of a shopper community favouring the given retailer.

“Actually, I know that hepsiburada has a wide variety in certain product categories. But on gittigidiyor, I know that their vendors offer, items ranging from the smallest music equipment to the niche items that no one would think of.” (Participant 9)

4.1.4.1.2 Consumer insights. Ease of returns and refunds are reported as one of the key aspects of excellent service in online shopping, as being unable to physically inspect the product before purchase and ensuring the ordered product is delivered in good condition appear as the most different aspects compared to shopping off-line.

“It’s important to be able to return without having to pay for shipping. I’m careful about this, I mean when I’m shopping online I check the comments from other users or contact the seller to see if there are any issues with changing products if there’s a problem and also if the return shipping is free.” (Participant 1)

“Let me give an example for this to make it clear. Recently, I purchased an electronic product. The charging device of the product I bought was delivered to me in used condition. I called up the customer services and told them that the charging device was delivered in used condition; torn, taped up, changed in colour. Very badly used. A device wouldn’t deteriorate so much when you use it at home. As a result, a problematic product was sent to me. The website responded by saying that the seller would like to review the product. I told them that there is nothing to review. I expected them to tell me that ok, we accept the problem, we are sorry and here’s a gift voucher and let’s close this issue...For example, because of this incident I no longer shop from that website” (Participant 5)

“Excellent service, I think that begins in the case of a return. For example, I experienced one of the things I don’t like, when I bought a phone case, but I received another one...This bothered me and I wanted to return the phone case. The website insisted on giving me store credit...I didn’t think that was nice, maybe I didn’t want to shop from them anymore.” (Participant 9)

“When something (bought from online) doesn’t fit, now only you know. You’ve asked for size 40, but it doesn’t fit. When shopping from a store everyone would know. If

you want to return what you bought, you can return everything. Returning is also made easy. When you decide to return, you enter with a code to the shipper company.”
(Participant 12)

A responsive customer service, to which shoppers can conveniently reach or access (access convenience), is also reported as an important aspect of excellent service in online shopping. This is another aspect of online shopping where there is an easily discernible difference from offline shopping, as shoppers are used to interacting with a sales representative and can easily ask questions when they are physically shopping in a store. Having a responsive customer service is also reported as an indicator of a retailer being an expert in their field.

“What’s important for me is that the website or the seller’s representative to respond quickly to my questions and to explain their answers to my questions in a detailed way.” (Participant 1)

“Websites have these questions and answers sections. I check to see who has used this product before. From that questions and answers section, when I mention that I used a product with a particular feature before and if this product has the same feature, I was able to get answers quickly.” (Participant 3)

“When there is a problem I should be able to reach live support 7/24.”
(Participant 8)

“I mentioned the call centre, it’s important for me that it’s easily reachable, having someone to help you. You know, they have live chat function. I use it a lot with banks, because sometimes you don’t want to make a phone call.” (Participant 13)

When asked about excellent service and retailer’s expertise in online shopping, product packaging that appears to have high quality and unopened packaging (indicating that the product was not previously used) is mentioned by shoppers. Some shoppers also mentioned environmentally responsible packaging (packaging from recycled materials and without excessive amount of packaging) when asked about excellent service and retailer’s expertise in online shopping.

“They had packaged it...which showed that they are experts in what they do, for example they had shipped the screen card packaged in a separate box. They packed it

separately because it's a sensitive and expensive equipment...which I enjoyed seeing."
(Participant 2)

"Their packaging is also very nice. They pack with those bubble wrap and then in a box and then in the shipper's bag. There is a packaging standard followed in each order. This allows me to know how I will receive each package." (Participant 3)

"For example, recently I started to make my fresh produce shopping online. I enjoyed the online shopping experience because each time the products arrived with the same quality, the same type of packaging and shipper quality." (Participant 5)

"The order arrived early, but it was very badly packaged. The box was crushed. Maybe this is the shipper's fault or the sellers, that it was so badly packaged. I told about this experience to a few of my friends. It became a running joke among us where we made light of the shipper and the seller, it was bad publicity for that company."
(Participant 6)

"It can be about the shipping packages...both about the quality of the packaging and also...Recently, we had an experience in which we ordered noodles...the noodles themselves were packed in a very small box, but it arrived in a big outer box. They even wrapped the cokes in menus. There was a lot of paper wasted. For such a small pack of noodles they used such a big outer box...I'm careful about such things, about the environment." (Participant 8)

"Receiving a nicely wrapped package, for example, buying from Pandora, I enjoyed for that reason...Because it's very nice to open their packages, very diligently prepared, I enjoy opening packages...Pandora's packages, with books stacked on top of each other nicely, I enjoy opening it." (Participant 19)

When asked about excellent service and retailer's expertise in online shopping, receiving products in good condition was also mentioned by shoppers, in addition to well-packaged orders.

"I think it would be an excellent purchase, of course the product should be in good condition." (Participant 2)

"Besides that, full delivery of ordered products, making up for missing products in the order if there are any. Also, I should mention receiving products in good condition."
(Participant 12)

When asked about excellent service in online shopping and retailer's expertise, shoppers also mentioned website functionality, which is covered under ease of navigation dimension in the model. Within the subject of website functionality, shoppers refer to the website functioning smoothly (without glitches or delays) and confirmation emails arriving in a timely manner.

"When it comes to excellent service, it (the website) should run smoothly, should send confirmation emails quickly when I'm finished shopping." (Participant 2)

"Some websites do not work properly. For example, I encounter this problem in some bus and airline company websites, when I'm buying a ticket online. Especially, with Metro, the bus company. Likewise, Pegasus gave me a difficult time, more than once." (Participant 6)

When referring to ease of navigation, shoppers referred to being able to easily find the products being searched, search and filter functions working well and product grouping (taxonomy) made accurately.

"For example, I like itopya website a lot, I also bought my PC off of this website. In that website, everything is where it's supposed to be. You can find anything that you're looking for within the website. If you wish to buy a gaming PC, you can access easily; If you are looking for a business PC, you can also find that easily." (Participant 2)

"As I said, it's the speed of it, after I log on, I filter and find the product that matches my need completely. And I complete my shopping." (Participant 3)

"For example, Zara updated their website and if they used to have 2 pictures per product now they have 3 or 4. Also, they used to have just an overall dress section, now they have split it as mini dresses, midi dresses. So, they are now guiding the shopper more. It makes one feel that the seller is an expert, being able to get this sort of help." (Participant 8)

"I once bought something off dolap, I looked for swimsuits. Afterwards, since it was obvious that I was looking for swimsuits, the app started showing me swimsuits on the opening page. From that point, once I search something if the app is showing me relevant things, even if I didn't buy it, that's a nice thing for me." (Participant 13)

When asked about excellent service in online shopping and retailer's expertise, Order tracking was also mentioned by shoppers as an important factor. Order tracking refers to the ability of shoppers of being able to reach information on the delivery status and date of their order.

"When it comes to excellent service...once your order is placed, if the website informs you that they shipped your order." (Participant 2)

"They said they were sending someone to pick-up the product I would return. The courier came all the way to my door, a well-dressed person. After the pick-up, I started receiving emails right away, saying that your product has been returned. This way, you don't have to track your credit card or make calls to inquire. If it works like this in the shopping process, then it is an excellent service." (Participant 20)

Some shoppers report fast delivery as part of their description of excellent service in online shopping.

"One of the important experience aspects for me is that the orders are shipped out on the day the order is placed. For example, some websites place a note, let's say today is the 26th and the delivery and that the delivery is said to be on the 4th, which is 8 days away." (Participant 1)

"And their delivery is very quick, for me the delivery being quick is excellence." (Participant 3)

"In terms of fast delivery, I think I received delivery of my order in 2-3 days. I wasn't expecting it for another day." (Participant 6)

"Speed, first of all, being able to reach the product quickly and not having any problems in the return process. For this reason, I prefer to shop at Trendyol even if I'm paying a bit more, because their return process is so easy." (Participant 22)

When asked about excellent service in online shopping and retailer's expertise, the importance of accurate product information was mentioned by shoppers. Accurate product information was mentioned in reference to both useful and detailed product information by shoppers, as it aids in setting realistic expectations for the product that will be delivered, which includes purchase conditions such as pricing.

"(The retailer) should know about the product really well, but should also know about the product variants too. I mean, not just the product they are selling but should

be experienced in other products as well. (The retailer) should also compare the product with others, saying it has this feature and that positives, but leaving you to make up your own mind transparently and in a reliable way.” (Participant 3)

“For example, even butter is now being sold online, Trendyol ships the product, (the retailer should communicate) these are the storage conditions of this product, these are the properties of this product. I believe that the shopper can be informed in a more correct way without spoiling the experience. Sharing information on the ingredients of the product, return conditions...” (Participant 7)

“Some start-ups who want to grow their brand do this but websites such as Trendyol seem very mass-oriented and monotonous to me. Just pack and ship, very disconnected, almost like the website is saying ‘if you don’t like it, then don’t buy it’. If you want to explore and learn more about the product, do it someplace else.” (Participant 8)

“The flexibility and useful information in introducing the product, I think that is excellent service.” (Participant 10)

“Describing the product well, both visually and with text, being able to compare prices” (Participant 17)

“It may be about providing product information in full. I mean, the contents of the clothes such as the fabric information, if it has been made from recycled materials etc. for the information to be listed exhaustively in this way, that may be included in excellent service.” (Participant 18)

When asked about excellent service in online shopping and retailer’s expertise, transparency and reliability, including about payment safety, was mentioned by shoppers.

“For me in excellent service, first of all, for it to be a trustworthy website to share my credit card details, is important for me.” (Participant 1)

“The website should have experience in products not only in its assortment, but about other products as well. (The retailer) should be able to compare products for me. Look, there’s these features and positives for this product, you should make up your own mind. In a very open, transparent and reliable way.” (Participant 3)

When asked about excellent service in online shopping and retailer's expertise, small gifts and thank you notes as well as use of natural (realistic) product visuals were mentioned.

"For example, the retailer may send a tester size cream, that may be nice. I mean, because I'm thinking about what could be excellent, if they sent a small gift. Or even if not a gift but a handwritten note, which is done by more boutique enterprises." (Participant 8)

When asked about excellent service in online shopping and retailer's expertise, for the retailer to carry products with an acceptable level of quality and to offer products only if they are in stock.

"It's important that the retailer lists only products that are in stock. I shouldn't wait for re-stocking after I order." (Participant 5)

"In online shopping, it's about fast delivery, quality products and reasonable prices." (Participant 11)

4.1.4.2 Customer return on investment (CROI). When experts were asked about convenience in online shopping; time convenience, accurate product information, ease of returns and refunds, ease of navigation, speed of website and delivery, responsive customer service, searchability and comparability of products were mentioned.

When shoppers were asked about convenience in online shopping; ease of use, fewer clicks / speed to check out, well-functioning website, compatibility across multiple devices, feeling safe when shopping, ease of returns, ease of search and comparability, accurate product information, wide assortment, fast delivery, responsiveness, high quality visuals, being recommended relevant and good quality products were mentioned. Accurate product information, ease of use, ease of returns, ease of search were already covered under excellent service in the above section.

The answers given by industry experts and shoppers aligned with each other, in terms of their answers given to convenience in online shopping.

Accurate product information, ease of returns and refunds, ease of navigation, responsive customer service and searchability and comparability were also mentioned by experts in response to question on retailer expertise (service excellence).

When experts were asked about value for money in online shopping; receiving personalized service, accurate product information, selection (ability to access alternatives easily), ease of price comparison (comparability), full delivery of orders (including receiving the correct product) and convenience were mentioned.

When shoppers were asked about value for money in online shopping; receiving product with promised / expected quality level, representative product images, access convenience to customer service, accurate product information and price comparability were mentioned.

The answers given by industry experts and shoppers aligned with each other, in terms of their answers given to value for money in online shopping. However, it is worth pointing out that personalized service and responsive customer service can be used interchangeably by interviewees.

Accurate product information, searchability and comparability were also mentioned by experts in response to questions on retailer expertise (service excellence) and convenience (efficiency).

These findings are supportive of the literature on experiential value in online shopping, except for accurate product information and personalized service, which are not included in experiential value framework but has been included in other studies on online shopping (Khan et al, 2015, p. 296; Rose et al, 2012, p. 310).

When asked further about convenience; logistics, searchability and comparability were mentioned by experts. Convenience was also mentioned to be related to be able to use the platform as a search engine for discovery of new products.

Product quality, which is reported in literature as part of economic value of online retailers, has not been attributed as an aspect of online retailers' economic value by the interviewed experts. Product quality dimension seems to be attributed to the brand owner, not the e-retailer. However, this seems to change in the case of private label products of online retailers, which seem to be increasing in size and variety as online retailers develop an understanding of their consumers' needs and wants. Similar to offline channels, detailed information on consumer behaviour, which is critical for development of successful private label products, seems to be available to retailers only until they choose to share it with brands.

4.1.4.2.1 *Expert insights.* Convenience was mentioned in relation to providing delivery, access to ease search and comparison of products and prices, which appears to be enabled by the use of the online retailer's website as a search engine.

"Logistics, searchability, comparability. Convenience is also identifying what I don't know. Knowing what I don't know. So, in UK, around 70 to 76% of organic search about the product starts from Amazon. So random questions like is there a glass which is there something which is made up of this or that equals a search and try to buy so convenience from logistics', searchability, comparability identification? Being able to finding as well which product is what" (Participant 11)

In addition to the importance of receiving orders unharmed and in full, the customers also expect to be informed of any changes (e.g. missing items) from their orders, this seems to set their expectations and appears to have a potential impact on their ultimate satisfaction with the experience. When their experience is managed in this way by the retailer, shoppers also report feeling they get good value for their money.

"Receiving all of the items in my order in full, really. And if there will be missing items, being notified beforehand that those items will be missing. I think that any (shopping experience), which wouldn't require me to take any additional action after placing my order, provides value for money. I shouldn't have to ask when my products will be delivered. I shouldn't have to ask why is my invoice missing. I think, the e-retailers that enable me to have a minimum number of interactions are the best ones." (Participant 7)

Convenience in terms of having products delivered to your door and the accompanying time convenience, both in terms of delivery speed and the ability to save time on traveling to the store, have also been mentioned as part of the value dimensions.

"When you look at the examples abroad, these online marketplaces came about to be able to offer convenience, without needing additional discounts." (Participant 1)

"If you direct the consumer to buy a well-known brand of diapers such as Prima on your website, the two things that first become visible to the consumer are price and convenience." (Participant 1)

"Getir has made a very good entry. They've carried that old-school practice of ordering two loaves of bread and a bottle of milk from the neighbourhood store and the

shop owner's apprentice bringing it to your door, to the online realm. They have found a way to meet shopping needs instantly, just like sending my son to the corner store and telling him to buy something for himself with the two liras of change, by paying that commission fee to the delivery person and maybe a 15% price difference on top of normal prices. I feel that they have addressed that market gap very nicely.” (Participant 1)

“But the reason people are choosing online is that you can act according to your own time. Meaning that, you can configure the time aspect.” (Participant 1)

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4.1.4.2.2 Consumer insights. When shoppers were asked about convenience in online shopping; ease of navigation (ease of use, ease of search and comparability, fewer clicks / speed to check out, well-functioning website, compatibility across multiple devices), feeling safe when shopping, ease of returns, accurate product information, wide assortment, fast delivery, responsiveness, high quality visuals, being recommended relevant and good quality products were mentioned by shoppers.

When shoppers were asked about convenience in online shopping; ease of use, ease of search and fewer clicks / speed to check out were mentioned, which are covered in the model as part of ease of navigation.

“It’s about the ease of use of the website, when I log on, selecting the size easily, click, click. Shopping quickly in this way...because I research beforehand, as soon as I’m on the website, how should I put it?” (Participant 1)

“When talking about convenience, if I start shopping now I can buy a pair of shoes in 5 minutes and a pair of trousers. This is what comes to my mind when talking about convenience.” (Participant 6)

“When talking about convenience, for sure being able to find something by writing its name, easy descriptions. Being able to reach the product, without having to browse the website, being able to find by writing.” (Participant 9)

“The search function of the website, which I just mentioned, is important for the website itself to be able to write easily and not to freeze.” (Participant 13)

“Convenience, I think the keywords to be properly assigned is convenience. This is the thing that I notice most, that is helpful for me the most.” (Participant 18)

When shoppers were asked about convenience in online shopping; compatibility across multiple devices was mentioned.

“I think this is convenience, when I can shop easily on my mobile phone’s browser, without having to download the app. I think this is the biggest differentiator. Let’s say I want to buy something, I may not want to download the retailer’s app.” (Participant 2)

“You can check any product from any retailer. From your mobile phone or by using your computer. On the one hand, one can go to a shopping mall and visit 10 stores, but I can check 10 stores on my phone in 20 minutes.” (Participant 6)

When shoppers were asked about convenience in online shopping; feeling safe when shopping was mentioned.

“I shop in a more secure way (if the retailer has its own app). Instagram is easier, I trust Trendyol as a company, but we actually do not know the sellers on Trendyol.” (Participant 3)

Accurate product information, ease of use, ease of returns, ease of search and well-functioning website were already covered under excellent service in the above section.

When shoppers were asked about value for money in online shopping; receiving product with promised / expected quality level, representative product images, access convenience to customer service, accurate product information and price comparability were mentioned. These factors were covered under service excellence above.

When shoppers were asked about value for money in online shopping; receiving product with promised / expected quality level and representative product images were mentioned.

“Receiving the product as it was listed on the retailer’s website is probably the first thing for me.” (Participant 2)

“If the product isn’t delivered to me after it has spoiled...if it is delivered in a very similar way to how it was shown on the website, if I’m not being cheated basically, this is ok for me.” (Participant 7)

“Some people post on social media things that they bought, from Trendyol etc, when I buy the same items and they turn out to be the same product, then I’m satisfied. Then, I say this deserved the amount I paid.” (Participant 8)

“For example, if the product isn’t ruined or broken after a short while, for example, some t-shirts get deformed after some use. When something like this doesn’t happen, you think that it’s good value for money.” (Participant 9)

When shoppers were asked about value for money in online shopping; time saving and price comparability were mentioned.

Access convenience to customer service was already covered under excellent service in online shopping.

4.1.4.3 Functional educational (learning) value. When experts were asked about the role of functional educational value in online shopping; funnelling the shopper journey (guiding the shopper) and helping shoppers learn about new product use areas were mentioned. Among these findings, enhancing shoppers’ knowledge about products and usage areas, has been mentioned in the literature on customer learning value construct within co-creation experiences literature.

When shoppers were asked about the role of functional educational value in online shopping; they answered saying that their research, or learning in other words, is complete before they log on to the website to begin their purchase. As a result, they state

that they don't see any role for the retailer to inform them of new products or their use areas, when asked directly. However, when asked indirectly, several shoppers reported the benefits of having detailed product pages, even including YouTube review videos which show how to use products. Several respondents also mentioned being drawn to start new hobbies after being prompted to buy recommended products by e-retailers.

Opportunities presented by online channel for up-selling and premiumization were mentioned by using the unique ability of online to offer more detailed information.

Similar to the answers provided to convenience in online shopping, learning in shopping yielded the same answer in terms of being able to find out or discover about new products and consumption styles. Searchability and comparability element in online is mentioned as key in this respect.

Informativeness and information accuracy mentioned as key influencers of satisfaction and key for reducing returned products (Participant 11).

4.1.4.3.1 Expert insights. Informing shoppers by funnelling the shopper journey, in terms of guiding the shopper to have an easier and quicker journey in helping them find what they are looking for is mentioned by the experts. Accurate and useful product information is mentioned as a key feature.

"Someone who doesn't know how to cook may have trouble shopping online, if they don't know whether they should get minced meat with 5% or 10% fat to make meatballs...the customer can research this separately but they would lose time in doing so. Instead of assuming that the shopper knows how to use a product, informing the customer just as much as they would need to be able to reach what they're looking for...I'm mentioning this because of the shopper complaints we are receiving. For example, if you boil a steak, it shrinks. Because the product was cooked in the wrong way, we received a comment saying that it didn't taste well...So guiding the shopper assuming that they may not know." (Participant 1)

"I think for certain shopper targets there is there is the opportunity to engage and there is an opportunity to win, get to educate, inform and importantly offer may be creative ideas. So if you're grocer, offer me inspiration for Meals for tonight or meals for the week. But that's fair back to what I said earlier. This is where the omnichannel

piece comes into play. Because if you're waiting until people shot in online to do that, it's too late. (Participant 3)

“The shopper likes to be understood, wants the retailer to anticipate what they need, to be presented with personalized deals. Even if there are no deals, if the website is selling a 600 USD cream, then they are convinced why they need to buy that 600 USD cream.” (Participant 1)

“that if a consumer is about to return this product back to Amazon, did his decision of returning this product started when he received the product? No, not really. Actually, the returns start very much when he was trying to find a product and he saw a product which had inaccurate information. So that the return happens pretty much at the time of discovery rather than when it gets delivered.” (Participant 11)

“Am I giving the consumer of the shopper of this category every little bit of information that he or she may require to make the purchase” (Participant 11)

“But even in in some specific categories you might have to do it in a really smart manner. For example, I used to work with a lot of power tool brands like Bosch. They would do drills right for our drill can be there DIY range or a drill can be their professional range. In a professional range the content, the technical aspects that I have to tell as brilliant basics is substantially different then about a drill, which is for a DIY consumer. A professional consumer would like to see what the torque value is, what the compatibility of drill bits and number of things, right? For a DIY customer information is can I use it on cardboard? Can I use it on concrete? ...How do you do the brilliant basics correctly? By working backwards from your consumer. And by fulfilling his or her information needs. So that you are giving everything before the purchase.” (Participant 11) –

Discoveries made in online browsing and the resulting purchases are mentioned as a source of pleasure for the shoppers.

“I find that ‘smart’ shopping important for them. I discovered; I got it. Then shares her discovery (on social media). Inherently saying, ‘look, only I found it, see I discovered this’” (Participant 12)

Enabling purchases to be made from new categories by being informative and making it easier for shoppers to take up new hobbies or shop from new categories is mentioned as an important feature by experts.

“The e-retailer can recommend purchases for special occasions, such as Mother’s Day, remind you that tomorrow is Mother’s Day. Not regarding the trends but based on what the societal agenda is.” (Participant 6)

Opportunities for up-selling and premiumization and making it easier for consumers to make their first purchases from new categories.

“You don’t know what you don’t know, right? And that problem is solved in online space, solved widely by that. If I’m in the market to buy breakfast cereals, I don’t even know that there is a Kellogg’s low sugar calorie conscious product on the market, right? It is so hard to go in a brick and mortar and ask someone until you can. I love Kellogg’s but is there a sugar free version of that? Well, you don’t even know whether that is a valid question? Can you have a shop sugar free cereal or not? You don’t know what you don’t know. Yes, that is done quite easily on online platform through E retail media through a lot of channelized media activations.” (Participant 11)

“Online channel does premiumization well, I think online is good at upselling, because it is a content friendly medium...to explain the procedure, to explain the supply chain, why something is sustainable, why this one is fair trade? There are a lot of tools to explain to the shopper why a product is special” (Participant 10)

“What does it (online) provide for the shopper? It enables the shopper to buy things they didn’t purchase before. As an example, let’s say I never purchased a toothbrush before. Of course, I would have a difficult time in front of that (physical store) shelf. In the same vein, if I never had vegan food before, it may be difficult to select a vegan product at a physical store but it may be easier to select a vegan product in online (channel).” (Participant 10)

Experts stated use of chatbots or live chat function to guide the shopper would enable the shopper to fulfil shopping goals online, in a way to replace interactions with sales people in offline shopping.

“When shopping for consumer electronics, there is a sales representative when you go to a store. How informed that representative is and how quickly they can answer

your questions...A webchat feature can be integrated, to ask the consumer how they can help after a certain period of time. Obviously, the shopper is looking for something” (Participant 1)

4.1.4.3.2 Consumer insights. A shopper interviewee reported that they liked researching the products that they plan to buy and for this reason, they prefer to shop online as they can access more information and details about products.

Before the pandemic, I enjoyed making visits to stores to shop. When the pandemic started, of course I started to do more of my shopping online. Now that the pandemic restrictions have been lifted, I still continue to shop online. I enjoy researching, that’s why I prefer to shop online. (Participant 1)

When asked about educational value, shoppers mentioned being shown new products or hobbies that they may start.

“I wasn’t really into handicrafts. I was searching for something about my son’s homework. I was shown the makrome kits. I started looking into what they were and watched some YouTube videos, then I placed an order for the kit.” (Participant 12)

4.1.4.4 Personalization. When experts were asked about the role of personalization in online shopping; importance of relevant content (products and offers) for the shopper’s interests, sending reminders based on past purchases and enabling the shopper to feel that the page is a personalized area were mentioned. These findings are supportive of the literature on personalization / customization construct within online shopping experience literature. However, this construct has not previously been studied within the framework of experiential value in online shopping.

The experts also stated the importance of timing of personalized messaging to be made before shopping session starts to achieve more successful results. The joint role of personalized messaging and educating customers by informing them about product, their usage areas and new trends were also mentioned. Also an added dimension, stated by the experts is addressing the fear of missing out in shoppers, by the retailers, by combining personalized messaging and informativeness. This joint aspect of personalization and educational value has not previously been visited in the context of experiential value in online shopping.

When shoppers were asked about the role of personalization in online shopping; personalized discounts, personalized landing page, reminders to top up for regularly purchased items, recommendations for new products based on past purchases, access to sales personnel (live chat / video chat), enabling the shopper to customize page layout, in-stock notifications were mentioned.

In their answers to personalization, shoppers again used aspects of responsive customer service and personalization interchangeably.

4.1.4.4.1 Expert insights. Experts report that they target to make their offers as relevant to the individual shopper as possible. This is based on the experts' experience that the shopper does not feel recognized as an individual customer by the retailer, which may potentially lower chances of repurchasing from future offers by the same retailer.

"We try to avoid mass communications. For example, just as it doesn't make sense to promote baby diapers to a shopper who we know doesn't have a baby, when there is a discount on baby diapers...it is better to promote to shoppers with a higher propensity score...When you make offers to a shopper with unrelated content for three times, then the shopper begins to feel not recognized, a perception of non-personalized service occurs." (Participant 1)

"The more relevant you can make those messages to the individual, the greater the chance of conversion... Coming from nothing to personalise in promotions and offers all the way through to actually starting to personalise ranging as well." (Participant 3)

"Once you kind of sign up for a baby club as part of a retailer, they'll kind of start soon, to show you products or information by having worked out when you first joined. So, three years down the line when you realise actually yeah, they have the algorithms already working out that you got a toddler and they're going to start sending you different information around children and child and childcare products at that stage." (Participant 3)

Experts also mention the importance of sending reminders to shoppers based on their past purchases.

"Being reminded to re-order the products that I had purchased. Remember you had bought this cream 6 months ago? Once opened, that cream expires in 6 months, you need to buy a new one...or if you had bought rice, isn't it time to buy rice again? Could

you be running out? For these repetitive products these are all personalized approaches.” (Participant 1)

“Let’s say you bought a phone from us 2 years ago. We know that people usually buy a new phone every two years. Just when that period begins to expire, by sending a push notification to you and asking: is it time to buy a new phone? This type of personalized offers, based on your past purchases are different...It is more effective to say, hey we have a 150 lira discount for you on phones, instead of saying there is a 10% off on all Samsung phones.” (Participant 2)

“If we are targeting the recurring lifetime as 45 days for the next order, then sending out reminders 45 days later and saying that we have new products that you may like.” (Participant 4)

Experts also mentioned the importance of enabling the shoppers to feel like they are shopping on a page prepared specially for them.

“When I enter the website, the page should be personalized for me, in a way to attract my interest. When I log on to N11, I shouldn’t be presented with Tergan brand men’s slippers. The carousel banners need to show variation. There the banner – relationship database link need to be made.” (Participant 1)

“Most retailers offer this kind of favourites, so overtime the more you order products, this kind of favourite section of your account develops and then you just go back and select through typical things, you build your base shop, which will probably be milk, bread. Salad, etcetera.” (Participant 3)

Experts report that, making personalized communications before the shopping session starts is important for satisfaction. Experts further state that, personalized messaging efforts by the retailer, after the shopping session has started, becomes distracting and frustrating for the shopper. This is based on the experts’ view that once the online shopping session starts, then the objective of the shopper becomes finding a certain product rather than searching. For this reason, personalization is seen as an effective and helpful way to communicate with the customer before the shopping session begins, not after.

“It may steal from the browsing time. Let’s say I entered the hepsiburada website. When I’m presented with further information about coffee, that may be stealing from the time that I would spend on purchasing an additional item.” (Participant 6)

“So that that is where you connecting the dots between all the different areas were also different touchpoints, by offering inspiration, making people find their inspiration. Again, if you wait till you on the platform is probably just too late.” (Participant 3)

“A lot of that was about making sure you’re targeting the right people. I think. But if you’re waiting until they’re in that mode of shopping then you’re doing it too late...They were kind of really simple two promotions about much more tailored ...”. (Participant 3)

The communications made to the shopper prior to the shopping session is also seen by experts to carry more opportunities to inform and educate the shopper on new products, usage areas and trends.

“The education piece has been has to come before that. Yes, I might be attracted a bit if I so choose, but when I’m in shopping mode, I want to get it done and dusted pretty quickly. What retailers will have to do is find other platforms. Whether or not that is through their social media activity, we’re still talking of digital space to try and build awareness about. Then I think they have the permission to do that in those spaces. But I don’t think they have permission to force feed that into people when they’re actually doing their shopping experience, because by then I’ve got other motivations for being there at that time. (Participant 3)

“Beyond informing, I think e-retailers are driving many trends. Especially Trendyol...starting its own fashion brand...is in a determinative position, rather than informing shoppers. In their journey which started with informing people to grow their base, they are now driving the conversation with their own designs...That’s why I think Trendyol has the power to determine, naturally, people are now trying to get news from Trendyol.” (Participant 7)

Experts mentioned another point at the intersection of personalization and informing shoppers, as addressing the fear of missing out by the retailers. Experts also

stated that, informing shoppers about new trends, as a means to also address the fear of missing out may increase shopping conversion rates.

“It may be interesting to give a general information to the shopper such as, this summer these slippers are selling so and so. It may be interesting to give this type of information. Of course, based on personalized interests. Not in the way of giving everyone, every bit of information. Sometimes, we learn about certain seasons from commerce. For example, I realize that Ramadan has arrived when I see Coca Cola ads.” (Participant 6)

4.1.4.4.2 Consumer insights. When shoppers were asked about the role of personalization in online shopping; personalized discounts, personalized landing page, reminders to top up for regularly purchased items, recommendations for new products based on past purchases, personalized sales support, enabling the shopper to customize page layout were mentioned.

When shoppers were asked about the role of personalization in online shopping; personalized discounts was mentioned.

“When I receive a SMS on my phone, saying that I have a personalized discount from a retailer that is valid only for today, it is appealing for me. Especially, if I was already planning to shop”. (Participant 1)

“I order tobacco every month online. For one month I didn’t order any. I would be happy if they had contacted me and said, ‘we noticed that you didn’t place an order last month, we can send you one of your favourites right away’ or something to that effect.” (Participant 2)

“For example, if the e-retailer notified me when the vitamins I buy regularly are on sale. Some e-retailers do so.” (Participant 3)

“I browse through electronic products a lot, phones, TVs, audio systems. If the e-retailer would let me know when there is a sale on electronic products. They could send me an email or show me that there is a sale when I log on.” (Participant 4)

When shoppers were asked about the role of personalization in online shopping; reminders to top up for regularly purchased items was mentioned.

“If something like the following is done, it would be extremely personalized. For example, let’s say I bought a perfume from an e-retailer today, let’s also say that that perfume is close to finishing 2 months from today.” (Participant 6)

When shoppers were asked about the role of personalization in online shopping; recommendations for new products based on past purchases was mentioned.

“Based on my past purchases the e-retailer should be able to present me with recommendations. I mean, when discounts, new features or new news about the products I’ve purchased in the past are available, they should inform me.” (Participant 5)

“I would expect (the e-retailer) to analyse what I’ve purchased before and to make some recommendations for me. For example, every month they could check each user’s shopping frequency and what they buy more, what sort of shopping they do and based on that the e-retailer could send some notifications with recommendations for new products.” (Participant 8)

“Since you looked at this product, you may also like these, for this feature to work properly. When I log in on Amazon, for me to be shown specialized pages and products for me.” (Participant 19)

“When talking about personalization, the app should show me a product that I didn’t look for. It should anticipate that I may need it. If I search for something I need from the search bar, I will find it anyway. The app should show me such a thing that it should place it in my mind.” (Participant 20)

When shoppers were asked about the role of personalization in online shopping; personalized sales support was mentioned.

“May be there could be a chance to consult, but from a real person, with an expert about the product, because sometimes it can be a pharmaceutical product. Maybe I could want to have a video call with that pharmacist.” (Participant 3)

4.1.4.5 Playfulness. When experts were asked about escapism in online shopping; browsing and shopping to clear one’s mind and feeling like belonging in a community were mentioned.

When experts were asked about enjoyment; ease of experience (frictionless shopping, taking choice out to offer efficiency, quick loading website), browsing (windowshopping) enjoyment, being able to access comprehensive product information

quickly, explanatory and realistic visuals, easy to use and pleasant looking website, ease of return, order tracking and chance to join a community was mentioned. These findings on enjoyment were already mentioned and covered under answers to other dimensions in the model.

When shoppers were asked about enjoyment; loyalty discounts, being able to find lower prices than expected, speed to check-out, well-functioning website (ease of search, ease of payment), fast delivery, enjoyable browsing experience, accurate product information were mentioned.

Well-functioning website, fast delivery and accurate product information were mentioned also under service excellence and customer return on investment and covered above in those segments.

Under escapism, online shopping enabling convenient access to escapism, which has not been mentioned in experiential value literature previously.

One expert also mentioned the connection between escapism and becoming a brand advocate for a retailer, in which the retailer begins to feel as part of a community.

Shoppers were not asked about escapism in online shopping directly, after consultation with thesis advisor, for the reason that they wouldn't be able to distinguish or identify this concept. In any case, several shopper interviewees mentioned shopping to clear one's mind when answering other questions, supporting online shopping's connection with escapism. One shopper interviewee even likened online shopping to receiving therapy (Participant 10).

4.1.4.5.1 Expert insights. When asked about escapism in the context of online shopping, experts associated the construct with the feeling of 'getting away from it all' in shoppers.

"Due to the current conjuncture, the habit of 'second screen' has developed in people. That's the association I get from it (escapism). Browsing on Trendyol, while the tv is on....A state of not thinking and putting one's brain on stand-by." (Participant 1)

"We are witnessing two interesting time periods where people are shopping more. The first of these is around 10.30 am on Monday mornings. The second one is between 21.00 and 22.00 on Sunday evenings. These two usually aren't shopping hours. The reason why I associate these with escapism is as follows. One finishes a meeting and is

tired and says let me take my mind off things. 'Let me take a look at dresses, see what's new'. Or lying down on the couch on Sunday evenings at home, while watching your favourite tv show and going 'what's finished in the fridge?' or 'shall I get this?' People can still experience escapism in this way." (Participant 2)

"When do people really buy online? And they saw that online (shopping), the amount of duration, right? Quite coincides with a time when people are actually watching content on Netflix and Prime Video. Now, how beautiful is this?" (Participant 11)

"There are general issues of people getting addicted to spend time on Amazon to just browse" (Participant 11)

"We actually shop to clear our minds. I first put the products in the basket. Maybe I don't make the purchase on that same day. One day later I check my basket again and maybe make the purchase...It's important how easy the experience is during that clearing of mind stage." (Participant 12)

Some experts mentioned online shopping platforms as a venue for discovering new things and drawing inspirations from what they see on the e-retailer's website. This seems to be linked to the educational value that shoppers may draw from online retailers.

"We didn't call our website an online marketplace or an e-commerce website. We called it a 'discovery platform'. We repeated this everywhere: discovery platform. One of the reasons for saying this was that we also used the inspiration hashtag in our social media accounts." (Participant 4)

Experts also mentioned that online shopping has also made access to escapism easier, in other words e-retailers enable convenient escapism.

"Online shopping has made escapism more convenient...It works with micro escapism moments. Shoppers used to take a whole day on a Saturday to go shopping, in order to have the same escapism experience. But now, on a Monday morning, while drinking coffee after the first meeting of the day, a shopper can buy a dress on Trendyol." (Participant 2)

"We can now say that we have this opportunity (to experience escapism) any given time within the day. Normally, we would need to leave our house and go outside and

visit the shops to experience that feeling...Now, we can do that anytime of the day. This is really important. Thanks to this we are able to create an experience that captures every emotional moment of people browsing e-retailers. We don't miss any moments." (Participant 8)

Some experts, who do report not enjoying the act of shopping itself, mentioned the ease of experience as an important influence of shopping enjoyment.

"I suppose it depends on how you classify enjoyment cause for one person enjoyment is going to be the ease of experience and the speed of being able to checkout. Whereas for someone else it might be slightly more immersive. But I think a lot of that comes down to the individual". (Participant 3)

"An enjoyable shopping experience for me is one where I don't encounter technical difficulties, where the site loads and works quickly, where the click boxes are easy to manage. Secondly, having fewer steps in the payment process, where 8 different confirmations are not requested. I define this as fewer clicks. And finally, receiving your order in a timely manner, in good condition. If you don't receive your order well, then you would forget the whole enjoyment of shopping." (Participant 6)

"If Amazon takes ages to load. That's so bad, right? If I need to see a page and it takes ages. In fact, today I was already to see website and it was, oh my God, taking forever to load basic pages, right? So basic tech stuff first." (Participant 11)

When asked about escapism, the brand advocacy via leaving product reviews and the resulting feeling of belonging in a brand community was mentioned.

"Sometimes, browsing through product groups for hours to see what's new and becoming an advocate of these products, even without buying, leaving a review and defending that product. People feel as if they are part of a community." (Participant 9)

4.1.4.5.2 Consumer insights. When shoppers were asked about enjoyment; loyalty discounts, being able to find lower prices than expected, speed to check-out, well-functioning website (ease of search, ease of payment), fast delivery, enjoyable browsing experience, accurate product information were mentioned.

Speed to checkout, well-functioning website, fast delivery and accurate product information were mentioned also under service excellence and customer return on investment and covered above in those segments.

When shoppers were asked about enjoyment; loyalty discounts was mentioned.

"I like vouchers. You get a certain number of points from each purchase, you can redeem those points the next time you shop, of course that is more enjoyable."
(Participant 1)

When shoppers were asked about enjoyment; being able to find lower prices than expected was mentioned.

"When I can find lower prices than I was hoping for, when I can find lower prices online compared to physical stores. When it's on sale, enjoyable shopping equals to (buying) with better conditions, for cheaper." (Participant 2)

"Sometimes, seeing something like 'check out this product, here's a discount' seeing something like that may be enjoyable." (Participant 6)

4.1.4.6 Aesthetics. When experts were asked about entertainment; gamification of the experience, funnelling shopping experience (simplified experience), personalization, entertainment with loyalty discounts or small gifts, opportunity to join a community and fun of discovery were mentioned. These findings are supportive of the literature on experiential value in online shopping, in which Aesthetics has two sub-dimensions of visual appeal and entertainment.

Shoppers were not asked about entertainment, as the Turkish translations of enjoyable and entertaining are quite similar. To avoid repetition and confusion among interviewees, shoppers were not asked about entertainment, by consulting with the thesis advisor.

Providing accurate product information is also deemed to be necessary for an entertaining shopping experience as it eliminates potential pain points in which the shopper would need to spend extra energy in returning a purchase.

When experts were asked about visual appeal in online shopping; attractive visual layout (contributing to perceived quality), visual features supporting ease of shopping, clean and informative design (helping reduce confusion) were mentioned. Providing the consumer with visual assets that are complete is also mentioned as important in building trust on the part of the shopper.

When shoppers were asked about visual appeal in online shopping; well organized and designed website (and its impact on facilitating trust), images aiding accuracy of product information, high quality product visuals were mentioned.

The role that Visual appeal plays in supporting the higher quality perception is mentioned by experts.

4.1.4.6.1 Expert insights. Gamification is mentioned as a source of entertainment in online shopping.

“May be it (the visit) is not being converted to a purchase. This means that it should be something like a tool for entertainment. But if e-commerce, does something like gamification, when the shopper has question marks on their mind, will it fit etc? Then what comes into play? If it is the first time shopping, that hesitancy, to be able to welcome warmly, a gamification the moment the shopper lands on the page. Then, this should be followed up so that the entertainment can be experienced.” (Participant 1)

A simplified shopping experience, requiring less time, is perceived as being entertaining, which can be argued to be possible via a funnelled shopping journey design by retailer.

“The easier it is to use something, the more fun it is. Let’s look at Apple today. Why is it preferred over Samsung by most people? Because the theme of fun is more pronounced. Samsung may take better pictures but the shopper identifies the theme of fun with Apple. Simple, simpler is more fun” (Participant 12)

“I’m not a person who enjoys shopping. Shopping for me is negative for two reasons; one, it is a loss of time and two it’s a cost.” (Participant 6)

Entertainment via enabling a personalized browsing and selection experience was also mentioned.

“How it becomes entertaining is when it is doing for me what I want to do, right? So, for example, my shopper journey today is to find a new pair of sneakers, right? So it becomes entertaining and not a thing to do. If that shopper journey experience is that I’m able to filter through brand, then I’m able to filter through sizes, then I’m able to filter through colour and the type of the shoes and everything. You will be amazed. And I think that has been called out as an entertainment. Because of the entire sense of

personalization, right? So when, E commerce goes very close to personalization, it becomes entertainment” (Participant 11)

“The second aspect of entertainment, and by far my favourite trend is social. Imagine uploading my picture on Snapchat and changing my face colour to find the best foundation. How entertaining is it to buy through that?” (Participant 11)

Rewarding shoppers with small gifts and surprises are also mentioned by experts as entertaining experiences.

“If it is the first time that the shopper is visiting the website of that particular e-retailer, to offer a warm welcome via gamification, to be overcome the shopper’s hesitancy. Of course, the retailer would need to follow up with the same tone so that the shopper can experience fun on the online side. Offering the shopper small surprises, a personalized page, with items that may be of interest for that shopper.” (Participant 1)

“It really adds to the enjoyment, unexpected surprises. Receiving a small gift in addition to what you ordered.” (Participant 6)

“If you think about it there is also a fun aspect. The concept called gamification is very important in online shopping. For example, rewarding 20 points for every 10 orders placed or like offering a special discount for the 20th order.” (Participant 1)

“It would be fun for me, if I receive a 20% discount on my basket when I’m not expecting it...Alternatively, discounts can be rewarded based on loyalty. These are very effective.” (Participant 8)

Feeling part of a community by consumption or by interactions via reviews is also mentioned as entertaining in online shopping.

“Is an influencer, who has a similar lifestyle to mine, using this (product)? If they used this, when use this product will I become a part of that group? To me that is entertaining, when I buy the same product, I will become a part of that group. Then, I will be able to share my experiences with different people. Maybe, I’ll give a recommendation and that will be effective. To me, that is an entertaining process as well. To influence other people’s decisions and helping them.” (Participant 9),

Fun derived from discovering new products is also mentioned as entertaining, which is seemingly enabled by the wide product assortment carried by online retailers.

“Discovering, that is also important for social sharing, discovering what nobody else has. Buying at a good price but also buying what’s fashionable.” (Participant 12)

Experts stated that having an attractive visual layout contribute to a positive experience in online shopping.

“Having minimal space with white background and having the screen covered with product, being able to see the small details, really satisfies me in terms of visuality.” (Participant 1)

“More minimalist, cleaner, more attractive and visual design was very important for us as we were selling more expensive products.” (Participant 4)

“Visual appeal for me fits within what we say brilliant basics. So, look is half part of what we say look and feel, right? The visual aspect.” (Participant 11)

“Colours really impact the perception of quality. The tones of colour used.” (Participant 12)

Use of visual features to support ease of shopping has also been mentioned by experts.

“It’s about the brand values and I think for the grocers it is about ease of shop”. (Participant 3)

“I define visual aspect in two dimensions. First one is about the visuals appearing technically, their loading speed. The second dimension is about having pixelwise, having a clear image. This is also about what you buy, sometimes I buy a book and I would like to be able to read a few pages of that book.” (Participant 6)

Using a clean and informative look on web design is said to reduce complexity and help with shopping process by the experts.

“The background of the product photo I use is the same as the background of Amazon website, this is set as one of the standards and only images fitting these standards are accepted. By doing so, the product is clearly visible and visual complexity is reduced.” (Participant 8)

Using enriched multimedia material, such as high-quality images, to make up for not being able to touch and feel products, are also mentioned by experts as important in adding to the experiential value. This is mentioned as important in building trust on the part of the shopper.

“It is also very related with what you’re buying, I mostly buy books. I’d like to be able to read a few pages of a book. Similar to what I’d be doing if I had a chance to inspect the book physically. I feel like the online shopping experience is not quite there yet. I’d like to be able to see the back and all sides of the book, in 3d maybe...Similarly, for food items, being able to see the cooked pictures of the item, looking delicious.” (Participant 6)

“You get rid of the confusing view, the tiredness from it, these are very important. The standards in addition to this are as follows. In the first image of all products having a frontal view of the product, having a standard of image quality. In the following images, more images about the lifestyle aspect of the product as well as descriptive information about the product.” (Participant 8)

“there’s the impact of one incremental review, one incremental image, one incremental video. What impact does that have on people’s perception or conversion willingness, right? And visual assets play a tremendously important role. They build trust. They build clarity. So for example, you have a McVitie’s dark chocolate biscuit picture. And within that picture it is on the top clearly written 220 grams, 500 grams, 100 grams.” (Participant 11)

Using quality packaging materials in delivery are also mentioned as complementing the visual appeal aspect of the shopping experience.

“To be able to receive second and third orders from the same shopper, what the retailer does in terms of attractive packaging (to be used in deliveries), there to reflect the quality of your products...” (Participant 4)

“The tote bags for delivery that getir uses, which have a higher quality feel compared to plastic bags” (Participant 6)

Offering a wide selection with many alternatives is also mentioned as entertaining in itself.

“You must have noticed that I’m more of a hedonic type of shopper. The more I see product variety, the easier it becomes for me to discover, read and search. Product variety becomes an alternative”. (Participant 12)

Accurate product information and its role in eliminating potential pain points in achieving an entertaining experience is also mentioned.

“If we talk about clothing, as I mentioned, I don’t like the hassle of having to return a product. Being able to gain a rough understanding of how that piece of clothing would look on me, the more details I can have about the product, it makes it easier and enjoyable for me.” (Participant 12)

4.1.4.6.2 Consumer insights. When shoppers were asked about visual appeal in online shopping; well organized and designed website (and its impact on facilitating trust), images aiding accuracy of product information, high quality product visuals were mentioned.

When shoppers were asked about visual appeal in online shopping; well organized and designed website (and its impact on facilitating trust) was mentioned.

“What’s more important than visuals for me is product quality and the reliability (trust) of the website.” (Participant 1)

“A well put together interface influences trust instantly. However, when it looks crowded and disorganized, with things popping out left and right, full of ads, that really reduces the level of trust I have in a website.” (Participant 2)

“Yes, aesthetic appeal is important, product visuals are important but they need to be clean and minimalistic. The app should be minimalistic. I mean, the product visuals should be emphasized more than the website visuality.” (Participant 3)

“Aesthetic appeal, how would I define it? It needs to look nice; this is valid for all websites; it increases the trust that one can have in a website. When I take a look at a website, there are certain things, images that create trust.” (Participant 4)

4.1.4.6 Customer satisfaction. When experts were asked about satisfaction in online shopping; responsive customer services (including after sales support), correct product categorization (taxonomy) and funnelling shopping journey, ease of website navigation, recommendation of relevant products, providing accurate product information (to ensure correct item to meet needs is purchased), well-functioning website and speed to checkout were mentioned. These findings are supportive of the literature on experiential value in online shopping.

When shoppers were asked about satisfaction in online shopping; they immediately referred to their previous answers about online shopping experience in the

interview. In specific, well-functioning website, ease of product search (being shown relevant products, intuitive search function), packaging quality, product delivered in good condition, ease of returns were mentioned.

4.1.4.6.1 *Expert insights.* Having a responsive customer service not only during but also to support after shoppers after the purchase is made is mentioned as an important feature by industry experts.

“The shopper may have questions not only when buying the product but also when they begin to use it. For this reason, it’s very valuable to have the customer services to answer those questions and issues” (Participant 2)

“I don’t know if we already mentioned the post-purchase process but the customer support there is very important. It’s very important to ask the shopper if they were satisfied with the product, very important to get the shopper to write a review.” (Participant 1)

“The website functionality should be very high. Thanks to this, when the shopper enters the webpage, should be able to navigate very comfortably. The shopper should be able to see very easily, where they will navigate to when they click on things and should be able to understand how they should manage that journey.” (Participant 8)

Correct product categorization aiding website navigability is mentioned by experts.

“The (product) category tree is very important for the experience, I mentioned web site navigation. Categories are included by that, adding and removing products easily from the basket, movement between pages and loading category detail page...”(Participant 7)

Accurate product information in aiding the funnelling of the shopping journey is mentioned by experts.

“Actually the returns start very much when he (the shopper) was trying to find a product he saw a product which had inaccurate information. So that the return happens pretty much at the time of discovery rather than when it gets delivered a big perception, right? ...Am I giving the consumer of the shopper of this category every little bit of information that he or she may require to make the purchase?” (Participant 11)

Experts mentioned post-purchase

“It is nice to inform shoppers about the processes, it creates satisfaction and satisfaction equals repurchase.” (Participant 6)

“I don’t remember if we talked about this, but in post-purchase the customer support is also very important. It’s very important to ask the shopper if they were satisfied with their purchase and also to get them to leave a review.” (Participant 1)

“(Shoppers) may have questions not only when they are buying a product but also after they have started to use the products. That’s why it’s very valuable to have customer services that can answer and help with questions and issues. For example, let’s say I bought a phone and I dropped it after using for two weeks, breaking it. What do I do? Of course, the e-retailer cannot address this directly, but maybe the retailer can offer...a special discount for you at a repair shop for 100 lira instead of 150 lira. Having post-purchase services like this is very important, or having the option to return the item.” (Participant 2)

4.1.4.6.2 Consumer insights. When shoppers were asked about satisfaction in online shopping; well-functioning website, ease of product search (being shown relevant products, intuitive search function), packaging quality, product delivered in good condition, ease of returns were mentioned

When shoppers were asked about satisfaction in online shopping; well-functioning website, was mentioned.

“There shouldn’t be any interruptions, technically they (the e-retailer) should be good. This is what I look for in the first place.” (Participant 3)

When shoppers were asked about satisfaction in online shopping; ease of product search (being shown relevant products, intuitive search function), was mentioned.

“It should be easy for me to find the product, not just by typing the product’s name, anyone can find the product once I’ve typed the name. Maybe I cannot remember that particular product’s name, but I’ve seen it somewhere...It’s important that the e-retailer brings me search results that are closest to the (product) name I’m looking for.” (Participant 3)

When shoppers were asked about satisfaction in online shopping; packaging quality and products being delivered in good condition were mentioned.

“The package that they send the product in, is it really the way it’s supposed to be? Secondly, the shipping company the e-retailer uses is also important. Some shipping companies just drop parcels at the entrance of your building. You then are forced to carry them up to your flat.” (Participant 5)

When shoppers were asked about satisfaction in online shopping; ease of returns was mentioned.

“Return conditions are really important. Recently, I returned a product without taking delivery. Their return procedure kicked in immediately and it was easily finished, didn’t become a pain for me. When something like this happens, one can be really satisfied.” (Participant 5)

4.1.4.7 Word of Mouth. When experts were asked about word of mouth in online shopping, personalized messages, small gifts were mentioned by experts.

When shoppers were asked about word of mouth in online shopping they reiterated their same answers to the question about customer satisfaction. When pressed further, some interviewees mentioned packaging quality, ease of return, accurate product information and responsive customer service (access convenience), all of which were covered in excellent service, customer return on investment and customer satisfaction segments.

4.1.4.7.1 Expert insight. When asked about WOM...

“We would place a thank you card for shoppers in the package of each order, so that the shoppers would feel special. During special campaigns or a busy period, or a sticker addressing the special day within that week or month, small gifts like that. We would do such small things to make the shopper’s happy.” (Participant 4)

4.1.4.7.2 Consumer insights. When shoppers were asked about word of mouth in online shopping; packaging quality, ease of return, accurate product information and responsive customer service (access convenience) were mentioned.

When shoppers were asked about word of mouth in online shopping; packaging quality was mentioned.

“The packaging must have arrived in a very good condition. If I have returned something, that must have gone smoothly. If the product arrived as it was described to

me on the website, that is satisfying for me. But most of all, I think I recommend products but not an e-retailer.” (Participant 5)

When shoppers were asked about word of mouth in online shopping; responsive customer service (access convenience) was mentioned. Some shoppers also reported that they would expect to have shopping related problem solved amicably, in order to be able to recommend the e-retailer to their family and friends.

“Call center service is very important. How shall I put it? The quality of the online chat is also very important. When I ask a question, being able to get a simple answer and can I reach the seller easily?” (Participant 5)

“For me to make a recommendation, first I should have encountered a problem in my shopping and that problem must have been dealt with in an amicable way. For example, if I will buy a Macbook, let’s say from hepsiburada, I cannot recommend this to someone I know. Because I didn’t have a problem yet, I don’t know.” (Participant 7)

“Again, first of all, the product should arrive in a proper way. First, I need to be satisfied with the product. I need to be satisfied with the shipper, the packaging, the fast delivery and the price.” (Participant 8)

4.1.4.8 Online repurchase intention. When experts were asked about repurchase intentions, having a positive first purchase experience, meeting value for money expectations, keeping promises made to the shopper (product quality, delivery date), order tracking, reminders to top-up previously purchased items were mentioned by the experts.

When shoppers were asked about repurchase intentions, most hesitated and found the question to be a duplicate of customer satisfaction and word of mouth questions. When shoppers were asked about repurchase intentions; the e-retailer being trustworthy, fast delivery, well-packaged product, responsive customer service (seller), competitive price, ease of return were mentioned.

4.1.4.8.1 Expert insights. Having a positive first purchase experience is mentioned as important for repurchase intentions.

“It’s the first shopping experience. Because, what makes the shopper decide to shop for the second time is the process that begins after the shopping is finished. The

product delivery, the product meeting the value for money expectations or showing variance by up to 5%. This is what gets the shopper to buy again.” (Participant 1)

4.1.4.8.2 Shopper insights. When shoppers were asked about repurchase intentions, most hesitated and found the question to be a duplicate of customer satisfaction and word of mouth questions. When shoppers were asked about repurchase intentions; the e-retailer being trustworthy, fast delivery, well-packaged product, responsive customer service (seller), competitive price, ease of return were mentioned.

“First, the e-retailer must be trustworthy, the delivery needs to be fast, aside from that for the packaging should be unopened and if I have questions I should be able to get response quickly.” (Participant 1)

“If the product arrives as it was promised then I can shop again, if the price is right. Then I can shop again with my eyes closed.” (Participant 2)

“(For me to re-order) the conditions that I just mentioned must be met. And also may be product itself. Ok, let’s say that it was delivered well but I didn’t like the product or it didn’t fit me. In the return phase, the shipping is also important. I don’t want to have to go to the shipping company’s address to be able to return something.” (Participant 3)

“I shouldn’t have had any problems, with the first purchase. Not a delay, not a problem with the product. I need to have bought at a reasonable price so that I can return.” (Participant 4)

4.1.5 Summary of findings. As part of the qualitative study, 12 industry experts and 22 online shoppers were interviewed. The interviewees were asked general and specific questions about online shopping experience. As a result of the industry expert interviews; website informativeness, product information, personalization, interaction, online ratings and reviews, access convenience (responsive customer service), order tracking services, selection (assortment) and navigation convenience dimensions were added to the model.

Website informativeness and product information were mentioned as key and complementary aspects of a satisfactory online shopping experience, as being able to find information quickly and fitting to the shopping task at hand is reported to be crucial

in the shopping journey. Navigation convenience serves as a convenience aspect to enable the shopper to access all of the required product information easily and quickly. It also needs to be carefully planned to provide a smooth and seamless shopping experience.

Online rating and reviews, are considered as a way to directly access unadulterated opinions of other users and is also seen as valuable in making shopping decisions.

Personalization, in terms of both a personalized shopping journey (being shown relevant products) and being offered personalized deals is mentioned as another important dimension to elevate the shopping experience.

Access convenience is viewed in some ways as a 'hygiene' factor, as it does not necessarily elevate the shopping experience but is deemed vital when something goes wrong during the shopping process, so that the shopper feels they can reach customer support when they need it.

Order tracking services are seen as a convenience increasing factor, as it enables the shopper to access information about the current whereabouts of their order without having to dedicate a lot of energy or time to make inquiries.

Selection, in other words the availability of a wide product assortment, due to the nature of shopping experience is one of the essentials, as the shoppers expect to be able to review various options before they commit to a shopping decision. It also enables the platform to capture the shopper for extended periods of time and for multiple shopping occasions if they have multiple product categories available.

The shopper interviews confirmed the relevance of all newly added dimensions to the model except for interaction. Interaction, in terms of facilitating personal relationships with other shoppers on the platform, were not mentioned by the shoppers. In the next step, the model will be tested in a pilot study.

4.2 Quantitative Data Collection

With the insight gained from qualitative stage, the research model was finalized. At this stage a pre-test of the survey (with the final scale items) was be translated and conducted in a pre-pilot study. The information about the scales which were used survey enstrument are given below:

Excellence: Scale is developed by Mathwick et al (2001). The scale is a five-point likert scale and contains 2 items. The reliability of the scale is calculated by Cronbach Alpha value and found to be reliable as 0,78. The scale was found to be valid by the authors using convergent validity. As the total score obtained from the scale increases, excellence increases.

Website informativeness: In order to measure website informativeness, the researcher has created a new questionnaire by benefiting from 3 scale items developed by Gao and Bai (2014) and one item from Zhang et al (2015). Scale developed by Gao and Bai (2014) is a five-point likert scale and contains 4 items. The reliability of the scale is calculated by Cronbach Alpha value and found to be reliable as 0,91. The scale was found to be valid by the authors after calculation of discriminant validity. Scale developed by Zhang et al (2015) to is a five-point likert scale and contains 4 items. The reliability of the scale is calculated by Cronbach Alpha value and found to be reliable as 0,909. The scale was found to be valid by the authors after calculation of convergent and discriminant validity. As the total score obtained from the scale increases, website is found to be more informative. The scale was adopted following feedback from in-depth interviews and comments and approval from the jury.

Product Information: Scale is developed by Harris and Goede (2010). The scale is a seven-point likert scale and contains 5 items. The reliability of the scale is calculated by Cronbach Alpha value and found to be reliable as 0,78. The scale was found to be valid by the authors after calculation of discriminant validity. As the total score obtained from the scale increases, relevance of product information increases.

Personalization: In order to measure personalization, the researcher has created a new questionnaire by benefiting from 4 scale items developed by Rose et al (2012) and 2 items from Pappas et al (2017). It is a five point likert scale and contains 6 items. Scale developed by Rose et al (2012) is a five-point likert scale nd contains 4 items. The reliability of the scale is calculated by composite reliability and found to be reliable as 0,805. The scale was found to be valid by the authors after calculation of convergent validity. Scale developed by Pappas et al (2017) is a five-point likert scale and contains 3 items. The reliability of the scale is calculated by Cronbach Alpha value and found to be reliable as 0,87. The scale was found to be valid by the authors after calculation of

discriminant validity. As the total score obtained from the scale increases, personalization of the website increases. The scale was adopted following feedback from in-depth interviews and comments and approval from the jury.

Interaction: Scale is developed by Lee (2004). The scale is a five point Likert scale and contains 5 items. The reliability of the scale is calculated by Cronbach Alpha and found to be reliable as 0,80. The scale was found to be valid by the authors using convergent validity. As the total score obtained from the scale increases, users' interaction on the website increases.

Online ratings and reviews: In order to measure users' adherence to online ratings and reviews, the researcher has created a new questionnaire by benefiting from 5 scale items developed by Singh et al (2021). It is a five point likert scale and contains 5 items. Scale developed by Singh (2021) is a five point Likert scale and contains 6 items. The reliability of the scale by Singh (2021) is calculated by Cronbach Alpha and found to be reliable with 0,86. The scale was found to be valid by the authors by using convergent validity and discriminant validity. As the total score obtained from the scale increases, users' adherence to online ratings and reviews increases. The scale was adopted following feedback from in-depth interviews and comments and approval from the jury.

Selection (Assortment): Scale is developed by Lee (2004). The scale is a five point Likert scale and contains 2 items. The reliability of the scale is calculated by Guttman's split half as 0,80 and found to be reliable. The scale was found to be valid by the authors by using discriminant validity. As the total score obtained from the scale increases, users judge the website to have a better selection (assortment).

Access convenience: In order to measure access convenience, the researcher has created a new questionnaire by benefiting from one scale item developed by Berry, Seiders and Grewal (2002). For this reason, reliability and validity of the scale is not yet tested. It is a five point likert scale and contains 3 items. As the total score obtained from the scale increases, convenience of access to customer service increases. The scale was adopted following feedback from in-depth interviews and comments and approval from the jury.

Order Tracking Services: Scale is developed by Singh (2021). The scale is a five point Likert scale and contains 5 items. The reliability of the scale is calculated by

Cronbach Alpha and found to be reliable with 0,814. The scale was found to be valid by the authors by using convergent validity and discriminant validity. As the total score obtained from the scale increases, importance given by users' to order tracking services increases.

Customer Return on Investment (CROI): Customer Return on Investment has two sub-dimensions: Efficiency and Economic Value. Scales for Efficiency and Economic Value have been developed by Mathwick et al (2001). Efficiency scale by Mathwick et al (2001), is a five-point likert scale and contains 3 items. The reliability of the Efficiency scale is calculated by Cronbach Alpha value and found to be reliable as 0,74. The Efficiency scale was found to be valid by the authors using convergent validity. As the total score obtained from the scale increases, efficiency increases. Economic Value scale by Mathwick et al (2001), is a five-point likert scale and contains 3 items. The reliability of the Economic Value scale is calculated by Cronbach Alpha value and found to be reliable as 0,78. The Economic Value scale was found to be valid by the authors using convergent validity. As the total score obtained from the scale increases, economic value increases.

Navigation convenience: Scale is developed by Kwon and Lennon (2009). The scale is a five point Likert scale and contains 4 items. The reliability of the scale is calculated by Cronbach Alpha and found to be reliable with result higher than 0,85. The scale was found to be valid by the authors by using discriminant validity. As the total score obtained from the scale increases, navigation on the website is found to be more convenient.

Playfulness: Playfulness has two sub-dimensions: Escapism and Intrinsic Enjoyment. Scales for both sub-dimensions is developed by Mathwick et al (2001). Escapism scale by Mathwick et al (2001), is a five-point likert scale and contains 3 items. The reliability of the Escapism scale is calculated by Cronbach Alpha value and found to be reliable as 0,79. The scale was found to be valid by the authors using convergent validity. As the total score obtained from the scale increases, experience of escapism increases. Intrinsic Enjoyment scale by Mathwick et al (2001), is a five- point likert scale and contains 2 items. The reliability of the Intrinsic Enjoyment scale is calculated by Cronbach Alpha value and found to be reliable as 0,73. The scale was

found to be valid by the authors using convergent validity. As the total score obtained from the scale increases, experience of intrinsic enjoyment increases.

Aesthetics: Aesthetics has two sub-dimensions: Visual Appeal and Entertainment Value. Scales for both sub-dimensions is developed by Mathwick et al (2001). Visual Appeal scale by Mathwick et al (2001), is a five-point likert scale and contains 3 items. The reliability of the Visual Appeal scale is calculated by Cronbach Alpha value and found to be reliable as 0,92. The scale was found to be valid by the authors using convergent validity. As the total score obtained from the scale increases, appeal of website visuals increases. Entertainment Value scale by Mathwick et al (2001), is a five-point likert scale and contains 3 items. The reliability of the scale is calculated by Cronbach Alpha value and found to be reliable as 0,88. The scale was found to be valid by the authors using convergent validity. As the total score obtained from the scale increases, value of entertainment increases. Satisfaction: In order to measure satisfaction, the researcher has created a new questionnaire by benefiting from 4 scale items developed by Rose et al (2012). It is a five point likert scale and contains 9 items. For this reason, reliability and validity of the scale is not yet tested. As the total score obtained from the scale increases, satisfaction increases. The scale was adopted following feedback from in-depth interviews and comments and approval from the jury.

Word of Mouth (WOM): In order to measure WOM, the researcher has created a new questionnaire by benefiting from 6 scale items developed by Harrison-Walker (2001). The scale is a five point Likert scale and contains 6 items. The reliability of the scale developed by Harrison-Walker (2001), which has 13 items, is calculated by Cronbach Alpha and found to be reliable with 0,88. The scale was found to be valid by the authors by using discriminant validity. As the total score obtained from the scale increases, users' tendency to tell others about the website also increases. The scale was adopted following feedback from in-depth interviews and comments and approval from the jury.

Repurchase Intention: Scale is developed by Rose et al (2012). The scale is a five point Likert scale and contains 4 items. The reliability of the scale is calculated by Cronbach Alpha and found to be reliable with 0,86. The scale was found to be valid by

the authors by using convergent validity and discriminant validity. As the total score obtained from the scale increases, intention to repurchase from the website increases.

The English - Turkish translation of scale items were made by Prof Dr Şebnem Burnaz. Back-translation of items were made by Prof Dr İpek Altınbaşak Farina.

A long list of questions remained on the survey after pretesting, with items that are repetitive, which were reported in the previous section were removed after consulting with the jury, which enabled finalizing the survey. In order to fine-tune the survey items and check the reliability of the scales used, a pilot study was carried out. Based on the findings of the pilot survey, the scale items were reviewed with the thesis jury and the items have been revised accordingly and the main quantitative study was conducted after. The findings of pilot study are presented in the section 4.2.1.

4.2.1 Preparation for pilot study. With the insight gained from these stages, the research model was finalized. At this stage a pre-test of the survey (with the final scale items) was be translated and conducted in a pre-pilot study. According to the results of the pre-test, the survey was be revised and the quantitative research stage began. In the quantitative research phase participants were be contacted as appropriate according to the chosen quantitative research type, which will be informed by the results of the qualitative research.

Following the presentation of the results of in-depth interviews with experts and shoppers, the preparation has been made prior to the pilot study. As preparation, 18 surveys were completed by participants face to face and their feedbacks noted. The participants were asked for their feedback about the clarity as well as other aspects of the scale items. The recommended revisions to the scale items in Turkish are as follows:

- Feedback suggested that the “favourite shopping website” isn’t well understood and may be better to replace with “most used shopping website”,
- Items 8, 9 and 10: Change the verb (ulaşırım) for clarity,
- Items 8,9 and 10 are found to be too similar to each other,
- Items 25,26 and 27 are found to be too similar to each other,
- Item 60 is found to be unclear,

- Items 63 and 65 are found to be the same in meaning (duplication),
- Items 69 and 70 are found to be almost same in meaning,
- A typo was corrected in item 65,
- Items 70, 71 and 72 are found to have the same meaning as one another.

In addition to the face-to-face surveys, the translations of the scale items were checked with an industry expert (Marketing Executive). The recommendations to update the translations are as follows:

- Updates to item 4, 5.

4.2.2 Pilot study. In the thesis tracking presentation in June 2022, jury members found the scale to have face validity. Per the jury members' recommendation, 5 scale items were added to measure the customer satisfaction to ensure that the connection between satisfaction and other constructs were checked. In specific, the added items measured the link between satisfaction and website information quality, product comparison experience, payment process, after sales services, return process. As a result, the scale for pilot study has 77 items. With the thesis advisor's recommendation, a reminder was inserted to request that the consumers answer the surveys based on their experience with their favorite (most used) website after they list their top 3 most used online shopping websites.

As the next step, pilot study was conducted in order to test the reliability and the validity of the scale. The pilot study of the "Online Shopping Consumer Experience" scale was conducted between 26.09.2022 and 26.10.2022 with respondents using Google forms (10% of the targeted number of participants of the main study), which is a free surveying tool. Snowball sampling was used for the pilot study. The survey link was sent to potential respondents via email or whatsapp and the respondents were also requested to further share the survey with other potential respondents. The responses to items were graded on a 5 item Likert scale (1= Totally Disagree, 2= Disagree, 3= Neither Agree nor Disagree, 4= Agree, 5= Totally Agree).

In addition to 77 items, demographic filtering questions to respondents include gender, age, marital status, city that the respondent was born in, city that the respondent

currently resides in, occupation, monthly average household income, education status, last date of online shopping. For pilot study, survey form is filled by 235 participants. At the beginning of the analysis procedure, 24 of the participants are excluded due to irrelevant responses. Analyses is done with remaining 201 participants. 65,70% of the participants are female and the average of the age is 61,60±10,18 (18-72 range). Exploratory factor analysis and reliability analysis (Cronbach Alpha) results are given in Table 3.

Table 3
Exploratory Factor Analysis and Reliability Analysis Results of Pilot Study

Factor	Components	Factor Load	% of Variance (KMO; p)	Cronbach Alpha
Excellence (EXC)	Exc1	,88	78,17 (KMO=0,50;p=,000)	,71
	Exc2	,88		
Website informativeness (WIN)	Win1	,74	59,94 (KMO=,73;p=,000)	,77
	Win2	,78		
	Win3	,81		
	Win4	,77		
Product information (PIN)	Pin1	,81	69,90 (KMO=,81;p=,000)	,85
	Pin2	,83		
	Pin3	,88		
	Pin4	,82		
Personalization (PER)	Per1	,69	53,65 (KMO=,78;p=,000)	,82
	Per2	,69		
	Per3	,83		
	Per4	,70		
	Per5	,78		
	Per6	,70		
Interaction (INT)	Int1	,56	57,14 (KMO=,82;p=,000)	,80
	Int2	,71		
	Int3	,71		
	Int4	,26		
	Int5	,61		
Online ratings and reviews (ORR)	Orr1	,76	66,67 (KMO=,85;p=,000)	,90
	Orr2	,83		
	Orr3	,85		
	Orr4	,83		
	Orr5	,80		
	Orr6	,83		
Selection (SLC)	Slc1	,88	76,64 (KMO=,50;p=,000)	,70
	Slc2	,88		
Access convenience (ACC)	Acc1	,71	73,81 (KMO=,62;p=,000)	,80
	Acc2	,92		
	Acc3	,93		
Order tracking services (OTS)	Ots1	,90	61,64 (KMO=,55;p=,000)	,62
	Ots2	,89		

	Ots3	,60
	Ots4	Excluded
	Ots5	Excluded

Table 3 (Cont'd)

Factor	Components	Factor Load	% of Variance (KMO; p)	Cronbach Alpha
Efficiency (EFF)	Eff1	,88	76,68 (KMO=,73;p=,000)	,85
	Eff2			
	Eff3	,89		
Navigation convenience (NAV)	Nav1	,88	75,22 (KMO=,79;p=,000)	,89
	Nav2	,81		
	Nav3	,92		
	Nav4	,85		
Economic value (ECO)	Eco1	,94	88,98 (KMO=,50;p=,000)	,88
	Eco2	,94		
	Eco3	Excluded		
Escapism (ESC)	Esc1	,87	79,95 (KMO=,73;p=,000)	,88
	Esc2	,91		
	Esc3	,90		
Intrinsic enjoyment (IEN)	Ien1	,91	82,07 (KMO=,50;p=,000)	,78
	Ien2	,91		
Visual appeal (VIS)	Vis1	,89	76,55 (KMO=,73;p=,000)	,84
	Vis2	,86		
	Vis3	,87		
Entertainment value (ENT)	Ent1	,87	74,62 (KMO=,72;p=,000)	,83
	Ent2	,87		
	Ent3	,85		
Satisfaction (STF)	Stf1	,79	58,65 (KMO=,90;p=,000)	,91
	Stf2	,82		
	Stf3	,82		
	Stf4	,60		
	Stf5	,75		
	Stf6	,82		
	Stf7	,83		
	Stf8	,77		
	Stf9	,68		
Word of mouth (WOM)	Wom1	,86	67,38 (KMO=,88;p=,000)	,90
	Wom2	,86		
	Wom3	,88		
	Wom4	,88		
	Wom5	,62		
	Wom6	,79		
Repurchase intention (RPI)	Rpi1	,91	78,53 (KMO=,78;p=,000)	,90
	Rpi2	,92		

Rpi3	,79
Rpi4	,92

Some questions were excluded depending on the results obtained from the exploratory factor and reliability analyses. For order tracking services items ots4 and ots5 are excluded since the reliability results and factor loadings are irrelevant. On the other hand for economic value item eco3 is excluded the item has no factor loading.

The alpha values of the variables other than order tracking services are 0,70 and above, thus providing structural reliability (Hair et al., 2010). The alpha value of order tracking services is 0,63. However, it has been argued in various studies that values of 0,60 and above can be accepted (Leontitsis & Pagge, 2007; Taber, 2018). After determining the factors, descriptive statistics are calculated. The results are given in Table 4.

Table 4
Descriptive Statistics Pilot of Factors

	n	Range	$\bar{X}$	sd.	Skewness	Kurtosis
Excellence	201	1,00-5,00	3,57	,81	-,19	-,02
Website informativeness	201	1,75-5,00	3,76	,69	-,27	,20
Product information	201	1,25-5,00	3,94	,68	-,54	,84
Personalization	201	1,83-5,00	3,57	,69	,00	-,33
Interaction	201	1,00-5,00	3,12	,86	,10	-,50
Online ratings and reviews	201	1,00-5,00	3,93	,68	-,91	2,16
Selection	201	1,50-5,00	4,14	,65	-,72	1,33
Access convenience	201	1,67-5,00	3,99	,76	-,57	,04
Order tracking services	201	2,00-5,00	4,19	,61	-,65	,70
Efficiency	201	1,67-5,00	4,01	,71	-,41	,06
Navigation convenience	201	2,00-5,00	4,11	,63	-,66	,82
Economic value	201	1,00-5,00	3,55	,62	-,35	1,27
Escapism	201	1,00-5,00	2,71	,98	,37	-,42
Intrinsic enjoyment	201	1,00-5,00	2,78	1,05	,07	-,86
Visual appeal	201	1,00-5,00	3,40	,79	-,32	,09
Entertainment value	201	1,00-5,00	3,00	,85	,09	-,17
Satisfaction	201	1,78-5,00	3,89	,58	-,56	1,43
Word of mouth	201	1,00-5,00	3,15	,85	,14	-,36
Repurchase intention	201	1,00-5,00	3,99	,77	-,70	,98

According to Table 4, escapism ($2,71 \pm 0,98$) is calculated as the lowest average and order tracking services ($4,19 \pm 0,61$) is calculated as the highest average among

experiential value factors. The average of satisfaction is calculated as $3,89 \pm 0,58$, e-WOM is $3,15 \pm 0,85$ and repurchase intention is $3,99 \pm 0,77$.

Skewness and Kurtosis values are checked to determine the normal distribution of factors. According to Tabachnick et al. (2013), Skewness and Kurtosis values that are between +1.5 and -1.5 indicates that the data is normally distributed. On the other hand according to George and Mallery (2010), Skewness and Kurtosis values are between +2.0 and -2.0 indicates that the data is normally distributed. The dataset in Table 4 has normal distribution according to literature.

Once and for all a preliminary analysis on the correlation matrix, performed to study relations between pilot study variables, is given in Figure 61.

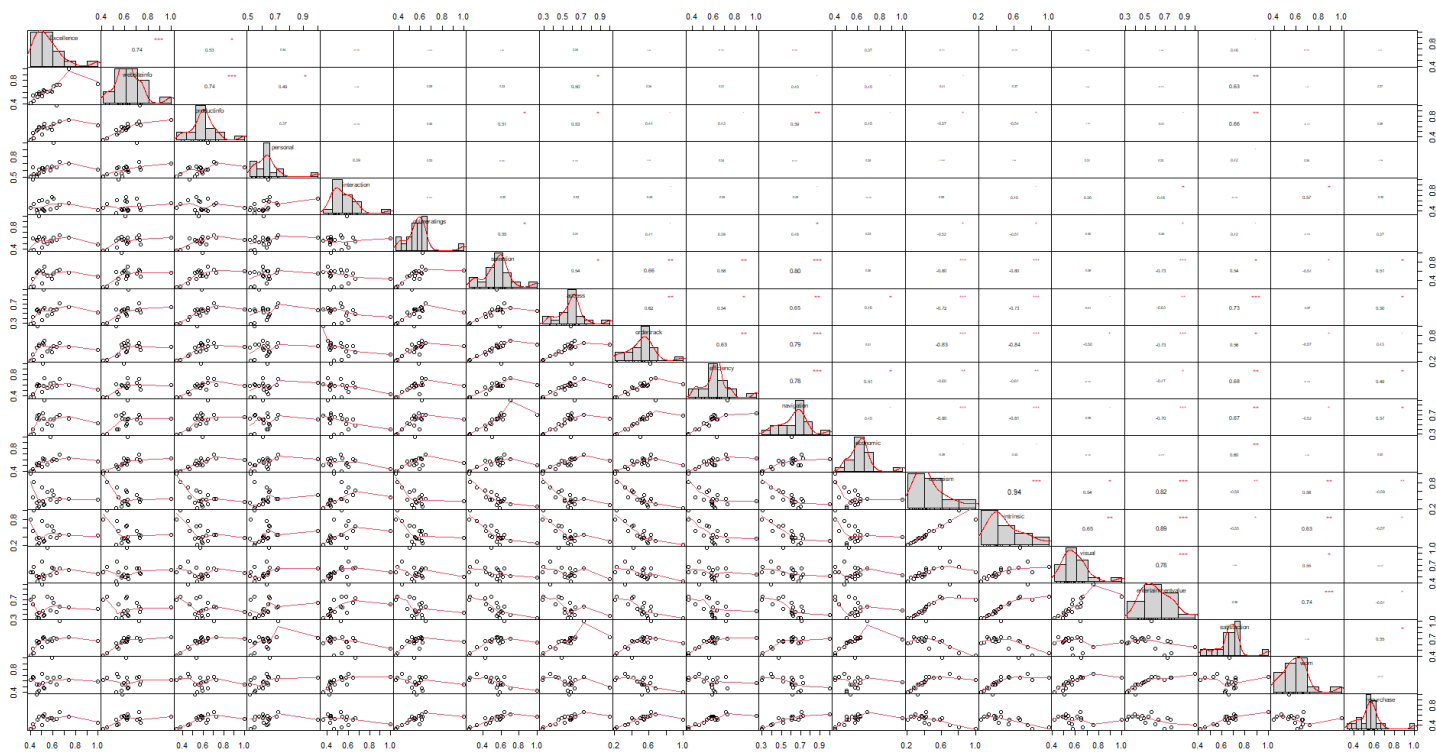


Figure 60. Correlation matrix of pilot study

According to Figure 61 satisfaction is positively correlated with excellence, website informativeness, product information, personalization, interaction, online ratings and reviews, selection, access convenience, order tracking services, efficiency, navigation convenience, economic value, escapism, intrinsic enjoyment, visual appeal, entertainment value, WOM and repurchase intention ($p < 0,05$). There is also a positive correlation between WOM and repurchase intention ($p < 0,05$).

Based on the analysis of the pilot study the scale items have been revised as given in Table 5. Turkish translation of the scale is given in Appendix I.

Table 5
Revised Scale Items for the Proposed Model Based on the Results of the Pilot Survey

Variable	Items
Excellence (EXC)	Exc1 When I think of my favorite shopping website, I think of excellence.
	Exc2 I think of my favorite shopping site as an expert in the merchandise it offers.
Website informativeness (WIN)	Win1 My favorite shopping website is informative to me.
	Win2 My favorite shopping website is resourceful to me.
	Win3 My favorite shopping website is useful to me.
	Win4 My interactions on my favorite shopping website help me to obtain solutions to specific product usage-related problems
Product information (PIN)	Pin1 On my favorite shopping website, each page clearly indicates what one can expect to find or do.
	Pin2 On my favorite shopping website, visual information about products is easily accessed.
	Pin3 On my favorite shopping website, all relevant information is easily available.
	Pin4 On my favorite shopping website, technical details about products can be easily accessed.
Personalization (PER)	Per1 My favorite shopping website should feel like they are talking to me personally as a customer.
	Per2 The requirement to log into my favorite shopping website makes me feel recognized as a customer
	Per3 It is important to me that my favorite shopping website feels like my personal area when I use it.
	Per4 I like it when I am able to customize my favorite shopping website to my own liking.
	Per5 My favorite shopping website can provide me with personalized deals/ads tailored to my activity context.
	Per6 My favorite shopping website can provide me with more relevant promotional information tailored to my preferences or personal interests.
Interaction (INT)	Int1 I come to the aid of others, especially when I'm logged on to my favorite shopping website.
	Int2 I believe it is best to get involved with my favorite shopping website's product reviews, surveys or chat rooms.
	Int3 I enjoy giving other users of my favorite shopping website advice or aid.
	Int4 When I need help, I turn to chat rooms, bulletin boards or other electronic forums provided by my favorite shopping website.
	Int5 When my favorite shopping website provides me with information or something else of value, I try to reciprocate by providing a comparable level of information or feedback.
Online ratings and reviews (ORR)	Orr1 Customer ratings provided in my favorite shopping website have helped me to learn about the product.
	Orr2 Customer ratings provided in my favorite shopping website have improved my understanding of the quality of the products features.
	Orr3 The information from online reviews provided in my favorite shopping website was credible.
	Orr4 The information from online reviews provided in my favorite shopping website was relevant to my needs.
	Orr5 The information from online reviews provided in my favorite shopping website was based on facts.
	Orr6 The information provided in online reviews of my favorite shopping website was helpful for me to evaluate the product.

Table 5 (Cont'd)

Variable	Items
Selection (SLC)	Slc1 The wide selection of merchandise and services my favorite shopping website offers, meets my needs.
	Slc2 My favorite shopping website has a good selection of merchandise and / or services.
Access convenience (ACC)	Acc1 It is easy to contact customer services on my favorite shopping website.
	Acc2 It was easy to return a product I had purchased from my favorite shopping website.
	Acc3 It was easy to get a refund for a product I had returned to my favorite shopping website.
Order tracking services (OTS)	Ots1 Tracking system is available on my favorite shopping website.
	Ots2 Tracking system is very important feature on my favorite shopping website.
	Ots3 Tracking system provided in my favorite shopping website helps me to save my time as I can use a tracking number to help find out when my order will arrive.
Efficiency (EFF)	Eff1 Shopping from my favorite shopping website is an efficient way to manage my time.
	Eff2 Shopping from my favorite shopping website makes my life easier.
	Eff3 Shopping from my favorite shopping website fits with my schedule.
Navigation convenience (NAV)	Nav1 It is easy to find what I'm looking for in my favorite shopping website.
	Nav2 It is easy to locate tabs and links in my favorite shopping website.
	Nav3 It is easy to navigate around my favorite shopping website.
	Nav4 My favorite shopping website is well organized.
Economic value (ECO)	Eco1 I think that the products on my favorite shopping website are a good economic value.
	Eco2 Overall, I am happy with prices on my favorite shopping website.
Escapism (ESC)	Esc1 Shopping on my favorite shopping website "gets me away from it all".
	Esc2 Shopping my favorite shopping website makes me feel like I am in another world.
	Esc3 I get so involved when I shop my favorite shopping website that I forget everything else.
Intrinsic enjoyment (IEN)	Ien1 I enjoy shopping from my favorite shopping website for its own sake, not just for the items I may have purchased.
	Ien2 I shop my favorite shopping website for the pure enjoyment of it.
Visual appeal (VIS)	Vis1 My favorite shopping website is aesthetically appealing.
	Vis2 The way my favorite shopping website displays its products is attractive.
	Vis3 I like the way my favorite shopping website looks.
Entertainment value (ENT)	Ent1 I think my favorite shopping website is very entertaining.
	Ent2 The enthusiasm my favorite shopping website is makes me feel good.
	Ent3 My favorite shopping website doesn't just sell products-it entertains me.
Satisfaction (STF)	Stf1 I am satisfied with my overall experiences from my favorite shopping website.
	Stf2 I am satisfied with the product search experience of my favorite shopping website.
	Stf3 I am satisfied with the information quality offered by my favorite shopping website.
	Stf4 I am satisfied with the product comparison experience offered by my favorite shopping website.
	Stf5 I am satisfied with the order process of my favorite shopping website.
	Stf6 I am satisfied with the payment process of my favorite shopping website.
	Stf7 I am satisfied with the after-sales services offered by my favorite shopping website.
	Stf8 I am satisfied with the product return process of my favorite shopping website.
	Stf9 I am satisfied with the care shown during delivery by my favorite shopping website.
Word of mouth (WOM)	Wom1 I mention my favorite shopping website to others quite frequently.
	Wom2 I've told more people about my favorite shopping website than I've told about most other service organizations.
	Wom3 I seldom miss an opportunity to tell others about my favorite shopping website.
	Wom4 When I tell others about my favorite shopping website, I tend to talk about it in great detail.
	Wom5 I have only good things to say about my favorite shopping website.
	Wom6 I am proud to tell others that I use my favorite shopping website.
Repurchase intention (RPI)	Rpi1 It is likely that I will repurchase from my favorite shopping website in the near future.
	Rpi2 I anticipate repurchasing from my favorite shopping website in the near future.
	Rpi3 I regularly repurchase from my favorite shopping website.
	Rpi4 I expect to repurchase from my favorite shopping website in the near future.

In Figure 62 final research model based on the findings of Pilot Study and expert advice is given.

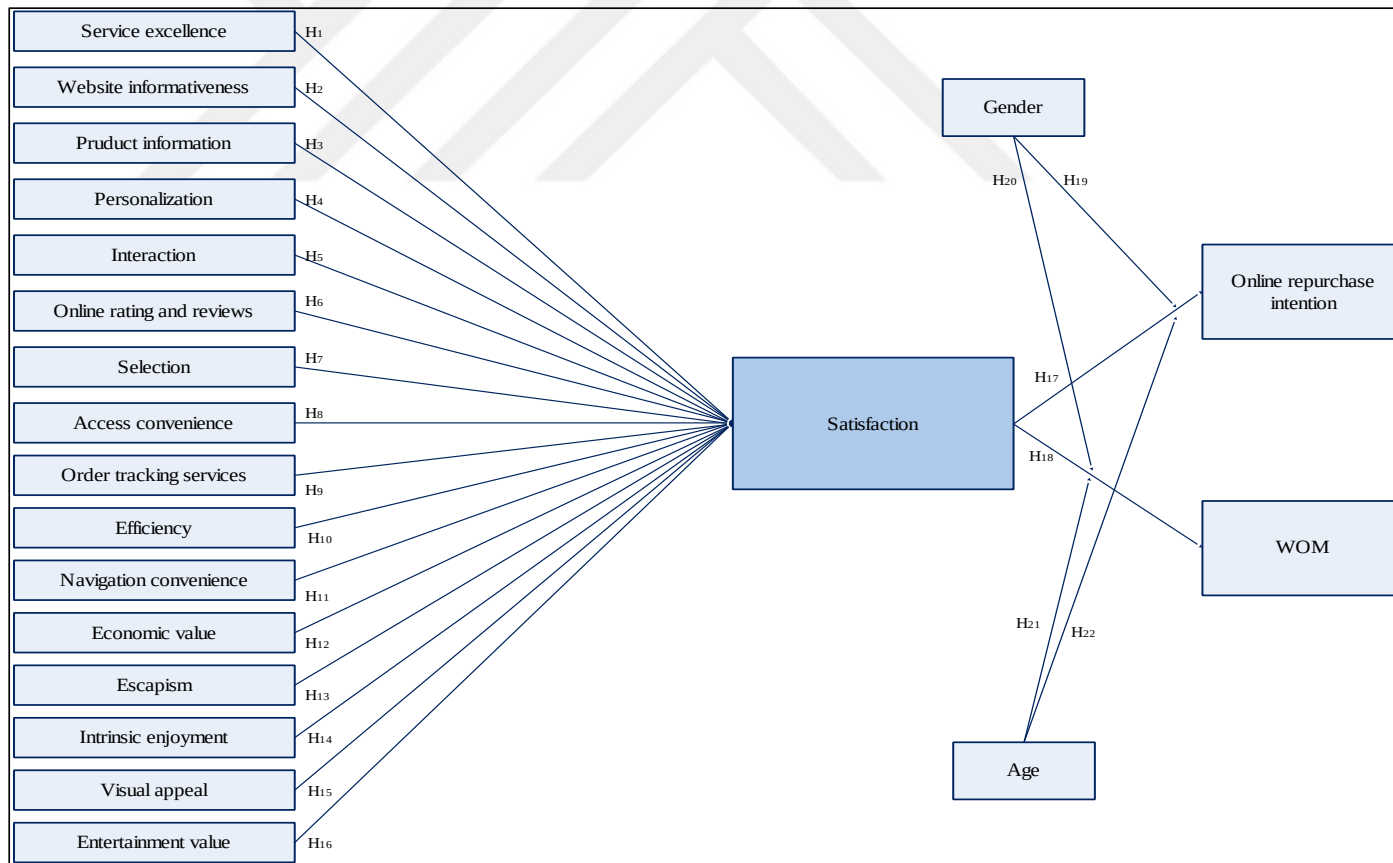


Figure 61. Revised research model based on pilot study

4.2.3 Main study. During January 2023 thesis tracking presentation, the results of the pilot study were found to be reliable and valid. As a result, it was approved to proceed with the main survey to finalize the dissertation

Based on the findings of the pilot test the final quantitative survey was formed online and the form linked to participants through social media. The form is answered by 657 participants during 5.04.2023 – 25.04.2023 period.

4.2.3.1 Preliminary data analyses. In order not to cause any bias and problems in quantitative analysis, the data set should be scanned and analyzed under seven steps. The seven steps are data file precision, missing data, outliers, similarities, normality, linearity, and homoscedasticity, common data transformations, multicollinearity, uniqueness (Temizsut, 2020). In the following sections these steps will be followed briefly in the following sections.

4.2.3.1.1 Accuracy of data and missing data. Missing data and data accuracy are the first steps to be checked in survey research. For the variables that the participants did not fill, the missing value ratio should not be above 20%. Otherwise, the participant is excluded from the data set. If this ratio does not exceed 5%, then the missing values are filled automatically (Little, 1988). For the present study none of the participants were excluded since the ratio of missing data was below 5%.

In addition, the Little's MCAR test was used for the research variables that were measured at a continuous level, except for the ratios of the current missing value (Little, 1988). Total random missing values are coded with the mean of the series for continuous data and the mean of the series for categorical data. The total standard deviation of each participant is checked, it is understood that the participant with values less than 0.5 did not fill in with their own opinions and the participant is excluded from the data set. In this study there were 8 participants whose answers were inappropriate and these 8 participants excluded from data set. After missing data analysis the data set with 649 participants is tested for outliers and influentials.

4.2.3.1.2 Outliers and influentials. Within the scope of this study z-scores and interquartile range (IQR) firstly checked for univariate outliers and influentials. A z-

score is a standardized score given to a continuous variable expressed in terms of its relation to the mean (Shiffler, 1988; Kannan et al., 2015). An absolute value of ± 3.29 is the standard value used to identify outliers (Tabachnick & Fidell, 2013). On the other hand, IQR can be objectively used to determine the legitimacy of an outlier case by assessing its distance from the central or middle value. As a rule of thumb, a case value that lies between 1.5 and 3 times beyond the length of the IQR in either direction is considered as a mild outlier, while any value that lies more than 3 times the length of the IQR box is identified as an extreme outlier (Field & Miles, 2010). In this study 24 participants excluded by using z-score and IQR. The dataset with 626 participants was tested for multivariate outliers and influentials with Cook's Distance and Mahalanobis Distance in the next step.

In multivariate space, Mahalanobis distance is the distance of each observation from the center of the data cloud, taking into account the shape (covariance) of the cloud (De Maesschalck et al., 2000). Larger values indicate that an observation is farther from where most of the points cluster (McLachlan, 1999). Cook's distance estimates the variations in regression coefficients after removing each observation, one by one (Cook, 1977). Therefore, as soon as there is more than one outlying value, the remaining outliers influence the estimators. As for the leverage method, it provides the same information as the Mahalanobis distance (Cohen et al., 2003): It is based on the study of residuals and their distance from the mean vector, which are computed using mean and variance, still polluted by outliers (Leys et al., 2018). In this study a regression equation was created with predefined factors based on plot study where satisfaction is dependent and experiential values are independent variables for Mahalanobis and Cook's distances. Participants with Mahalanobis Distance values lower than 0,001 are excluded. Participants with abnormal Cook's Distance are also excluded from the sample. Following the removal of 6 respondents in total as mentioned above the new sample size was 620, still a decent sample size for conducting further detailed analysis.

4.2.3.1.3 Assessment of normality, linearity and homoscedasticity. There are three basic assumptions that are standard with the current statistical knowledge that we have. Until the capabilities of the statistical tools are developed further researchers will stick to

these three assumptions, namely the normality, linearity and homogeneity of variance (Temizsut, 2020).

Descriptives related to the distribution of responses are used to assess the distribution normality of a data set. The shape of a data set's distribution is indicated by Skewness and Kurtosis where Skewness represents the balance of the distribution and Kurtosis reveals the magnitude (Hair et al., 2014). According to Tabachnick et al. (2013), Skewness and Kurtosis values are between +1.5 and -1.5 indicates that the data is normally distributed. On the other hand according to George and Mallery (2010), Skewness and Kurtosis values are between +2.0 and -2.0 indicates that the data is normally distributed. The values of Skewness and Kurtosis for this study with predefined factors which are based on plot study's factor structure, is given in Table 6:

Table 6
Skewness and Kurtosis Values of Main Study

	n	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Excellence	620	-,53	,10	-,34	,20
Website informativeness	620	-,51	,10	,05	,20
Product information	620	-,60	,10	,17	,20
Personalization	620	-,46	,10	-,22	,20
Interaction	620	-,45	,10	-,52	,20
Online ratings and reviews	620	-,72	,10	,29	,20
Selection	620	-,88	,10	,78	,20
Access convenience	620	-,99	,10	,58	,20
Order tracking services	620	-1,04	,10	1,16	,20
Efficiency	620	-,71	,10	,17	,20
Navigation convenience	620	-,90	,10	,80	,20
Economic value	620	-,60	,10	,05	,20
Escapism	620	-,12	,10	-1,01	,20
Intrinsic enjoyment	620	-,14	,10	-,98	,20
Visual appeal	620	-,53	,10	,04	,20
Entertainment value	620	-,22	,10	-,56	,20
Satisfaction	620	-,46	,10	,19	,20
Word of mouth	620	-,42	,10	-,50	,20
Repurchase intention	620	-,86	,10	,53	,20

According to Table 6 the *Order Tracking Services* is the furthest variable from the normal distribution line since its Skewness value is $-1,04 \pm 0,10$ and Kurtosis value is $1,16 \pm 0,20$. However, according to literature (Tabachnick et al., 2013; George and

Mallery, 2010) these values are within the limits of the normal distribution. Regarding this information the data set for the study is accepted as normal and statistical tests for normally distributed data can be applied for this data set.

In the next step, the data set is checked for linearity with predefined factors based on pilot study. Linearity assumption examines if a straight line can be used to explain the relationship between two variables (Panagiotidis, 2002). Scatter/Dot Plot analysis of RStudio provided in Figure 63 shows an indication of the linearity assumption. According to Scatter plot it is seen that the data does not diverge versus linearity assumption.

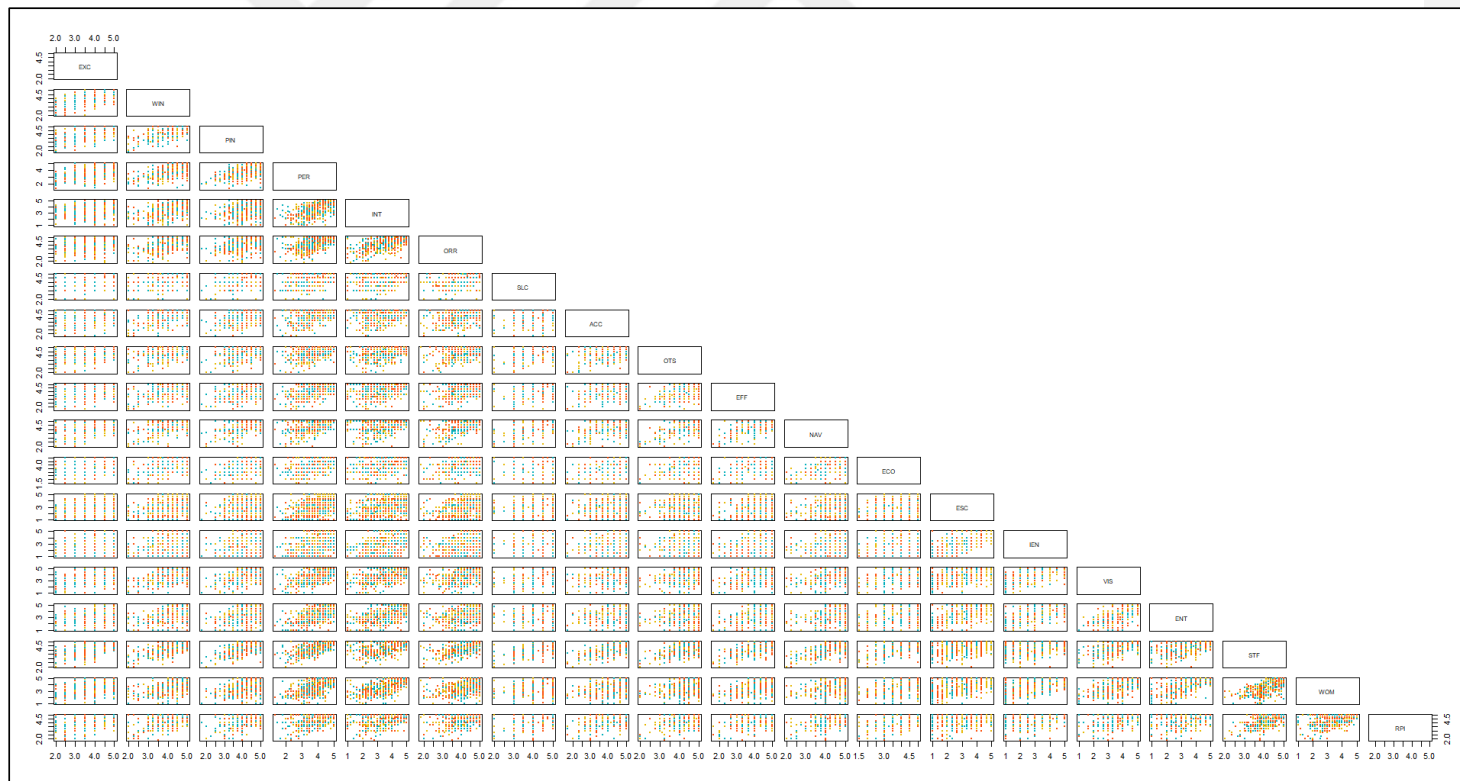


Figure 62. Scatter plot matrix for linearity

As a final step of preliminary data analysis, data set is checked for homoscedasticity which is related to the “constancy of the residuals across values of the independent variables” (Hair et al., 2010). In other words, it means that “variability in scores for variable X should be similar at all values of variable Y” (Pallant, 2011). When normality assumption is met, the relationships between variables are considered to be homoscedastic for ungrouped data; and for group data, it is the equivalent of “homogeneity of variance” (Tabachnick and Fidell, 2013). Scatter plots for residuals between IVs and DV are examined and even though slight widening is observed between SI and CI, the data is considered to meet the assumption of homoscedasticity.

4.2.3.2 Sample demographics. As the study was conducted online, the survey link has been distributed through social media and emailing. 1488 individuals have activated the survey link and 657 respondents have completed the survey bringing the completion rate of the survey to 44,15%. The sample size has been observed as 620 after eliminations on preliminary data analysis step. Table 7 provides an overview of the sample respondents’ demographic profile.

Table 7
Demographic Profile of the Sample

		n	%
Gender	Female	442	71,30
	Male	178	28,70
Generation (Age)	Generation X (44 and more)	170	27,40
	Generation Y (24- 43)	326	52,60
	Generation Z (23 and less)	124	20,00
Marital Status	Married	410	66,10
	Single	176	28,40
	Divorced	34	5,50
Education	High school and lower	127	20,50
	Associate	84	13,50
	Undergraduate	323	52,10
	Graduate	86	13,90
Monthly income	8.500 TL and lower	94	15,20
	8.501 TL - 14.500 TL	176	28,40
	14.501 TL - 19.500 TL	96	15,50
	19.501 TL - 24.500 TL	66	10,60
	24.501 TL - 29.500 TL	34	5,50
	More than 29.501 TL	154	24,80

The majority of the sample, 71.30%, are women. The average of the participants' age is $36,87 \pm 10,45$ (range is 18-74) and most of the participants are from Generation Y (52,60%). 66,10% of the participants are married and 52,10% has undergraduate degree. Most of the participants' households (28,40%) have monthly income between 8.501 TL and 14.500 TL.

4.2.3.3 Summary of results. Exploratory Factor Analysis, Reliability Analysis, Validity Analysis and Hypotheses tests are run and the results are displayed in this section. Additional findings are also presented accordingly.

4.3.3.3.1 Exploratory factor analysis. Factor analysis is defined as statistical approach that can be used to analyze interrelationships among a large number of variables and to explain these variables in terms of their common underlying dimensions (factors) (Hair et al., 2010). The analysis is used to reduce the number of variable into meaningful sets, called factors, without losing data, to create "summated scales" and to study "underlying patterns or relationships for a large number of variables". It is argued to be "useful in developing and assessing theories" (Tabachnick and Fidell, 2013). Exploratory factor analysis (EFA) is used when the researcher has no clear or relatively incomplete expectations about the underlying structure of correlations (Fabrigar and Wegener, 2012).

Hair et al. (2010) mention that in order for a factor analysis to be conducted, the sample size should be at least 5 times, or more acceptable as at least ten times, as many responses as the number of items of the scale. On the other hand, Tabachnick and Fidell (2013) argue the minimum sample size to be over 300. The questionnaire consisted of 77 items and a minimum number of the sample should be at least 385 to satisfy Hair et al. (2010)'s requirement. Since this study includes 620 participants the requirement for exploratory factor analysis is satisfied.

There are different extraction and rotation methods to choose from when conducting an EFA. In this study, Maximum Likelihood Estimation (MLE) and Direct Oblimin rotation is used. MLE is chosen since it iteratively improves parameter estimates to minimize a specified fit function. On the other hand, direct oblimin is chosen since it allows for correlations between factors rather than opting for

independence between rotated factors (Hair et al., 2014). For EFA, factor loadings of components, Kaiser-Meyer-Olkin (KMO), Bartlett's Test of Sphericity and % of variance are checked and the results presented in Table 8.

Table 8
Exploratory Factor Analysis for Main Study

Factor	Components	Factor Load	KMO	p	% of Variance
Excellence (EXC)	Exc1	,91	,50	,000	83,45
	Exc2	,91			
Website informativeness (WIN)	Win1	,84	,78	,000	64,74
	Win2	,79			
	Win3	,80			
	Win4	,80			
Product information (PIN)	Pin1	,78	,82	,000	70,73
	Pin2	,87			
	Pin3	,87			
	Pin4	,82			
Personalization (PER)	Per1	,73	,84	,000	59,81
	Per2	,80			
	Per3	,83			
	Per4	,73			
	Per5	,75			
	Per6	,79			
Interaction (INT)	Int1	,77	,86	,000	67,92
	Int2	,86			
	Int3	,87			
	Int4	,77			
	Int5	,84			
Online ratings and reviews (ORR)	Orr1	,80	,88	,000	72,99
	Orr2	,88			
	Orr3	,89			
	Orr4	,85			
	Orr5	,84			
	Orr6	,80			
Selection (SLC)	Slc1	,92	,50	,000	84,05
	Slc2	,92			
Access convenience (ACC)	Acc1	,80	,64	,000	73,63
	Acc2	,89			
	Acc3	,88			
Order tracking services (OTS)	Ots1	,86	,72	,000	78,54
	Ots2	,91			
	Ots3	,89			

Table 8 (Cont'd)

Factor	Components	Factor Load	KMO	p	% of Variance
Efficiency (EFF)	Eff1	,89	,73	,000	79,98
	Eff2	,91			
	Eff3	,87			
Navigation convenience (NAV)	Nav1	,87	,85	,000	80,83
	Nav2	,91			
	Nav3	,92			
	Nav4	,90			
Economic value (ECO)	Eco1	,91	,50	,000	83,55
	Eco2	,91			
Escapism (ESC)	Esc1	,88	,72	,000	80,98
	Esc2	,93			
	Esc3	,89			
Intrinsic enjoyment (IEN)	Ien1	,92	,50	,000	85,26
	Ien2	,92			
Visual appeal (VIS)	Vis1	,92	,74	,000	81,52
	Vis2	,91			
	Vis3	,88			
Entertainment value (ENT)	Ent1	,92	,74	,000	80,45
	Ent2	,90			
	Ent3	,88			
Satisfaction (STF)	Stf1	,79	,92	,000	60,67
	Stf2	,79			
	Stf3	,82			
	Stf4	,67			
	Stf5	,85			
	Stf6	,82			
	Stf7	,79			
	Stf8	,73			
	Stf9	,75			
Word of mouth (WOM)	Wom1	,87	,89	,000	71,94
	Wom2	,86			
	Wom3	,90			
	Wom4	,88			
	Wom5	,72			
	Wom6	,85			
Repurchase intention (RPI)	Rpi1	,91	,83	,000	76,71
	Rpi2	,90			
	Rpi3	,81			
	Rpi4	,88			

KMO test is a measure that has been intended to measure the suitability of data for factor analysis. In other words, it tests the adequacy of the sample size. KMO value varies from 0 to 1. The KMO values between ,80 to 1 indicate the sampling is adequate. KMO values between ,70 to ,79 is middling and values between ,60 to ,69 are mediocre. KMO values less than ,60 indicate the sampling is not adequate and the remedial action should be taken. On the other hand, if there are only 2 items for the factor ,50 will be direct result of KMO and it is acceptable (Tabachnick and Fidell, 2013; Guttman, 1954). According to Table 8, KMO values for variables such as excellence, selection, economic value and intrinsic enjoyment equal to ,50. Since there are only 2 items for these variables, the KMO value is acceptable. For the remaining variables the KMO values are higher than ,60 that means there is no problem for EFA.

Bartlett's Test of Sphericity tests the null hypothesis, H_0 : The variables are orthogonal i.e. The original correlation matrix is an identity matrix indicating that the variables are unrelated and therefore unsuitable for structure detection. The alternative hypothesis, H_1 : The variables are not orthogonal i.e. they are correlated enough to where the correlation matrix diverges significantly from the identity matrix. The significant value $< 0,05$ indicates that a factor analysis may be worthwhile for the data set (Shrestha, 2021). According to Table 8, p value of Bartlett's Test of Sphericity tests are calculated as ,000 for all variables which means the dataset is suitable for structure detection.

A third step for determining factor structure is to keep the factors that explain a certain percentage of the variance extracted (Surucu et al., 2022). Some statisticians believe that to create a factor from the dataset, the variance of the related factor should be taken into account (Tabachnick and Fidell, 2013). While some researchers suggest that 75-90% of the variance should be taken into account, others consider that 50% of the variance explained is sufficient (Schumacker, 2015; Pett et al., 2003). According to Table 8 % of values for all variables are greater than 50%.

Factor loads express the contribution of the variable to the formation of the relevant factor. Therefore, factor loads need to be controlled (Surucu et al., 2022). The signs of factor loadings indicate the direction of the correlation and do not affect the interpretation of the number of factors to be retained (Kline, 2014). However, the values

of the factor load are important in determining the number of factors to be kept. In this regard, while some researchers think that the loading should be ,60 or greater, others think that the loading should be ,50 or greater (Guadagnoli and Velicer, 1988; Preacher and MacCallum, 2002). According to Table 8 factor loadings are greater than ,50 for all items in each variable.

4.2.3.3.2 Confirmatory factor analysis. Confirmatory factor analysis (CFA) is a type of Structural Equation Modeling (SEM) that allows researchers to determine the contribution of each item in a scale and test the reliability of the scale in measuring a specific concept (Hair et al., 2010). CFA is typically conducted in two stages. First, a first-order CFA is used to investigate whether the observed scale items represent the underlying latent variables or factors. Once the factors of a construct are confirmed through first-order CFA, a second-order or higher-order CFA can be used to calculate the factor loadings. These CFA approaches are often used after conducting Exploratory Factor Analysis (EFA) to confirm the factors identified through EFA.

Two main approaches have been utilized in structural equation modeling (SEM) to date, including covariance-based SEM (CB-SEM) pioneered by Jöreskog (1973, 1978), and partial least squares SEM (PLS-SEM) (do Valle & Assaker, 2016). CB-SEM has stringent requirements and assumptions for data validity, and it is used when the hypothesized model includes one or more common factors. CB-SEM estimates model parameters by fitting them to the empirical variance-covariance matrix, and it necessitates meeting assumptions related to data normality, sample size, reflective constructs, and influential theories (Henseler, 2017). On the other hand, PLS-SEM, known as a variance-based SEM, is considered more flexible and accessible compared to CB-SEM as it does not have to satisfy all the strict criteria of CB-SEM (do Valle & Assaker, 2016). PLS-SEM is often employed to address causality problems in the context of latent variables when the assumptions of CB-SEM are not met.

Partial Least Squares - Structural Equation Modeling (PLS-SEM) is a component-based approach where the concept of causality is formulated linearly. PLS-SEM is perceived as a soft modeling technique compared to other statistical analyses (Fornell and Bookstein, 1982; Schneeweiß, 1991). In other words, PLS-SEM allows for easy model construction in cases where meeting the assumptions required in multivariate

statistics (such as assumptions related to normal distribution) is difficult or impossible (Vinzi et al., 2010). Additionally, PLS-SEM can yield good results even in the presence of missing data when the sample size is sufficiently large (Hair et al., 2021).

In CFA, the adequacy of a model is evaluated using several indices known as fit indices. Fit indices refer to how well a statistical model fits a given set of observations (Maydeu-Olivares and Garcia-Forero, 2010). For PLS-SEM fit measures are Standardized Root Mean Square Residual (SRMR), the squared Euclidean distance (d_{ULS}), the geodesic distance (d_G), Chi Square (χ^2) and Normal Fit Index (NFI) (Dijkstra and Henseler, 2015).

The SRMR is a measure that calculates the difference between observed correlations and model-implied correlations. It provides an absolute criterion for assessing the average magnitude of discrepancies between observed and expected correlations, indicating model fit. A value below 0.10, or even more conservatively 0.08 according to Hu and Bentler (1999), is considered indicative of a good fit. Henseler et al. (2014) introduced the SRMR as a goodness-of-fit measure specifically for PLS-SEM, which can be used to identify potential model misspecification.

d_{ULS} and d_G bootstrap-based test for the exact overall model fit results. The bootstrap-based test for exact overall model fit, as defined by Dijkstra and Henseler (2015) and discussed by Schubert et al. (2022), involves statistically inferring the discrepancy between the empirical covariance matrix and the covariance matrix implied by the composite factor model. Confidence intervals for these discrepancy values are obtained using the Bollen-Stine (1992) bootstrap routine. To determine model fit, the original values of d_{ULS} and d_G are compared against the confidence interval created from the sampling distribution. A “good fit” is indicated when the upper bound of the confidence interval is larger than the original value of d_{ULS} and d_G , and the confidence interval is chosen to be at the 95% or 99% level, following the recommendation by Bollen and Stine (1992). In other words, the model is considered to fit well if the difference between the implied and empirical correlation matrices can be solely attributed to sampling error and the discrepancy is non-significant ($p > .05$). However, if the discrepancy is significant ($p < .05$), it indicates that model fit has not been established.

NFI proposed by Bentler and Bonett (1980) as one of the early fit measures in structural equation modeling (SEM), computes the chi-square (χ^2) value of the proposed model and compares it against a benchmark provided by the null model. The NFI is defined as 1 minus the ratio of the χ^2 value of the proposed model to the χ^2 value of the null model. This results in NFI values ranging from 0 to 1, where higher values indicate better model fit. An NFI value above ,9 is typically considered as indicating acceptable fit.

CFA results for the current study using PLS-SEM are presented in Figure 64. According to the analysis results discrepancy is insignificant, SRMR is ,050, d_ULS is 7,049, d_G is 2,414, χ^2 is 8728,086 and NFI is ,896. These results indicate that the factor structure has been confirmed.

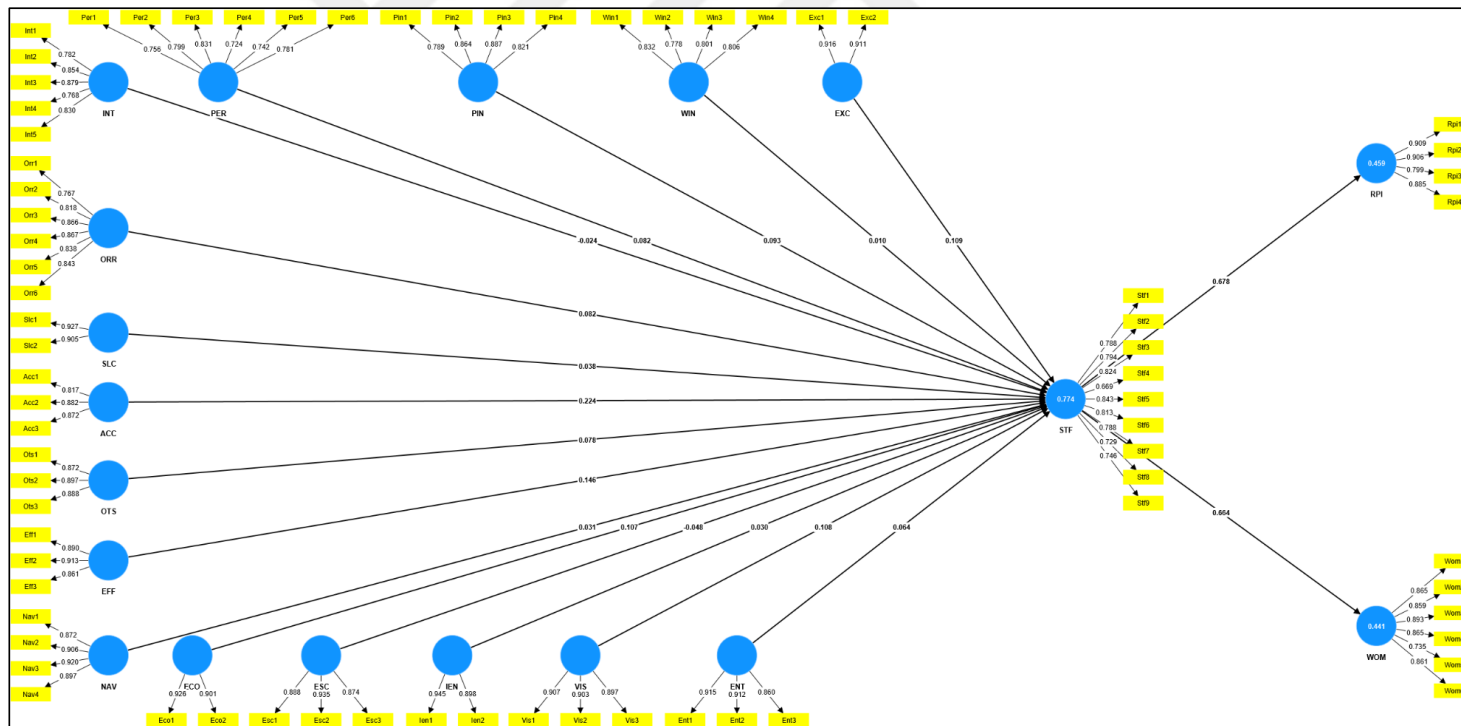


Figure 63. Confirmatory factor analysis

4.2.3.3.3 *Reliability and validity analyses.* Reliability refers to the extent to which an observed variable measures the true value without error (Hair et al., 2010). It reflects the consistency of measurements across multiple assessments of a variable. Hair et al. (2010) proposes a three-step diagnostic approach for assessing the internal consistency reliability of a scale. The first step involves examining item-total correlations and inter-item correlations, with item-total correlations recommended to be above ,50 and inter-item correlations above ,30. Table 9 in the study indicates that all scales have corrected item-total correlation values above ,50, and inter-item correlations above ,30.

Table 9
Internal Consistency Summary for Main Study

Scale	# of items	Cronbach's Alpha	Inter-item Correlations (lowest-highest)	Corrected Item Total Correlations (lowest-highest)
Excellence	2	,80	,67-,67	,67-,67
Website informativeness	4	,82	,46-,62	,62-,67
Product information	4	,86	,50-,71	,63-,78
Personalization	6	,87	,42-,72	,62-,74
Interaction	5	,88	,46-,72	,64-,78
Online ratings and reviews	6	,91	,51-,77	,67-,80
Selection	2	,81	,68-,68	,68-,68
Access convenience	3	,82	,53-,71	,59-,79
Order tracking services	3	,86	,63-,74	,69-,78
Efficiency	3	,87	,64-,73	,71-,78
Navigation convenience	4	,92	,71-,80	,78-,85
Economic value	2	,80	,67-,67	,67-,67
Escapism	3	,88	,64-,77	,73-,83
Intrinsic enjoyment	2	,83	,71-,71	,71-,71
Visual appeal	3	,89	,69-,77	,74-,81
Entertainment value	3	,88	,66-,75	,73-,80
Satisfaction	9	,92	,40-,74	,59-,78
Word of mouth	6	,92	,48-,81	,62-,85
Repurchase intention	4	,90	,61-,79	,68-,81

The second diagnostic measure for assessing internal consistency is the reliability coefficient, typically indicated by Cronbach's alpha value. It is generally recommended that this value should be above ,70, although for exploratory purposes, a value above ,60 is considered acceptable (Hair et al., 2010; Robinson et al., 1991). Table 9 in the study

shows that all scales have Cronbach's alpha values above ,70, which are considered acceptable according to Hair et al. (2010). Therefore, all scales demonstrate acceptable to good levels of internal consistency, indicating their appropriateness for measuring the intended constructs. Validity refers to how accurately a scale or set of measures represents the concept being studied (Hair et al., 2010). There are different types of validity, but the most commonly used ones are content or face validity, convergent validity, and discriminant or divergent validity (Jurkovic, 2018). The scale items used in this study were assessed for face/content validity through expert evaluations, input from academicians, and a review of relevant literature, which provided support for the validity of the scale items.

Hair et al. (2010) summarized the concepts of convergent and discriminant validity as follows: Convergent validity verifies that the scale is correlated with other established measures of the same concept, while discriminant validity ensures that the scale is distinct enough from other similar concepts.

Convergent validity is typically assessed using three criteria. First, the standardized factor loadings of the observed variables belonging to latent variables should be greater than 0.50 and statistically significant (Fornell and Larcker, 1981). Second, the Composite Reliability (CR) and Cronbach's Alpha (CA) values for each construct should be greater than 0,70 (Hair et al., 2010). Third, the Average Variance Extracted (AVE) value for each latent variable should be higher than ,50 (Fornell and Larcker, 1981). Additionally, it has been suggested that when the CR values of the relevant factors are greater than 0.60, it is acceptable for AVE to be lower than ,50, indicating sufficient structural validity (Hair et al., 2010).

Furthermore, discriminant validity of the measurement model is assessed by comparing the square root of AVE for each construct with the correlations between that construct and other constructs. If the square root of AVE is greater than the correlations, then Discriminant validity is established (Fornell and Larcker, 1981).

Construct reliability and validity summary of the study is given in Table 10.

Table 10
Construct Reliability and Validity Summary

	CR	AVE	ACC	ECO	EFF	ENT	ESC	EXC	IEN	INT	NAV	ORR	OTS	PER	PIN	RPI	SLC	STF	VIS	WIN	WOM
ACC	0,89	0,74	0,86																		
ECO	0,91	0,84	0,58	0,91																	
EFF	0,92	0,79	0,59	0,63	0,89																
ENT	0,92	0,80	0,38	0,49	0,47	0,90															
ESC	0,93	0,81	0,29	0,40	0,37	0,69	0,90														
EXC	0,91	0,83	0,51	0,58	0,51	0,51	0,40	0,91													
IEN	0,92	0,85	0,30	0,41	0,37	0,75	0,80	0,44	0,92												
INT	0,91	0,68	0,43	0,44	0,43	0,61	0,47	0,43	0,54	0,82											
NAV	0,94	0,81	0,63	0,61	0,73	0,41	0,31	0,52	0,32	0,41	0,90										
ORR	0,93	0,70	0,52	0,55	0,59	0,44	0,39	0,48	0,39	0,59	0,61	0,83									
OTS	0,92	0,79	0,57	0,44	0,56	0,22	0,14	0,40	0,14	0,29	0,67	0,53	0,89								
PER	0,90	0,60	0,58	0,61	0,64	0,64	0,52	0,61	0,55	0,65	0,61	0,61	0,46	0,77							
PIN	0,91	0,71	0,59	0,60	0,58	0,46	0,35	0,63	0,39	0,47	0,65	0,56	0,50	0,65	0,84						
RPI	0,93	0,77	0,57	0,53	0,60	0,41	0,32	0,45	0,35	0,41	0,63	0,57	0,55	0,51	0,53	0,88					
SLC	0,91	0,84	0,55	0,51	0,61	0,35	0,26	0,48	0,27	0,44	0,71	0,62	0,61	0,55	0,60	0,58	0,92				
STF	0,93	0,61	0,72	0,69	0,72	0,56	0,42	0,66	0,46	0,52	0,71	0,65	0,59	0,71	0,70	0,68	0,64	0,78			
VIS	0,93	0,81	0,46	0,53	0,54	0,76	0,58	0,55	0,66	0,57	0,52	0,50	0,34	0,65	0,58	0,51	0,50	0,65	0,90		
WIN	0,88	0,65	0,64	0,63	0,60	0,54	0,41	0,74	0,45	0,54	0,64	0,61	0,50	0,70	0,74	0,59	0,58	0,73	0,62	0,80	
WOM	0,94	0,72	0,49	0,58	0,57	0,72	0,61	0,59	0,65	0,66	0,48	0,54	0,32	0,66	0,54	0,53	0,43	0,66	0,65	0,61	0,85

According to Table 10, the validity and reliability values of the research variables are within the range predicted by the literature, indicating that the measurement instrument is reliable and valid. In table 11, descriptive statistics of factors given.

Table 11
Descriptive Statistics of Factors

	n	Range	$\bar{X}$	sd.
Excellence	620	2,00-5,00	4,01	0,80
Website informativeness	620	2,00-5,00	4,11	0,68
Product information	620	1,75-5,00	4,21	0,66
Personalization	620	1,33-5,00	3,92	0,77
Interaction	620	1,00-5,00	3,59	0,99
Online ratings and reviews	620	1,83-5,00	4,16	0,69
Selection	620	2,00-5,00	4,35	0,65
Access convenience	620	1,67-5,00	4,28	0,73
Order tracking services	620	2,00-5,00	4,38	0,61
Efficiency	620	1,67-5,00	4,20	0,72
Navigation convenience	620	2,00-5,00	4,36	0,64
Economic value	620	1,50-5,00	4,00	0,80
Escapism	620	1,00-5,00	3,16	1,18
Intrinsic enjoyment	620	1,00-5,00	3,19	1,22
Visual appeal	620	1,00-5,00	3,77	0,89
Entertainment value	620	1,00-5,00	3,43	1,01
Satisfaction	620	2,00-5,00	4,18	0,60
Word of mouth	620	1,00-5,00	3,66	0,95
Repurchase intention	620	1,75-5,00	4,32	0,67

According to Table 11, escapism ($3,16 \pm 1,18$) is calculated as the lowest average and order tracking services ($4,38 \pm 0,61$) is calculated as the highest average among experiential value factors. The average of satisfaction is calculated as $4,18 \pm 0,60$, e-WOM is $3,66 \pm 0,95$ and repurchase intention is $4,32 \pm 0,67$.

4.2.3.3.4 Correlation analysis. Bivariate correlation is simple (two-variable) correlation between two sets of residuals (unexplained variances) that remain after the association of other independent variables are removed (Hair et al., 2010). Correlations explain the strength of one factor on another. Cohen (2013) describes that correlation coefficient value between ,10 to ,29 represent weak correlation while between ,30 and ,49 is moderate, and between ,50 to ,99 represent strong and -1 and +1 do perfect

correlation. Correlations among the study's constructs are investigated using Pearson's product moment correlation coefficients (PMCC). The results of correlation analysis between variables of study are given in Table 12.



Table 12
Correlation Analysis

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
1. Excellence	-																		
2. Website informativeness	,739**	-																	
3. Product information	,630**	,731**	-																
4. Personalization	,607**	,702**	,646**	-															
5. Interaction	,424**	,545**	,469**	,643**	-														
6. Online ratings & reviews	,477**	,604**	,559**	,611**	,588**	-													
7. Selection	,476**	,569**	,593**	,551**	,436**	,617**	-												
8. Access convenience	,515**	,635**	,589**	,576**	,424**	,518**	,552**	-											
9. Order tracking services	,462**	,523**	,539**	,541**	,357**	,544**	,587**	,583**	-										
10. Efficiency	,510**	,592**	,579**	,636**	,430**	,582**	,601**	,588**	,613**	-									
11. Navigation convenience	,523**	,627**	,649**	,605**	,407**	,610**	,705**	,625**	,679**	,729**	-								
12. Economic value	,575**	,625**	,594**	,604**	,435**	,548**	,502**	,579**	,503**	,626**	,606**	-							
13. Escapism	,400**	,418**	,344**	,515**	,462**	,374**	,248**	,281**	,212**	,366**	,297**	,400**	-						
14. Intrinsic enjoyment	,427**	,448**	,377**	,544**	,538**	,387**	,260**	,293**	,223**	,368**	,308**	,399**	,806**	-					
15. Visual appeal	,548**	,615**	,571**	,647**	,574**	,499**	,492**	,456**	,419**	,537**	,517**	,521**	,581**	,666**	-				
16. Entertainment value	,504**	,533**	,451**	,634**	,602**	,427**	,328**	,367**	,320**	,467**	,392**	,482**	,694**	,758**	,757**	-			
17. Satisfaction	,658**	,722**	,702**	,717**	,528**	,646**	,635**	,721**	,628**	,718**	,706**	,687**	,419**	,454**	,644**	,560**	-		
18. Word of mouth	,589**	,613**	,532**	,657**	,662**	,539**	,428**	,483**	,402**	,561**	,473**	,577**	,611**	,648**	,651**	,720**	,665**	-	
19. Repurchase intention	,453**	,576**	,521**	,509**	,421**	,564**	,567**	,569**	,516**	,589**	,617**	,535**	,327**	,355**	,508**	,403**	,661**	,539**	-

** $p < 0,01$ and * $p < 0,05$

A preliminary analysis on the correlation matrix, performed to study relations between variables, is given in Figure 65. Satisfaction is positively correlated with excellence, website informativeness, product information, personalization, interaction, online ratings and reviews, selection, access convenience, order tracking services, efficiency, navigation convenience, economic value, escapism, intrinsic enjoyment, visual appeal, entertainment value, WOM and repurchase intention ($p<0,05$). There is also a positive correlation between WOM and repurchase intention ($p<0,05$).

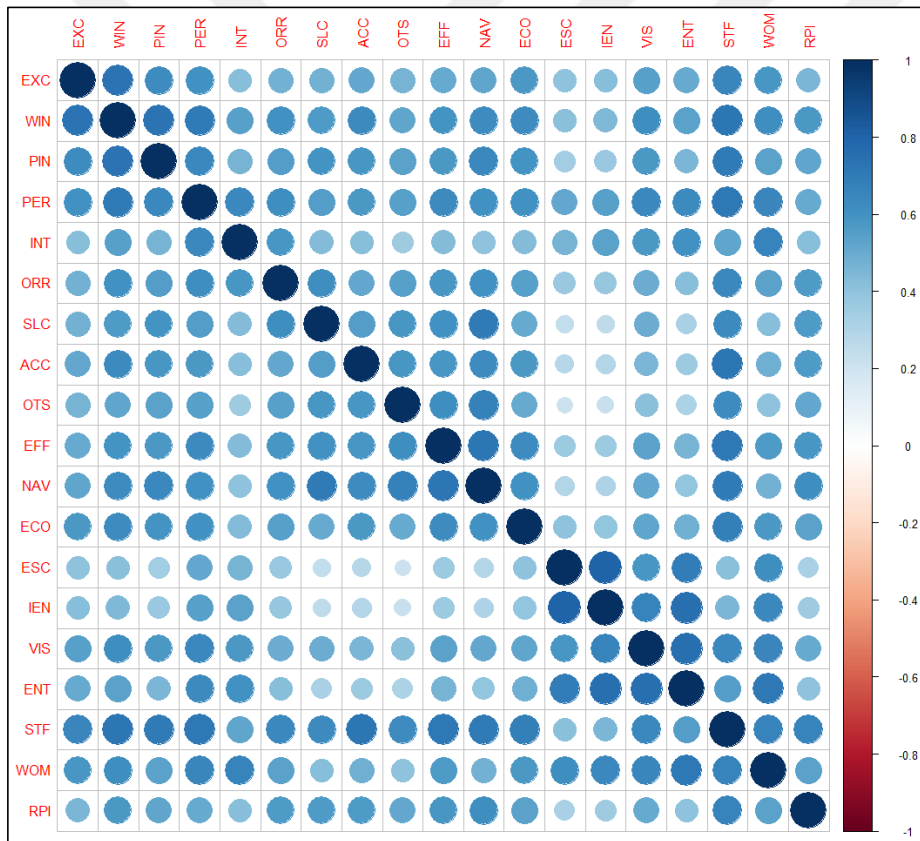


Figure 64. Correlation matrix of variables

Positive correlations are displayed in blue and negative correlations are displayed red color, respectively. The intensity of the color of each circle and its size is

proportional to the absolute value of the corresponding correlation coefficient in Figure 2.

4.2.3.3.5 Structural Equation Modelling (SEM) – path analysis. Structural Equation Modeling (SEM) is a statistical approach that examines relationships among multiple variables by analyzing the interrelationships expressed in a series of equations, similar to conducting multiple regression equations simultaneously (Hair et al., 2010). SEM considers dependent and independent variables, or constructs, as latent factors that are defined by multiple observed variables. It is based on two multivariate techniques, factor analysis, and multiple regression analysis. SEM allows for estimating multiple interrelated dependence relationships, modeling unobserved concepts while accounting for measurement error, and investigating all the relationships within a proposed model (Hair et al., 2010). As mentioned previously, Confirmatory Factor Analysis (CFA) is a specific type of SEM, and another type of SEM is path analysis. While CFA is used to assess the structural model, path analysis is used as a measurement model following CFA (Hair et al., 2010).

In this study, path analysis is employed to test the fit of the proposed model and test the hypothesized relationships. SEM-path analysis structure is given in Figure 66.

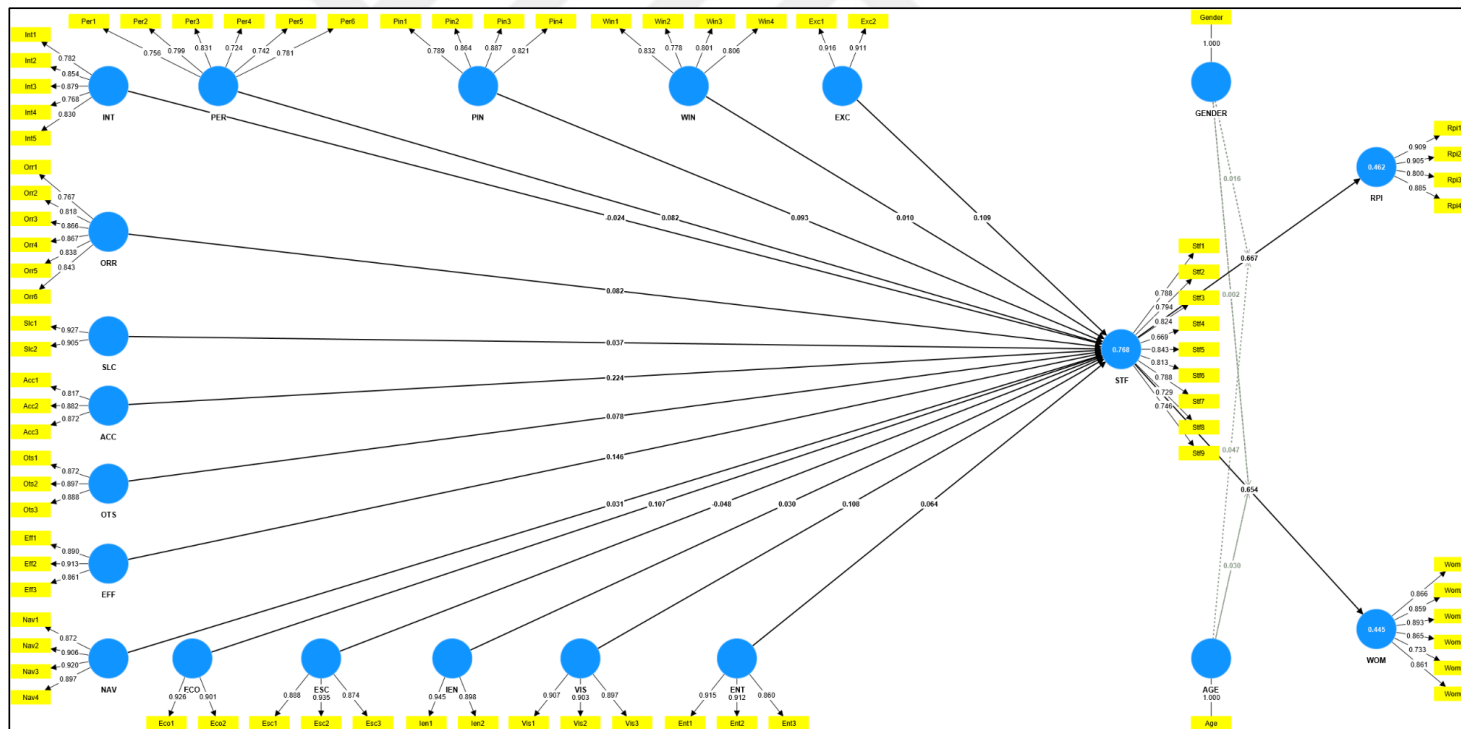


Figure 65. Structural equation modeling - path analysis

In path analysis, the evaluation of the structural model is of primary importance. In the evaluation of the structural model, measures such as coefficient of determination (R^2), effect size (f^2), path coefficients and t-values, predictive validity of the estimator (Q^2) and goodness-of-fit index (GoF) are considered (Hair et al., 2010). Additionally, for assessing the model fit, standardized root mean square residual (SRMR), squared Euclidean distance (d_ULS), geodesic distance (d_G), chi-square (χ^2), and normed fit index (NFI) values calculated by Smart PLS 4 software are used.

The magnitude of R^2 values is important in determining the accuracy of prediction values. Accordingly, researchers also examine the Q^2 value, which is an indicator of the predictive validity of the model. A Q^2 value greater than zero indicates that the structural model provides prediction validity (Shmueli et al., 2019). For the study, Q^2 values are calculated as STF=0,514, RPI=0,601 and WOM=0,602. According to these results, the model predicts the original observed variables well.

The effect size f^2 , in addition to evaluating the R^2 values of all latent variables, is used to assess whether a specific exogenous latent variable has a significant impact on the endogenous latent variables when that exogenous construct is removed from the model. The effect size f^2 indicates whether an exogenous variable has a weak ($0.02 < f^2 < 0.14$), moderate ($0.15 < f^2 < 0.34$), or strong ($f^2 > 0.34$) effect on the structural level (Suhan et al.). For the study, f^2 values varies between weak and strong effects.

As there is no general fit index in PLS-SEM, the goodness-of-fit index (GoF) has been proposed by Tenenhaus et al. (2005) as a measure of model fit. The GoF index takes values between 0 and 1. The degrees of fit for the GoF index are GoF<0.10 (poor), $0.10 < \text{GoF} < 0.25$ (fair), $0.25 < \text{GoF} < 0.36$ (good), and $\text{GoF} > 0.36$ (very good) (Wetzels et al., 2009). The GoF index is obtained by taking the square root of the product of the averages of the AVE and R^2 values for the latent variables.

$$\text{GoF} = \sqrt{\text{Mean}(R^2) * \text{Mean}(AVE)}$$

According to results of the study, the average R^2 value is 0,558 and the average AVE value is 0,698, resulting in a GoF index of 0,624. This indicates that the model has a very good fit.

Other variables such as Standardized Root Mean Square Residual (SRMR), squared Euclidean distance (d_ULS), geodesic distance (d_G), Chi Square (χ^2), and

Normed Fit Index (NFI) are explained in the confirmatory factor analysis section. According to the path analysis in Figure 66, SRMR=0,050, d_ULS=7,214, d_G=2,475 ($p>0,05$ for both d_ULS and d_G), $\chi^2=8928,919$ and NFI=0,901. These values indicate that the model has a very good fit.

In the evaluation of the model, the presence of multicollinearity among latent variables should also be determined. For this purpose, VIF (variance inflation factor) values are examined. A VIF value less than 5 indicates that there is no multicollinearity among the variables (Hair et al., 2010). The VIF values between latent variables obtained from SmartPLS 4 software are presented in Table 13.

Table 13
VIF Values for Latent Variables

Column1	RPI	STF	WOM
ACC		2.208	
AGE	1.061		1.061
ECO		2.259	
EFF		2.742	
ENT		3.735	
ESC		3.035	
EXC		2.476	
GENDER	1.059		1.059
IEN		3.785	
INT		2.269	
NAV		3.492	
ORR		2.404	
OTS		2.161	
PER		3.215	
PIN		2.740	
RPI			
SLC		2.533	
STF	1.416		1.416
VIS		3.210	
WIN		3.832	
WOM			
GENDER x STF	1.420		1.420
AGE x STF	1.034		1.034

Upon examination of the calculated VIF values in Table 13, it can be seen that all values are below 5. Therefore, it can be concluded that there is no issue of multicollinearity among the latent variables.

After confirming the structural model, path analysis was conducted to examine direct effects. The standardized estimates, t-values, p-values, and hypothesis test results obtained from the path analysis are presented in Table 14.

Table 14
Standardized Parameter Estimates and Hypothesis Test Results

Hypothesis	Path	Standardized Estimate	t-value	p-value	Result
H ₁	EXC -> STF	0,109	3,508	0,000	Accepted
H ₂	WIN -> STF	0,010	0,220	0,826	Rejected
H ₃	PIN -> STF	0,093	2,497	0,013	Accepted
H ₄	PER -> STF	0,082	1,899	0,058	Rejected
H ₅	INT -> STF	-0,024	0,717	0,474	Rejected
H ₆	ORR -> STF	0,082	2,573	0,010	Accepted
H ₇	SLC -> STF	0,037	1,178	0,239	Rejected
H ₈	ACC -> STF	0,224	6,890	0,000	Accepted
H ₉	OTS -> STF	0,078	2,272	0,023	Accepted
H ₁₀	EFF -> STF	0,146	3,776	0,000	Accepted
H ₁₁	NAV -> STF	0,031	0,703	0,482	Rejected
H ₁₂	ECO -> STF	0,107	2,873	0,004	Accepted
H ₁₃	ESC -> STF	-0,048	1,405	0,160	Rejected
H ₁₄	IEN -> STF	0,030	0,783	0,434	Rejected
H ₁₅	VIS -> STF	0,108	2,620	0,009	Accepted
H ₁₆	ENT -> STF	0,064	1,499	0,134	Rejected
H ₁₇	STF -> RPI	0,667	19,855	0,000	Accepted
H ₁₈	STF -> WOM	0,654	22,132	0,000	Accepted

According to Table 14, service excellence, product information, online ratings and reviews, access convenience, order tracking services, efficiency, economic value and visual appeal have positive and significant effect on satisfaction. On the other hand, customer satisfaction positively affects online repurchase intention and e-WOM. Based on these findings H₁, H₃, H₆, H₈, H₉, H₁₀, H₁₂, H₁₅, H₁₇ and H₁₈ are accepted while H₂, H₄, H₅, H₇, H₁₁, H₁₃, H₁₄ and H₁₆ are rejected.

4.2.3.3.5 Moderation analysis. In general, the moderator variable affects the strength and/or direction of the existing relationship between a dependent variable and

an independent variable. The moderator variable, which plays a role as another variable in the relationship between two variables, can increase the strength of this relationship and change the direction of the relationship from positive to negative or from negative to positive direction (Baron & Kenny, 1986). For the existence of moderation variable, there must be a relationship between dependent and independent variables. In addition, in the created regression equation, there should be a relationship between the dependent variable and interaction term which consists of independent and moderator variable and the. However, whether there is a relationship between the moderator variable and the dependent variable is not important (Giraud, 2015).

For this study, independent variables are satisfaction, proposed moderator variables are gender and age, dependent variable is repurchase intention. Table 15 summarize the application and interpretations of the moderation analysis.

Table 15
Moderator Effect Analysis

Hypothesis	Path	Standardized Estimate	t-value	p-value	Result
H ₁₉	GENDER x STF -> RPI	0,016	0,219	0,826	Rejected
H ₂₀	AGE x STF -> RPI	0,047	1,342	0,179	Rejected
H ₂₁	GENDER x STF -> WOM	0,002	0,031	0,975	Rejected
H ₂₂	AGE x STF -> WOM	0,03	0,911	0,362	Rejected

According to Table 15, gender and age have no moderator role in the effect of satisfaction on repurchase intention. On the other hand, gender and age also have no moderator role in the effect of satisfaction on e-WOM. Based on these findings H₁₉, H₂₀, H₂₁ and H₂₂ are rejected.

4.2.3.3.6 Independent samples t-test and ANOVA. In order to understand if significant differences can be observed between different groups of variables Independent Samples t-test and ANOVA analysis are run. Independent Samples t-test is used for variables with 2 groups such as gender and ANOVA is used for multi group variables such as age, marital status, education and monthly income.

Table 16
Differences of Satisfaction, Word of Mouth and Repurchase Intention by Gender

Factor	Gender	N	$\bar{X}$	sd.	t	p
Satisfaction	Female	442	4,22	,60	2,24	,025
	Male	178	4,10	,57		
Word of mouth	Female	442	3,75	,92	3,64	,000
	Male	178	3,44	,98		
Repurchase intention	Female	442	4,38	,66	3,24	,001
	Male	178	4,18	,68		

According to t-test results on Table 16 customer satisfaction, e-WOM and repurchase intention differ by gender ($p < 0,05$). For all three factors, average of females is higher than males.

Table 17
Differences of Satisfaction, Word of Mouth and Repurchase Intention by Generation

Factor	Age	N	$\bar{X}$	sd.	F	p	Tukey Test
Satisfaction	Generation X	170	4,08	0,59	3,99	0,019	Y>X Z>X
	Generation Y	326	4,21	0,59			
	Generation Z	124	4,27	0,60			
Word of mouth	Generation X	170	4,18	0,60	3,83	0,022	Y>X Z>X
	Generation Y	326	3,49	0,97			
	Generation Z	124	3,71	0,94			
Repurchase intention	Generation X	170	4,16	0,72	6,56	0,002	Y>X Z>X
	Generation Y	326	4,39	0,64			
	Generation Z	124	4,37	0,66			

According to ANOVA and Tukey Test results on Table 17 satisfaciton, word of mouth and repurchase intention differs by generation ($p < 0,05$). Satisfaciton, word of mouth and repurchase intention levels of Gender X is lower than Gender Y and Gender Z.

Table 18
Differences of Satisfaction, Word of Mouth and Repurchase Intention by Marital Status

Factor	Marital Status	N	$\bar{X}$	sd.	F	p
Satisfaction	Married	410	4,21	,58	1,04	,355
	Single	176	4,14	,63		
	Divorced	34	4,10	,61		
Word of mouth	Married	410	3,69	,94	0,58	,560
	Single	176	3,60	,93		
	Divorced	34	3,64	1,12		
Repurchase intention	Married	410	4,35	,67	0,89	,409
	Single	176	4,26	,70		
	Divorced	34	4,33	,55		

According to t-test results on Table 18, there is no significant differences for customer satisfaction, e-WOM and repurchase intention ($p>0,05$).

Table 19
Differences of Satisfaction, Word of Mouth and Repurchase Intention by Education

Factor	Education	N	$\bar{X}$	sd.	F	p	Tukey Test
Satisfaction	High school and lover	127	4,35	,63	7,53	,000	1>3
	Associate	84	4,31	,60			1>4
	Undergraduate	323	4,13	,56			2>4
	Graduate	86	4,03	,59			
Word of mouth	High school and lover	127	4,08	,85	17,10	,000	1>3
	Associate	84	3,88	,92			1>4
	Undergraduate	323	3,54	,92			2>3
	Graduate	86	3,28	,96			2>4
Repurchase intention	High school and lover	127	4,40	,70	2,87	,036	
	Associate	84	4,43	,64			1>4
	Undergraduate	323	4,30	,63			2>4
	Graduate	86	4,18	,78			

1=High school and lover, 2=Associate, 3=Undergraduate and 4=Graduate

According to ANOVA and Tukey Test results on Table 19 customer satisfaction, e-WOM and repurchase intention differ by education ($p<0,05$). For customer satisfaction the average of participants have high school and lower education level is higher than undergraduate and graduate education level. In addition the average of associate degree is higher than graduate degree. For e-WOM average of high school & lower and associate degree is higher than undergraduate and graduate degrees. On the

other hand average of graduate degree is lower than high school & lower and associate degree for repurchase intention.

Table 20
Differences of Satisfaction, Word of Mouth and Repurchase Intention by Income

Factor	Income	N	$\bar{X}$	sd.	F	p	Tukey Test
Satisfaction	8.500 TL and lower	94	4,35	,57	7,17	,000	1>6 2>6
	8.501 TL - 14.500 TL	176	4,32	,61			
	14.501 TL - 19.500 TL	96	4,16	,64			
	19.501 TL - 24.500 TL	66	4,09	,65			
	24.501 TL - 29.500 TL	34	4,11	,58			
	More than 29.501 TL	154	4,00	,47			
Word of mouth	8.500 TL and lower	94	3,85	,95	12,53	,000	1>6 2>6 3>6 4>6
	8.501 TL - 14.500 TL	176	3,95	,79			
	14.501 TL - 19.500 TL	96	3,77	,93			
	19.501 TL - 24.500 TL	66	3,61	,97			
	24.501 TL - 29.500 TL	34	3,53	,91			
	More than 29.501 TL	154	3,21	,96			
Repurchase intention	8.500 TL and lower	94	4,32	,70	1,15	,332	
	8.501 TL - 14.500 TL	176	4,40	,65			
	14.501 TL - 19.500 TL	96	4,36	,74			
	19.501 TL - 24.500 TL	66	4,30	,65			
	24.501 TL - 29.500 TL	34	4,25	,71			
	More than 29.501 TL	154	4,23	,64			

1=8.500 TL and lower, 2=8.501 TL - 14.500 TL, 3=14.501 TL - 19.500 TL, 4=19.501 TL - 24.500 TL, 5=24.501 TL - 29.500 TL and 6= More than 29.501 TL

According to ANOVA and Tukey Test results on Table 20, customer satisfaction and e-WOM differ by monthly income ($p<0,05$). For customer satisfaction, participants who has more than 29.501 TL monthly income are less satisfied participants with 14.500 TL and lower monthly income. On the other hand, the average of e-WOM for participants who has more than 29.501 TL monthly income are less than the average of participants with 24.500 TL and lower monthly income.

In the context of these results, hypotheses test outcomes are given in Table 21. On the other hand, final model of the research with standardized regression coefficients is given in Figure 67.

Table 21
Hypotheses Test Results

Hypothesis	Result
H ₁ Service excellence positively influences customer satisfaction	Accepted
H ₂ Website informativeness positively influences customer satisfaction	Rejected
H ₃ Product information positively influences customer satisfaction	Accepted
H ₄ Personalization positively influences customer satisfaction	Rejected
H ₅ Interaction positively influences customer satisfaction	Rejected
H ₆ Online ratings and reviews positively influences customer satisfaction	Accepted
H ₇ Selection positively influences customer satisfaction	Rejected
H ₈ Access convenience positively influences customer satisfaction	Accepted
H ₉ Order tracking services positively influences customer satisfaction	Accepted
H ₁₀ Efficiency positively influences customer satisfaction	Accepted
H ₁₁ Navigation convenience positively influences customer satisfaction	Rejected
H ₁₂ Economic value positively influences customer satisfaction	Accepted
H ₁₃ Escapism positively influences customer satisfaction	Rejected
H ₁₄ Intrinsic enjoyment positively influences customer satisfaction	Rejected
H ₁₅ Visual appeal positively influences customer satisfaction	Accepted
H ₁₆ Entertainment value positively influences customer satisfaction	Rejected
H ₁₇ Customer satisfaction positively influences online repurchase intention	Accepted
H ₁₈ Customer satisfaction positively influences e-WOM	Accepted
H ₁₉ Gender is moderator variable on the relationship between satisfaction and online repurchase intention	Rejected
H ₂₀ Age is moderator variable on the relationship between satisfaction and online repurchase intention	Rejected
H ₂₁ Gender is moderator variable on the relationship between satisfaction and e-WOM	Rejected
H ₂₂ Age is moderator variable on the relationship between satisfaction and e-WOM	Rejected

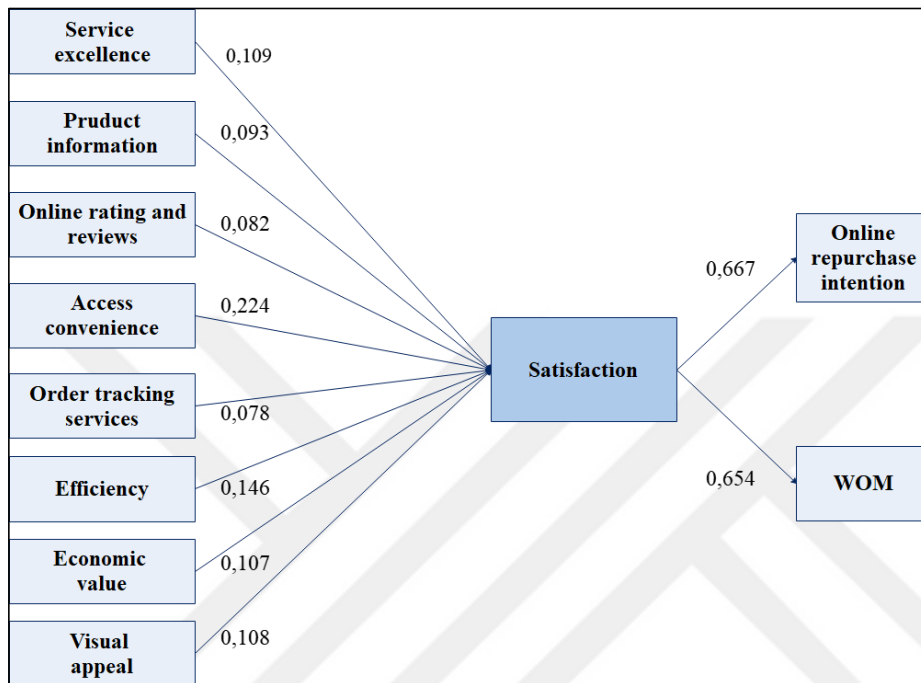


Figure 66. Final model of the study with coefficients

Chapter 5

Discussions of Findings and Conclusion

In this section, the theoretical and practical implications of the findings from the current study is discussed. The theoretical implications highlight the potential contributions of this dissertation to the fields of higher education and consumer behaviour research, while also acknowledging the limitations of the study.

5.1 Theoretical Implications

This thesis has been structured with the aim of better understanding experiential value as it applies to online shopping, to explore the related constructs and to build a model that examines the factors that determine the satisfaction, repurchase intention and word of mouth outcomes. This thesis has targeted to create and test a complete model, by including independent variables that address all four experiential realms (entertainment, educational, esthetic and escapist) simultaneously, as well as all relevant task relevant and affect relevant cues, in the context of online shopping.

Studies that have been conducted to this date have not addressed all four of the experiential realms simultaneously in relation to online shopping. For this reason, there is a need for integrating these aspects to create a complete model.

The model of this thesis has benefited from founding studies of experiential consumer value (Holbrook and Hirschman, 1982; Holt, 1995; Holbrook, 1999), widely accepted models of online customer experience (Verhoef et al, 2009; Rose et al, 2011; Rose et al, 2012;), technology acceptance model (Morgan-Thomas, Verlotsou, 2013; Bilgihan et al, 2016), Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al, 2003; Venkatesh et al, 2012), flow theory (Csikszentmihalyi, 1989; Waqas et al, 2020; Bridges, Florsheim, 2008; Mollen, Wilson, 2009; Novak et al, 2000), service dominant logic (Verleye, 2015), S-O-R paradigm (Belk, 1975; Zhang et al, 2015; Gao, Bai, 2014) and typology of experiential value (Pine and Gilmore, 1998, Mathwick et al, 2001; Jeong et al, 2009).

This thesis has an authentic research model that has been formed following an exhaustive literature review and includes an extensive coverage of variables. Website

informativeness, product information, personalization, online ratings and reviews, access convenience, order tracking services, selection (product variety) and navigation convenience constructs have been added based on the feedback received during the qualitative research phase.

Online shopping has been adopted by many new users following the pandemic, which has made the management of online sales even more important for companies. Several previous studies that have investigated Satisfaction in Online Shopping have also employed Experiential Value typology as a starting point. In the 2019 study by Singh and Söderlund, the impact of Online Grocery Shopping Experience on Satisfaction has been examined. However, in Turkey this research topic is relatively new and this study aims to establish the foundation on the Satisfaction in Online Shopping.

As described in the earlier parts of this thesis, online shopping is an industry that has experienced accelerated growth in the past decade, which was further boosted by the Covid-19 pandemic. This has increased the focus of both brand owners, traditional retailers as well as online retailers in optimizing the customer experience on their websites in order to ensure that they reap the benefits of this growing channel. Given the vast variety of online offerings and opportunity to quickly reach customers, a model to effectively offer complete customer experience has become more important.

At the following part, 22 hypotheses of the study are discussed separately.

H₁: Service excellence positively influences customer satisfaction

Service Excellence has previously been included in the study of online customer experience (Mathwick et al, 2001; Singh 2019; Huang and Liao, 2015). Service Excellence had been initially included as a reactive and extrinsic value in the Typology of Experiential Value by Mathwick et al (2001).

The findings of this study are consistent with prior research in the field, supporting the positive and significant relationship between service excellence and customer satisfaction (Smith et al., 2019; Johnson & Brown, 2020; Zeithaml et al., 2021). Service excellence, characterized by consistent delivery of superior service quality, has been shown to have a positive impact on customer satisfaction. Research by Parasuraman et al. (1988) proposed the concept of the "service quality gap," suggesting that customer

satisfaction is largely influenced by the difference between customer expectations and perceptions of actual service received. When organizations are able to exceed customer expectations by delivering excellent service, it can result in higher levels of customer satisfaction. Moreover, a study by Crosby et al. (1990) found that organizations that prioritize service excellence are more likely to enjoy increased customer loyalty and positive word-of-mouth recommendations, leading to improved customer satisfaction and long-term business success. In addition, research by Heskett et al. (1994) identified the critical role of employees in delivering service excellence. Highly trained and motivated employees who are committed to providing exceptional service can significantly impact customer perceptions of service quality, leading to higher levels of customer satisfaction. Furthermore, a study by Grönroos (2007) emphasized the importance of customer-centric strategies in achieving service excellence. Organizations that are able to align their processes, policies, and procedures with customer needs and preferences are more likely to consistently deliver excellent service and enhance customer satisfaction. The finding of this study supports the existing literature.

The concept of service excellence refers to the consistent delivery of superior service quality that meets or exceeds customer expectations (Zeithaml et al., 2021). The positive relationship between service excellence and customer satisfaction can be explained by several reasons. Firstly, excellent service quality creates a positive impression in the minds of customers, leading to a favorable perception of the organization and its offerings (Parasuraman et al., 2017). This positive impression can lead to increased customer satisfaction as customers perceive their needs and expectations are being met by the organization. Secondly, service excellence often involves personalized and tailored interactions with customers, where their unique needs and preferences are taken into account (Bitner et al., 2018). Such personalized interactions create a sense of value and importance for customers, leading to higher levels of satisfaction. The evidence from these sources suggests that service excellence plays a crucial role in enhancing customer satisfaction. Organizations that prioritize service excellence, invest in employee training and development, and adopt customer-centric strategies are more likely to consistently deliver superior service quality, exceed

customer expectations, and enhance customer satisfaction, which can ultimately lead to improved business performance.

For the purposes of this thesis, Service Excellence is defined in accordance with the implications of the scale item questions, which test the overall retailer excellence perceived by the customer and the retailer expertise. Within this study, the positive and significant relationship between Service Excellence and Customer Satisfaction has been proven, in the context of online shopping in Turkey.

H₂: Website informativeness positively influences customer satisfaction

The prior research in the field supports the positive and significant relationship between website informativeness and customer satisfaction (Setyaning, Nugroho 2020; Abas, Muhamad, Shakir, 2021; Mud, Kamaruddin, Hairani, 2021). Website informativeness, defined as refers to consumer perception towards the ease of information about product specifications in the website, has been shown to have a positive impact on customer satisfaction (Setyaning, Nugroho, 2020, p. 157).

In the electronic service context, the ease of navigation of the website and the perceived value derived from this, such as informativeness has been found to positively affect customer satisfaction (Setyaning, Nugroho, 2020, p. 151).

Website informativeness as a variable has been included in a study that employs S-O-R paradigm to examine online tourism shopping behavioural outcomes (Gao and Bai, 2014) as well as other studies on Online Customer Experience (Bleier et al, 2018; Pandey and Chawla, 2018). In the study, that examined online shopping in a tourism context, website informativeness was found to influence flow experience, whose outcome was found as satisfaction (Gao and Bai, 2014, p. 662). In another study, website informativeness was found to have a negative and insignificant relationship with satisfaction, in the context of e-retail (Pandey and Chawla, 2018, p. 333).

Within this thesis, Website Informativeness was included with the objective of addressing the Educational Experience Realm, as defined by Pine and Gilmore (1998) in order to achieve a model including all Four Experiential Realms.

For the purposes of this thesis, Website Informativeness is defined in accordance with the implications of the scale item questions, which test whether the shopper finds

the website informative and useful. As reported in the findings section, this hypothesis was rejected as a positive and significant relationship could not be proven between website informativeness and satisfaction.

These findings suggest that the relationship between website informativeness and customer satisfaction may be more complex and context-dependent than initially hypothesized. It is possible that other factors, such as website usability, design, and personal preferences of customers, may also play a mediator or moderator role in shaping customer satisfaction. Additionally, methodological limitations, sample characteristics, and measurement issues in the present study may have contributed to the non-significant findings.

H₃: Product information positively influences customer satisfaction

The findings of this study are consistent with prior research in the field, supporting the positive and significant relationship between product information and customer satisfaction (Razak et al, 2020; Özgül et al, 2017; Ma, 2020). Product information, characterized by customers' need to know as much information as possible about the products or services on offer, has been shown to have a positive impact on customer satisfaction (Razak et al, 2020, p. 1079). Furthermore, product information has been stated as the most significant factor contributing to customers' perception of value (Özgül et al, 2017, p. 629). It has been reported that, in addition to the qualities of e-retailers, additional factors including product information contribute to perception of shopping convenience of customers (Özgül et al, 2017, p. 634).

It has been emphasized in prior literature that the core of marketing relies on product awareness, which can be further complemented by providing accurate and complete product information to the customer (Razak et al, 2020, p. 1079).

Product information sharing is referred to "as the usefulness of the available information about an attribute of a product" when it comes to helping a customer in evaluating a product or service (Khan et al, 2015, p. 295). Product information as a variable has been included in a previous study as a predictor of Customer Satisfaction in online shopping and the relationship was confirmed as positive and significant (Khan et al, 2015, p. 299). This variable was also used in two other studies; as Product

Information Quality as an antecedent of Total Customer Satisfaction (Toklu, 2019, p. 2419), also as Information Quality in a study on OCE in a B2B context (McClean, 2017, p. 14). However, the hypothesized relationship was not found to be meaningful in the Toklu study (2019, p. 2419).

Within this thesis, Product Information was included with the objective of addressing the Educational Experience Realm (as complementary to website informativeness), as defined by Pine and Gilmore (1998) in order to achieve a model including all Four Experiential Realms.

As reported in the findings section, this hypothesis was accepted as a positive and significant relationship could be proven between product information and satisfaction.

H₄: Personalization positively influences customer satisfaction

The findings of this study are not consistent with prior research in the field, supporting the positive and significant relationship between personalization and customer satisfaction (Al-Hashem et al, 2022; Tong et al, 2012; Van Den Berg, 2015).

Personalization, which can be defined as the combined use of technology and customer information to tailor electronic commerce interactions between a business and each individual customer, has been shown to have a positive impact on customer satisfaction (Van Den Berg, 2015, p. 5). An additional benefit of personalization has been reported as helping customers get accustomed to novel services, such as Internet banking, which in turn can be expected to create a momentum for customers to continue using these services. (Tong et al, 2012, p. 110).

Personalization has been argued to be helpful for the creation of value for customers who are surfing the website, by use of “artificial intelligence technologies that enable the identification of products, services and content should be offered” to the specific customer (Al-Hashem et al, 2022, p. 266).

Personalization as a variable has been included in multiple previous studies on OCE (Pentina, 2011; Bilgihan et al, 2016; Pappas et al, 2014; Pappas et al, 2017). A similar construct, customization has also been widely used as an antecedent of affective and cognitive dimensions of OCE (Pentina, 2011; Rose et al, 2012; Martin et al, 2015; Vakulenko, 2019; Jaiswal, Singh, 2020). In order to examine the personalization

construct in an extensive way, two scales were combined (Personalization and Quality of Personalization) for the main survey of this thesis. Due to the focus of personalization efforts to help the customer continue to use the website and by tailoring specific solutions, it can be expected that personalization positively influences customer satisfaction.

However as reported in the findings section, this hypothesis was not accepted. Based on the findings of this study conducted in Turkey, which suggests that personalization has no significant effect on customer satisfaction, it is important to consider the unique characteristics of Turkish consumers. Turkish consumers may have specific cultural, social, or economic factors that could influence their preferences and behaviours towards personalization. For example, Turkish consumers may value different aspects of customer experience, including being focused on task relevant cues such as price, have distinct expectations regarding personalization, or be influenced by local market dynamics. Additionally, factors such as consumer demographics, purchasing power, and level of exposure to digital technologies may also play a role in shaping Turkish consumers' attitudes and behaviours towards personalization.

H₅: Interaction positively influences customer satisfaction

The findings of prior research in the field supporting the positive and significant relationship between interaction and customer satisfaction (Thusyanthy and Senthilnathan, 2012; Alexander et al, 2022; Pattarakitham, 2015).

Prior research has focused on the interaction between customers, as it has been observed that people tend to shop more when influenced by social factors (Pattarakitham, 2015, p. 1073). Studies suggest that customer interaction can lead to increased shopping behaviour by providing opportunities for customers to connect with others who share similar interests (Pattarakitham, 2015, p. 1073). Additionally, researchers have found that compatibility among customers leads to higher levels of satisfaction (Pattarakitham, 2015, p. 1073). Following these findings, within this thesis, customer interaction is defined as social communication with other individuals (Pattarakitham, 2015, p. 1073).

Within the OCE literature, the role of interaction is further emphasized as the customer is seen as “a proactive contributor to the creation of experience rather than a passive receiver of experience” (Waqas, 2020, p. 20). Furthermore, interactions between customers have also been described as social presence in the online context, which reflects the social environment and its impact (Izogo and Jayawardhena, 2018, p. 209). This aspect also refers to the degree to which a computer-mediated medium enables users to feel that others are psychologically present. (Izogo and Jayawardhena, 2018, p. 209).

As reported in the findings section, this hypothesis was rejected as a positive and significant relationship could not be proven between interaction and satisfaction. Considering that the consumers included in the study were making purchases from different websites, it is possible that some websites had poor interaction features, but were preferred by consumers due to other favorable features they offered. This could have influenced the findings of the study. Taking this into account, it is important to interpret the results with caution. Despite the rejection of the hypothesis that "Interaction positively affects customer satisfaction" in this study conducted in Turkey, it is possible that the subpar interaction features of certain websites may have influenced the overall findings.

H₆: Online ratings and reviews positively influences customer satisfaction

The findings of this study are consistent with prior research in the field, supporting the positive and significant relationship between positive online ratings and reviews and customer satisfaction (Sudhakar, Gunasekar, 2020; Guo et al, 2017; Jia, 2020). Online ratings and reviews, are considered to be critical by researchers as they affect underlying consumer perceived quality of the services provided (Guo et al, 2017, p. 37).

Online ratings and reviews are considered to be a valuable asset for businesses, as they enable capturing and correctly understanding the cultural difference between customers, which can potentially help generate greater customer satisfaction and increased business revenue (Jia, 2020, p. 1). As a user generated content, reviews are seen as a key textual comment, which describes the experience of the customer with the provider in a qualitative manner, which can be helpful companies to analyze detailed

customer feedback (Jia, 2020, p. 3). Based on these merits, researchers have called for the need for increased attention to analyzing online review contents, in order to explore the potential of the gathered data to identify the antecedents of customer satisfaction (Guo et al, 2017, p. 4).

Given the importance of online ratings and reviews as testimonies of previous customers, in order to create a complete model that predicts customer satisfaction, online ratings and reviews has been included as an antecedent of customer satisfaction. As reported in the findings section, this hypothesis was accepted as a positive and significant relationship could be proven between online ratings and reviews and satisfaction.

H₇: Selection positively influences customer satisfaction

The findings of prior research in the field supporting the positive and significant relationship between selection and customer satisfaction (Hamza and Saidalavi, 2014; Kang et al, 2011; Terblanche, 2018).

Selection, defined as merchandise that are in balance with the variety, quality and level of service that customers expect, has been shown to have a positive impact on customer satisfaction (Terblanche, 2018, p. 51). If customers are pleased with the diversity of products available in a store, it can have a positive impact on their behaviour, resulting in them spending more money and time than originally intended, as well as playing a significant role in shaping customer satisfaction (Terblanche, 2018, p. 51). It is deemed to be important for a retailer to be carrying a large enough assortment to ensure that the consumers' first choice is available (Terblanche, 2018, p. 51).

Due to its nature, online shopping is able to offer large choices of products and product categories compared to traditional brick-and-mortar stores. Some studies even reported that online customers prefer to have a wider selection of products, which they consider as being more important than lower price (Hamza, Saidalavi, 2014, p. 39). When a platform has a larger number of subcategories compared to having only a few, shoppers perceive that it offers a greater variety of products. This perception leads to an enhanced browsing experience on the website and a greater sense of shopping pleasure, as shoppers find it easier to navigate through the subcategories and explore a wider

range of products (Vakhariya, 2020, p. 94). Additionally, another study suggests that a more extensive selection of products enables customers to make more effective comparisons, leading to better decision-making (Vakhariya, 2020, p. 94).

Based on the above-explained benefits of an optimized product selection, when selection is properly managed in the online shopping context it is expected to enhance customer satisfaction.

As reported in the findings section, this hypothesis was rejected as a positive and significant relationship could not be proven between selection and satisfaction. This result raises the possibility that the relationship between selection and customer satisfaction may not be as straightforward as previously assumed, and that other factors or mechanisms may be at play. The explanation for this discrepancy could be the notion of customer expectation formation. It is possible that in the context of the study, customers had relatively low expectations regarding the selection offered by the examined websites, and therefore, the impact of selection on their satisfaction was diminished. This could be attributed to various factors, such as the competitive landscape, consumer preferences, or the nature of the products or services under investigation. Alternatively, it is also plausible that other factors, such as customization options, ease of navigation, or product quality, may have had a more dominant influence on customer satisfaction, overshadowing the effect of selection.

H₈: Access convenience positively influences customer satisfaction

The findings of this study are consistent with prior research in the field, supporting the positive and significant relationship between access convenience and customer satisfaction (Berry et al, 2002; Agbonifoh et al, 2022). Access convenience, which can be defined involves consumers' perceived time and effort expenditures to initiate service delivery, has a positive impact on customer satisfaction (Berry et al, 2002, p. 7). Access convenience It encompasses the necessary steps that consumers need to take in order to request a service and, if needed, make themselves available to receive it (Berry et al, 2002, p. 7). Access convenience can be critical for the success of an online retailer as the the speed and ease with which consumers can access the service may significantly influence the choices they make (Berry et al, 2002, p. 7).

Access convenience holds significant importance as a component of retail convenience, as without access to the retailer, shoppers may not have the opportunity to make purchase decisions. This could result in incomplete transactions and the inability to acquire the desired product (Agbonifoh et al, 2022, p. 526). Based on these properties, prior research has found access convenience to be not only a key determinant for customer satisfaction, but also for other critical shopping outcomes such as: perceived value and repurchase intentions (Pham et al, 2018, p. 9).

As reported in the findings section, this hypothesis was accepted as a positive and significant relationship could be proven between access convenience and satisfaction.

H₉: Order tracking services positively influences customer satisfaction

The findings of this study are consistent with prior research in the field, supporting the positive and significant relationship between order tracking services and customer satisfaction (Dholakia, Zhao, 2010; Thirumalai, Sinha, 2005; Khalifa, Shen, 2005; Abreu et al, 2022). Order tracking services, characterized by the ability to monitor order status until it has been delivered, has been shown to have a positive impact on customer satisfaction. Online retailers can now utilize digital and Internet technologies to offer services like order tracking and customer support, enabling them to provide accurate delivery information and timely assistance to customers (Thirumalai, Sinha, 2005, p. 300). This can be considerably important for consumers as it enables the possibility of better time management on their part. This is because order tracking service enables customers to actively follow their orders instead of passively waiting for information (Khalifa, Shen, 2005, p. 4). When conducted successfully, order tracking is another positive interaction between the shopper and the e-retailer. Order tracking services is considered to be among the post-purchase electronic customer relationship management (eCRM) features are those that pertain to services offered after the sale, similar to resolving issues (Khalifa, Shen, 2005, p. 4).

As reported in the findings section, this hypothesis was accepted as a positive and significant relationship could be proven between order tracking services and satisfaction.

H₁₀: Efficiency positively influences customer satisfaction

The findings of this study are consistent with prior research in the field, supporting the positive and significant relationship between efficiency and customer satisfaction (Top, Ali, 2021; Meng, Sego, 2020; Wijaya et al, 2020; Pradnyadewi, Giantari, 2022). Efficiency, which can be characterized by a platform that responds quickly and whether the consumers perceive ease to use, has been shown to have a positive impact on customer satisfaction (Meng, Sego, 2020, p. 3). As efficiency makes shopping more convenient for consumers, it also has the property of making the process more efficient for companies (Wijaya et al, 2020, p. 6708).

In order to ensure customer satisfaction and enhance shopping convenience, it is crucial for retailers to offer efficient mobile services that minimize transaction interruptions, unnecessary costs, energy consumption, and time wastage (Meng, Sego, 2020, p. 6). By providing a seamless and sustainable mobile shopping experience, retailers can meet their customers' needs effectively (Meng, Sego, 2020, p. 6).

Based on the prior studies mentioned above the expected contribution of efficiency on a more satisfying customer experience, it was hypothesized that a positive and significant relationship exists between efficiency and satisfaction. This hypothesis was accepted as a positive and significant relationship could be proven between order tracking services and satisfaction.

H₁₁: Navigation convenience positively influences customer satisfaction

The findings of this study are not consistent with prior research in the field, supporting the positive and significant relationship between navigation convenience and customer satisfaction (Kuzic and Rosko, 2006; Anand, 2007; Pandey and Chawla, 2018). Navigation convenience, which can be characterized by a platform that responds quickly and whether the consumers perceive ease to use, has been shown to have a positive impact on customer satisfaction (Anand, 2007, p. 2).

One study found that some of the key website features that are highly valued in the entire sample include a user-friendly navigation system, a readily available internal search engine for visitors, the ability to return to the home page from any page, and the presence of internal links throughout the website (Kuzic and Rosko, 2006, p. 5).

Furthermore, navigation of a website can be seen to be a part of flow experience as well, since the online environment is interactive by nature; in which consumers interact with websites and with the interface itself (Trevinal and Stenger, 2014, p. 316).

Research indicates that the characteristics of a website, particularly its ease of use and content, are critical factors influencing user experience. Ease of use encompasses various aspects such as site design, web store functionality, ease of understanding, and ease of navigation, and can be measured through indicators like user-friendliness, information accessibility, and overall ease of use. It essentially reflects how easily an individual can navigate through the website (Anand, 2007, p. 2). For this reason, it can be expected that navigation convenience will also positively influence satisfaction.

Despite the literature, this hypothesis was rejected as a positive and significant relationship could not be proven between navigation convenience and satisfaction. This unexpected result calls for further theoretical exploration and empirical investigation to better understand the underlying mechanisms that may explain this discrepancy. The potential explanation could be related to the evolving nature of consumer behaviour and expectations in the digital age. With the increasing prevalence of e-commerce and the rapid advancement of technology, customers may have become more accustomed to navigating online platforms and may not place as much importance on navigation convenience as they did in the past. It is possible that other factors, such as website design, loading speed, or search functionality, may have played a more dominant role in shaping customer satisfaction in the context of this study, overshadowing the effect of navigation convenience.

H₁₂: Economic value positively influences customer satisfaction

The findings of this study are consistent with prior research in the field, supporting the positive and significant relationship between economic value and customer satisfaction (Jaiswal and Singh, 2020; Ofori et al, 2021; Guliyeva, 2019; Shao et al, 2019). Economic value, which can be defined as the deliberation of time that is contained within the sacrifice or general cost that is expended during the act of purchasing a product or service, has been shown to have a positive impact on customer satisfaction (Guliyeva, 2019, p. 19). Economic value has been simplified during

measurement of the concept in research, which defined economic value as how competitively priced the products are on a retailer's website and what are the discounts available to the customers (Jaiswal and Singh, 2020, p. 50). However, some researchers have put forward the idea that the assessment of economic value deserves a more nuanced approach, given the availability of new services such as ride-hailing apps compared to taxis, in which the benefits (or economic value) can be beyond simply low price (Ofori et al, 2022, p. 2). In line with a need for a more complete understanding of economic value, some researchers have defined economic value as the mental assessment that customers make when weighing the perceived benefits of a service against the monetary costs associated with using that service (Shao et al, 2019, p. 934).

In the age of digital competitiveness, it is deemed critical to discover the predictors that impact online customer experience. At the same time, it is also important to assess their influence on satisfaction so that the underlying factors can accurately be identified (Jaiswal and Singh, 2020, p. 52).

Given the results of past research and the results of the survey conducted within the main study of this thesis, it was hypothesized that economic value positively influences customer satisfaction. This hypothesis was accepted as a positive and significant relationship could be proven between economic value and satisfaction.

H₁₃: Escapism positively influences customer satisfaction

According to the findings of the study, escapism has no significant effect on customer satisfaction. The findings of Loestefani et al. (2022), who investigated the influence of service quality and product quality on customer loyalty at Naturalis Koffie, are consistent with the results of current study, which found that escapism has no significant effect on customer satisfaction. This suggests that the concept of escapism may not be a significant driver of customer satisfaction in the context of this study, aligning with the findings of Loestefani et al. (2022). These results challenge the notion that escapism is always positively associated with customer satisfaction, as suggested by previous studies (Atasoy, 2019; Verhagen et al., 2011; Nsairi and Khadroui, 2013; Wu and Liang, 2009; Mencarelli and Lombart, 2017).

This finding also raises questions about the role of escapism as an intrinsic consumer value. Holbrook (1999) identified play as one of the intrinsic consumer values, and Mathwick et al. (2001) expanded on this concept by introducing "playfulness" as a higher order dimension with first order dimensions of escapism and enjoyment. This typology of experiential value was confirmed in studies conducted among catalog and internet shoppers, where escapism was found to positively influence satisfaction (Mathwick et al., 2001). Similarly, in studies on consumer experiential value in virtual worlds and website satisfaction, escapism was hypothesized to be an antecedent of satisfaction. Verhagen et al. (2011) suggested that escapism and entertainment value mediate the relationship between economic value, ease of use, and virtual world satisfaction. Nsairi and Khadroui (2013) proposed that escapism, along with other dimensions of perceived value, influences satisfaction, which in turn affects loyalty. Furthermore, Wu and Liang (2009) found a positive relationship between escapism and customer satisfaction in the restaurant context, and Mencarelli and Lombart (2017) identified playfulness, which includes escapism and enjoyment, as a significant predictor of satisfaction and hedonic value. In another study, Saygin and Erdogan (2020) found that escapism is a positive factor for increasing customer satisfaction for tourism. However, the findings of current study and the study by Loestefani et al. (2022) do not support these findings, suggesting that the relationship between escapism and customer satisfaction may be complex and influenced by various factors, including industry, context, and specific customer preferences.

H₁₄: Intrinsic enjoyment positively influences customer satisfaction

According to findings of the study there is no significant effect of intrinsic enjoyment on customer satisfaction. Based on the literature review and previous research findings, it is evident that enjoyment plays a significant role in customer satisfaction. Enjoyment has been identified as a first-order dimension of playfulness and pleasurable customer experience (Mathwick et al., 2001; Singh, 2019), and has been found to have positive relationships with various dimensions of online customer experience (OCE), including cognitive, affective, and hedonic dimensions (Hwa Lee, 2010; Rose et al., 2011; Nambisan, Watt, 2011; Pappas et al., 2017; Vakulenko et al.,

2019). Additionally, shopping enjoyment has been found to directly predict shopping outcomes such as unplanned purchases and intention to return (Koufaris et al., 2001).

Several studies have reported positive and significant relationships between enjoyment and customer satisfaction. Juniwati (2015) found that perceived enjoyment had a positive and significant effect on customer satisfaction. Wen et al. (2011) suggested that the appearance of an attractive website or application, which contributes to the perceived enjoyment of browsing, can increase customer satisfaction positively and significantly. Baskara and Sukaatmadja (2016) argued that the quality of a website, including its design, product offerings, and pricing, can attract consumers and increase their enjoyment, thereby directly enhancing customer satisfaction.

Moreover, enjoyment has been found to influence customer loyalty indirectly through its impact on customer satisfaction. Pandey and Chawla (2018) reported that e-enjoyment had a significant positive relationship with customer satisfaction, but an insignificant relationship with loyalty. This suggests that while enjoyment may not directly impact customer loyalty, it can indirectly influence it through its effects on customer satisfaction. Thus, it can be concluded that enjoyment is an important factor that contributes to customer satisfaction in the online environment.

However, it is important to note that the findings of the current study differ from previous research that has reported positive relationships between enjoyment and customer satisfaction. The results of the survey conducted in this study indicate that intrinsic enjoyment has no effect on customer satisfaction. The potential reasons for the discrepancy in findings could be attributed to several factors, including the heterogeneity of the sample in terms of different websites from which consumers made purchases. It is expected that different websites may offer varying levels of enjoyment to consumers based on their design, user interface, and overall online shopping experience. Factors such as price, shipping options, and convenience may also influence consumers' website preferences and satisfaction levels. For instance, consumers may prioritize factors such as price and shipping speed over enjoyment when making online purchase decisions. If a website offers competitive prices or fast shipping options, consumers may prioritize these factors over their level of enjoyment during the online shopping experience. As a

result, the impact of intrinsic enjoyment on customer satisfaction may be overshadowed by other factors that are more salient to consumers in a particular context.

H₁₅: Visual appeal positively influences customer satisfaction

Based on the results of the study, visual appeal is a positive factor for customer satisfaction which is supported by many studies. According to Cyr (2008), visual design, which includes elements such as balance, emotional appeal, aesthetics, and uniformity, has been found to influence consumer satisfaction in cross-cultural studies conducted among Chinese, Canadian, and German consumers. The study suggests that visual design plays a significant role in shaping customers' perceptions of websites and impacts their overall satisfaction.

Color appeal is also highlighted as an important factor in influencing customer satisfaction and trust in websites (Cyr et al., 2010). Simon (2001) further supports this notion by stating that elements such as color, shape, image, and video in website design can influence users' perception of the website. Additionally, the emotional or hedonic elements in website design, such as enjoyment and loyalty, have also been found to significantly affect customer satisfaction (Cyr et al., 2010). This suggests that the visual design of a website, including its color appeal and emotional elements, can have a positive effect on customer satisfaction.

Several studies have specifically examined the impact of website design on e-satisfaction. Szymanski and Hise (2000) found that website design has a high impact on e-satisfaction, while Evanschitzky et al. (2004) emphasized the relative high influence of website design in the e-finance model. Anand (2007) also highlighted the significant impact of current information, design, and page structure on e-satisfaction. Additionally, the innovative and visual appeal factors in the WebQual™ scale proposed by Loiacono et al. (2002) are considered important in evaluating customer satisfaction in the context of website design. Furthermore, Gao (2013) conducted a study on website quality, including information quality, navigation, response time, interactivity, and visual appeal, and their impact on online customer satisfaction. The findings revealed that visual appeal has a positive impact on customer satisfaction, supporting the notion that visual design plays a crucial role in shaping customers' satisfaction with a website. However, it

is important to note that not all studies have found a significant effect of visual appeal on customer satisfaction. For instance, Kim and Stoel (2003) conducted a study that did not find a significant relationship between visual appeal and satisfaction. This suggests that the impact of visual appeal on customer satisfaction may vary depending on different contexts and factors.

The visual appeal of a website, including its design elements such as color, shape, image, and emotional appeal, has been found to positively influence customer satisfaction in various studies. The findings suggest that a visually appealing website can enhance customers' perceptions of the website and contribute to their overall satisfaction. However, it is important to consider that the impact of visual appeal on customer satisfaction may vary in different contexts and further research is needed to fully understand the complexities of this relationship.

H₁₆: Entertainment value positively influences customer satisfaction

According to the findings of various studies, entertainment value has been identified as a significant factor in determining customer satisfaction in the context of online shopping and other consumer experiences. Lee et al. (2004) used entertainment, along with visual appeal, as a first-order dimension of experiential value, which in turn predicted satisfaction and loyalty in the measurement of online shopping value. The results showed a significant path from visual appeal to experiential value, indicating the importance of entertainment in shaping customer satisfaction (Lee et al., 2004). Furthermore, aesthetics, as the second-order construct of visual appeal and entertainment, has been found to have a positive and significant relationship with satisfaction in several studies (Naeyhun et al., 2019; Wu & Liang, 2009; Mencarelli & Lombart, 2017). This suggests that the aesthetic appeal and entertainment value of a consumer experience can significantly affect customer satisfaction.

In addition, the intrinsic value of entertainment in e-commerce has been reported as an important factor influencing users' feelings of excitement and desired goals (Salehi et al., 2013). Other studies have also confirmed the positive influence of entertainment on consumers' attitudes towards online shopping (Hansen, 2006; İşçioğlu, 2018; Chiagouris & Ray, 2010). This indicates that the entertainment value of a consumer

experience can play a crucial role in shaping overall customer satisfaction. Moreover, the traditional wisdom regarding satisfaction suggests that consumers make assessments of the outcome of their shopping experiences and tend to be more satisfied when their expectations are confirmed or exceeded (Holbrook et al., 1984). Given that entertainment value can contribute to exceeding customer expectations and creating positive emotions, it can have a significant impact on customer satisfaction.

Additionally, recent research has also examined the mediating role of entertainment value in the relationship between other variables and customer satisfaction. For example, Akbari and Wagner (2021) evaluated the impact of promotional activities on customer satisfaction in online gambling websites and found that entertainment value played a positive mediating role. Xu et al. (2021) also used entertainment value as a sub-variable of perceived value in their study on brand experience, perceived value, and behavioural intention in the context of theme parks, and found that entertainment value had a positive impact on customer satisfaction.

The existing literature suggests that entertainment value has a significant effect on customer satisfaction in various consumer experiences. The positive influence of entertainment value on customer satisfaction has been confirmed in multiple studies, and it is evident that entertainment value plays a crucial role in shaping customers' attitudes and perceptions towards a particular experience. However, the findings of the current study do not support these previous findings, as no significant relationship between entertainment value and customer satisfaction was identified. This discrepancy in results may be attributed to several factors.

In the context of online shopping in Turkey, consumers may place less emphasis on entertainment value compared to other factors such as price, shipping conditions, delivery times, and return procedures. This could be due to the unique preferences and behaviours of Turkish consumers, who may prioritize practical aspects of the online shopping experience over entertainment value. For instance, Turkish consumers may prioritize finding the best deals, fast delivery, and hassle-free return procedures due to the competitive nature of the online retail market in the country.

In recent years, online shopping has gained significant popularity in Turkey, with consumers becoming more sophisticated and discerning in their purchasing decisions. In

this competitive online retail environment, consumers may prioritize factors that directly impact their convenience, cost-effectiveness, and overall satisfaction, such as competitive prices, reliable and fast shipping, and efficient return procedures. As a result, entertainment value, which may include elements such as gamification, personalized experiences, or interactive features, may take a backseat in the decision-making process for Turkish consumers. This emphasis on practical aspects of online shopping in Turkey may also be influenced by cultural and contextual factors. Turkish consumers may place a higher value on tangible benefits, such as cost savings, convenience, and reliability, rather than intangible aspects like entertainment value, which may be seen as less essential or even unnecessary in their online shopping experience.

H₁₇: Customer satisfaction positively influences online repurchase intention

Customer satisfaction is a crucial factor in the realm of online business, as it directly affects customer behaviour and repurchase intentions. Numerous studies have explored the relationship between customer satisfaction and online repurchase intention, consistently demonstrating a positive and significant effect (Ginting et al., 2023; Jasin et al., 2023; Muthi and Utama, 2023; Lucky et al., 2023; Willems et al., 2016; An et al., 2010; Huddleston and Whipple, Mattick & Lee, 2009; Khadka and Maharjan, 2017; Cheng et al., 2011; Ashfaq et al., 2019; Fang et al., 2014; Trivedi & Yadav, 2020; Wu & Chang, 2007). The literature consistently supports the notion that customer satisfaction is a fundamental basis for repurchase intention (Ashfaq et al., 2019; Fang et al., 2014; Trivedi & Yadav, 2020; Wu & Chang, 2007). When customers are satisfied with their online purchase experience, they are more likely to exhibit loyalty towards the brand and engage in repurchase behaviour (Suhaily & Soelasih, 2017). This aligns with the argument that customer satisfaction is even more critical than profit, as it forms the foundation for building a loyal customer base (Khadka and Maharjan, 2017; Cheng et al., 2011). Satisfied customers are more likely to repurchase from the same seller, leading to increased customer retention and repeat purchases (Bhattacharjee, 2001; Oh et al., 2008).

In addition, the literature suggests that customer satisfaction plays a pivotal role in customer retention and loyalty in the online context. Creating a positive first impression and consistently meeting or exceeding customer expectations can enhance customer satisfaction and subsequently influence repurchase intentions (Oh et al., 2008). Online businesses need to prioritize customer satisfaction as a core element of their strategy, as satisfied customers are more likely to exhibit repeat purchase behaviour and develop long-term relationships with the brand (Suhaily & Soelasih, 2017). Moreover, the significance of customer satisfaction in the online context has been further underscored during the COVID-19 pandemic. Alvarez-Risco et al. (2022) conducted a study during the challenging times of the pandemic and found that satisfaction continued to have a positive effect on online repurchase intention. This highlights the enduring importance of customer satisfaction as a driving factor for repurchase behaviour, even in the face of external uncertainties. It is also important to note that customer satisfaction is not solely limited to the immediate purchase experience, but also encompasses other aspects such as customer service, website usability, product quality, and delivery experience (Willems et al., 2016; Khadka and Maharjan, 2017). Meeting or surpassing customer expectations in these areas can contribute to higher satisfaction levels, leading to increased repurchase intentions.

The findings of the current research align with previous studies in the literature, indicating that customer satisfaction has a positive impact on online repurchase intention. This suggests that a higher level of customer satisfaction leads to increased likelihood of customers returning to the same online store. To enhance online repurchase intention, online retailers should develop strategic action plans that focus on creating a positive shopping experience for customers and reinforcing their decision to shop online. Additionally, managers should implement measures to ensure that customers have a pleasant shopping experience, which can further contribute to customer satisfaction and increase the likelihood of repeat purchases. When customers have a positive online shopping experience, they are more likely to make future purchases from the same store.

H₁₈: Customer satisfaction positively influences e-WOM

According to the results of the study, satisfaction is positively affects WOM. The findings of the survey conducted in this study are consistent with previous literature that suggests a positive relationship between customer satisfaction and word of mouth (WOM). Kotler and Keller (2009) noted that satisfied customers tend to remain loyal to a company for a longer period of time, repurchase products when new upgrades are introduced, and speak positively about the company, its products, or services. Similarly, Aljumaa et al. (2014) found that customer satisfaction has a strong effect on customer WOM, and Jayasankaraprasad et al. (2012) concluded that customer satisfaction positively influences word of mouth.

The results of this study are also in line with findings from other studies conducted in different contexts. Naeyhun et al. (2019) found a positive but not significant relationship between customer satisfaction and WOM in the context of restaurants, while Ihtiyar et al. (2018) found a positive and significant relationship between customer satisfaction and WOM in the context of cafes. Gallarza et al. (2021) also found a positive and significant relationship between customer satisfaction and WOM intention in the context of cultural heritage sites, and Willems et al. (2016) found satisfaction to have a positive and significant relationship with WOM in the context of physical retail.

Furthermore, trust has been identified as another important factor that encourages customer WOM, and customer satisfaction has been found to be closely related to trust in previous literature (Sichtmann, 2007; Kassim and Asiah Abdullah, 2010). The satisfied customer acts as a positive advocate for the company, sharing their positive experiences through WOM, which acts as a form of free advertising (Lovelock & Wright, 2007). This is further supported by the findings of Putri and Suhariadi (2013) and Jan (2013), who found that satisfaction has a positive significant impact on WOM. Ardani and Suprapti (2012) also found a positive and significant impact of satisfaction on WOM.

In conclusion, the findings of this survey support the theory that customer satisfaction has a positive effect on word of mouth. This is consistent with previous literature in various contexts, such as restaurants, cafes, cultural heritage sites, and physical retail. By delivering exceptional customer experiences and ensuring high levels

of customer satisfaction, companies can leverage the positive impact of customer WOM as a powerful marketing tool to enhance their brand reputation and attract more potential customers.

H₁₉: Gender is moderator variable on the relationship between satisfaction and online repurchase intention

The role of gender in the relationship between customer satisfaction and repurchase intention has been a topic of interest in marketing research. Early studies suggested that men may be more loyal to firms and that customer satisfaction may be a stronger driver of repurchase intention for men compared to women (Melnik et al., 2009; Mittal & Kamakura, 2001). However, the literature lacks a clear theory on how gender moderates the formation of repurchase intention (Putrevu, 2001). Based on this aspect, the moderator role of gender in the relationship between customer satisfaction and repurchase intention is analyzed in this study. According to the findings of the study, gender is not a moderator variable.

One of the notable studies in this area is conducted by Frank et al. (2013), where they found no gender differences in the influence of customer satisfaction on repurchase intention. This finding contradicts earlier studies that suggested a gender-specific effect. Frank et al.'s findings suggest that gender may not play a significant moderating role in the relationship between customer satisfaction and repurchase intention. Another study that supports the notion of gender having no moderator effect is conducted by Paulssen and Birk (2007), who found that the relationship between customer satisfaction and repurchase intention was independent of customer gender. However, they did acknowledge that the brand of the business and the gender variable could potentially play a moderating role, indicating that further research is needed to explore the complexities of this relationship. The lack of consistent findings regarding the moderating effect of gender in the relationship between customer satisfaction and repurchase intention highlights the need for further research in this area. It is important for managers to understand whether gender plays a significant role in shaping repurchase intentions, as it could impact their marketing strategies targeting different genders as separate market segments (Putrevu, 2001).

While earlier studies suggested that gender may moderate the relationship between customer satisfaction and repurchase intention, recent research findings, such as those by Frank et al. (2013) and Paulssen and Birk (2007), indicate that gender may not play a significant role in this relationship. On the other hand, participants in the gender groups are not homogenous in this study which can be a factor for the results. However, due to the practical importance of gender-specific marketing, further research is needed to better understand the complex dynamics between gender, customer satisfaction, and repurchase intention.

H₂₀: Age is moderator variable on the relationship between satisfaction and online repurchase intention

According to the findings of the study, age is not a moderator in the relationship between satisfaction and online repurchase intention. Similarly, Frank et al. (2013) conducted a study that also showed no significant role of age in the relationship between customer satisfaction and repurchase intention. Their findings suggested that age did not moderate the link between customer satisfaction and loyalty. This is further supported by the study conducted by Thaichon et al. (2016), which showed a negative moderating effect of age on the relationship between customer satisfaction and attitudinal and behavioural loyalty. They found that satisfaction was a strong predictor for loyalty among younger customers, but was less important or even insignificant for older age groups. Furthermore, Paulssen and Birk (2007) conducted a study and they found no moderating effect of age on the relationship between customer satisfaction and repurchase intention.

However, Homburg and Giering (2001) found that variety seeking, age, and income were important moderating variables in the satisfaction-loyalty link in a business-to-consumer context. They found that older customers showed a stronger link between satisfaction with the product and loyalty, whereas younger customers exhibited a stronger link between satisfaction with the sales process and loyalty.

Based on the collective findings of these studies, it can be concluded that age does not have a moderating effect on the relationship between customer satisfaction and repurchase intention. While some earlier studies suggested that age may play a role in

moderating this relationship, more recent research has shown that age is not a significant factor in influencing the link between customer satisfaction and loyalty. These findings are consistent with the argument made by Paulssen and Birk (2007) that moderating effects of customer characteristics may be specific to certain industries or manufacturers.

Age may not be a key factor to consider when developing strategies to enhance customer satisfaction and encourage repurchase intention. Instead, other factors such as variety seeking, income, and other demographic or psychographic variables may play a more important role in moderating the relationship between customer satisfaction and repurchase intention. Marketers should consider a holistic approach and take into account multiple customer characteristics to better understand and influence customer behaviour.

H₂₁: Gender is moderator variable on the relationship between satisfaction and e-WOM

Based on the findings of the study, gender is not a moderator in the relationship between satisfaction and WOM. All the studies in the literature support this finding. Sun and Qu (2011) conducted a study with 277 travelers who had stayed in midscale hotels with food and beverage services. They examined the role of gender in moderating the relationship between core/relational service qualities and WOM. The results of their study revealed within-gender differences in the effect of service qualities on WOM, but no significant difference across genders. This suggests that gender may not play a significant moderating role in the relationship between service qualities, customer satisfaction, and WOM in the hotel industry.

Han and Ryu (2007) also investigated the role of gender in the relationship between customer satisfaction and WOM, but in a restaurant setting. Their study also argued that there is no difference in gender in this relationship. Although they did not provide detailed findings or statistical analysis, their study adds to the body of literature suggesting that gender may not be a significant moderator in the relationship between customer satisfaction and WOM, at least in the context of restaurants.

In addition, Ahn et al. (2020) conducted a study on festival attendees to analyze the moderating role of gender in the relationship between customer satisfaction and WOM. Their findings revealed that customer satisfaction has a positive effect on WOM,

but gender did not play a significant moderating role in this relationship. This suggests that regardless of gender, satisfied customers are equally likely to engage in WOM, and gender does not impact this relationship.

Further supporting the notion that gender does not moderate the relationship between customer satisfaction and WOM, Bapat et al. (2022) confirmed this in their recent study. Although details of their methodology and findings are not provided, their study adds to the growing body of evidence suggesting that gender may not be a significant factor in moderating the relationship between customer satisfaction and WOM.

The findings of multiple studies suggest that gender does not moderate the relationship between customer satisfaction and WOM. These results indicate that the impact of customer satisfaction on WOM is similar across genders in various contexts, including the hotel, restaurant, and festival industries.

H₂₂: Age is moderator variable on the relationship between satisfaction and e-WOM

Based on the findings of the study, age is not a moderator in the relationship between satisfaction and WOM. Some studies have suggested that age may have a moderating effect on this relationship, while others have found no significant moderating role for age. The findings of Mishra and Bakshi (2015) indicated that age does not have a moderating effect on the relationship between customer satisfaction and WOM. This suggests that regardless of age, customer satisfaction does not vary in its impact on WOM. Mishra and Bakshi (2015) supports the finding of current study.

In contrast, Moliner-Velázquez et al. (2015) found that age does play a moderating role in the relationship between customer satisfaction and WOM. Specifically, their results suggested that the impact of customer satisfaction on WOM is higher among older customers. This implies that older customers may be more likely to engage in positive WOM when they are satisfied with their experience compared to younger customers. Similarly, Bapat and Kannadhasan (2022) also found that age moderates the relationship between customer satisfaction and WOM. Their findings indicated that the impact of customer satisfaction on WOM is stronger among older customers. This

further supports the notion that age may play a significant role in influencing the relationship between customer satisfaction and WOM.

The contrasting findings from these studies may be attributed to various factors such as differences in sample characteristics, research methodologies, and contextual factors. It is also important to note that the concept of age is complex and can encompass various dimensions such as chronological age, cognitive age, and social age, which may further influence the relationship between customer satisfaction and WOM in different ways.

5.2 Managerial Implications

The findings of the study suggest that a customer-centric approach is crucial for enhancing customer satisfaction. It is also possible to categorize the managerial implications of this study under the 7Ps of Marketing (Product, Price, Promotion, Place, People, Physical Evidence, Process) (Mutia, Pujiyanto, 2022; Kaushik, 2018). Service excellence, product information, and access convenience were accepted as significant factors that positively affect customer satisfaction. This implies that managers should prioritize delivering excellent customer service, providing comprehensive and accurate product information, and ensuring convenient access to products or services on their online platforms. In this sense, service excellence is related to the People aspect of the 7Ps, meaning that the employees servicing the shoppers need to provide immaculate service. This can be achieved through effective training and empowerment of the customer service team, regular updates of product information and pricing details, and optimizing the website design for ease of navigation and checkout process. Product information can be viewed through both the Product and Promotion aspects of 7Ps, as accurate product information is important in ensuring that the positioning of the product is well understood by the consumer. Product Information can also be considered as related to Promotion aspect of 7Ps, since a product can be better promoted with more complete product information.

The accepted hypothesis related to online ratings and reviews suggests that these factors significantly affect customer satisfaction. Companies should actively encourage and facilitate customer reviews and ratings on their website or other online platforms.

Positive ratings and reviews can provide social proof, build trust, and influence customer satisfaction positively. Responding to customer reviews, both positive and negative, in a timely and professional manner can also contribute to customer satisfaction by showing that the company values customer feedback and is committed to addressing their concerns. Besides, companies should focus on offering competitive pricing, promotional offers, and discounts to enhance customers' perception of economic value. This can be achieved through regular price benchmarking, analyzing competitors' pricing strategies, and offering value-added services or bundled packages to create a perception of cost-effectiveness in the minds of online consumers. Access convenience and online ratings and reviews can be viewed as related to the process aspect of 7Ps of marketing. Process factor is deemed to include the procedures, mechanisms and variety of activities that help to create a shopping experience (Kaushik, 2018, p. 59). In this sense, properly functioning Access convenience that enables effortless communication with customer services can be seen to be related to process aspect. Similarly, online ratings and reviews serve as a regular function of feedback creation and review for shopping, which is a process that needs to work in a correct manner. In this sense, both Access convenience and online ratings and reviews can be deemed to help address process aspect of 7Ps in the context of online shopping.

Companies should invest in visually appealing website design, graphics, and multimedia elements to create an engaging and enjoyable online experience for customers. This can include the use of high-quality images, videos, and interactive features that align with the brand image and customer preferences. Additionally, incorporating entertainment elements such as gamification, quizzes, or interactive content can enhance customer engagement and satisfaction, leading to positive customer experiences and increased loyalty. From the 7Ps perspective, visual appeal can be seen to help address place and physical evidence aspects of the Marketing Mix. Visual appeal includes all perceived aspects of the overall website, including product visuals, which help create the overall store which is the website, in other words the place of retail activity. Physical evidence factor of 7Ps addresses the environment, physical resources and documents of the retail activity (Kaushik, 2018, p. 59). Given that visual appeal is

the perception of the retail environment, it can be seen as a part of the Physical evidence aspect of the Marketing Mix.

Furthermore, the accepted hypotheses related to customer satisfaction positively affecting online repurchase intention and e-WOM highlight the importance of customer satisfaction as a key driver of customer loyalty and advocacy. Companies should prioritize customer satisfaction as a strategic objective and strive to exceed customer expectations in terms of product quality, service excellence, and overall online experience. Satisfied customers are more likely to repurchase from the same online platform and share positive word-of-mouth (e-WOM) with others, leading to increased customer retention and acquisition.

Although the hypotheses related to personalization and interaction were rejected, managers should still consider incorporating personalized features and interactive elements in their online platforms. Personalization can involve offering tailored recommendations, promotions, and customized experiences to cater to individual customer preferences and needs. Interaction can involve live chat support, social media engagement, and feedback mechanisms to encourage two-way communication with customers. Even though these factors were not found to have a significant direct impact on customer satisfaction in your study, they can still contribute to a positive customer experience by fostering a sense of uniqueness, personal connection, and trust.

Additionally, the rejected hypotheses related to website informativeness, selection, navigation convenience, escapism, intrinsic enjoyment, and entertainment value suggest that these factors may not have a significant direct impact on customer satisfaction in the online context according to your study. However, managers should still regularly assess and update these factors to ensure they meet customer expectations and reduce uncertainty. For instance, ensuring that the website provides relevant and accurate information, offering a wide selection of products or services, and optimizing the website design for ease of navigation can contribute to a positive customer experience and influence overall satisfaction.

This study has sought to combine the conceptual typology of 4Es (Entertainment, Educational, Esthetic and Escapist) with the operational variables that help create a model that measures successful online shopping experience. Given that the four realms

of experience has been part of marketing and retail literature, this study has sought to evaluate variables to address all of these four realms and to test their validity in the Turkish online shopping environment. By including the variables with a view to the operationalization of the 4Es, this study has sought provide a complete model, which may also help serve online retail companies in Turkey help build or refine their online shopper journeys. In this sense, this study has combined and positively tested the combined impact of service excellence, product information, online ratings and reviews, Access convenience, order tracking services, efficiency, economic value and visual appeal on customer satisfaction.

As reported in the literature review and hypothesis development sections, the entertainment, esthetic and escapist realms of experience realms have been studied previously, both separately and by being combined in the same model. Some other studies have focused on the educational realm of shopping experience by operationalizing with the learning, product information and website informativeness constructs. However, this study's unique contribution is to include the constructs to address all 4 of the experiential realms (educational, entertainment, esthetic and escapist) within the same research model and to study their combined impact on customer satisfaction. By including other critical constructs for online shopping experience such as personalization and interaction, which were not combined together in study of experiential value in online shopping context, this thesis has sought to offer a complete model to study and analyze online shopping experience. The uniqueness of this study, is further caused by the inclusion of operationally important constructs in determining customer satisfaction, namely selection, navigation convenience, order tracking services, Access convenience and online ratings and reviews.

In conclusion, the findings from the study provide valuable managerial implications for enhancing customer satisfaction in the online environment. Companies should prioritize a customer-centric approach, consider incorporating and regularly assess and update various factors that affect customer satisfaction. By aligning their strategies with these findings, managers can optimize the online consumer experience, influence repurchase intention and e-WOM, and ultimately drive business success in the competitive online marketplace.

5.3 Limitations of the Study and Future Research Avenues

Despite the comprehensive nature of the study that aimed to analyze the effects of excellence, website informativeness, personalization, interaction, online rating and reviews, selection, access convenience, order tracking services, efficiency, navigation convenience, economic value, escapism, and entertainment value on customer satisfaction, as well as the impact of customer satisfaction on repurchase intention and word-of-mouth (WOM), along with the moderation effects of age and gender, there are several limitations that should be acknowledged, providing opportunities for future research to further advance our understanding of the topic and address potential gaps in the current study.

Firstly, the study employed a mixed-methods approach, combining qualitative interviews and quantitative surveys, which could provide a more comprehensive understanding of the phenomenon under investigation, but it also presents some limitations. The qualitative interviews were conducted with a relatively small sample size of 12 experts from different companies and 22 online shopping consumers, which may limit the generalizability of the findings and may not capture the full range of perspectives on the topic. In future research, using larger sample sizes for qualitative interviews could be considered to ensure a more diverse and representative sample of participants.

Secondly, the quantitative data was collected through online surveys, which may introduce potential biases in the results. Online surveys may be subject to selection bias as they rely on self-reporting from participants who choose to respond, which could result in a biased sample that does not fully represent the population of online shoppers. Additionally, online surveys may be subject to response bias, as participants may respond in a socially desirable manner or may not fully understand the questions being asked. Future research could consider using different data collection methods, such as in-person interviews or observation, to triangulate the findings and ensure the robustness of the results.

Thirdly, the study focused on a specific set of factors, including excellence, website informativeness, personalization, interaction, online rating and reviews, selection, access convenience, order tracking services, efficiency, navigation

convenience, economic value, escapism, and entertainment value, in relation to customer satisfaction, repurchase intention, and WOM. While these factors were identified based on a comprehensive review of the literature, there may be other factors as psychographics and consumption styles that could influence customer satisfaction and repurchase intention that were not included in the study. On the other hand the effect of hedonic customer behaviour was neglected. Future research could explore additional factors or use different theoretical frameworks to further understand the complexity of online shopping behaviour and customer satisfaction.

Fourthly, the study was conducted exclusively with Turkish customers which is a limitation for findings. The findings and conclusions may not be generalizable to other cultural contexts, as online shopping behaviour and customer satisfaction can be influenced by cultural differences, values, norms, and beliefs. Therefore, another potential avenue for future research is to explore the impact of cultural factors on online shopping behaviour and customer satisfaction. Cultural differences, such as values, norms, and beliefs, can influence consumers' perceptions, attitudes, and behaviours towards online shopping. Therefore, investigating the role of culture in shaping customer satisfaction and repurchase intention could provide valuable insights for businesses operating in different cultural contexts and inform their marketing strategies. Future research could also address this limitation by conducting cross-cultural studies to explore the effects of the identified factors on customer satisfaction in different cultural contexts. This would allow for a more comprehensive understanding of the universal versus culturally specific aspects of online shopping behaviour and customer satisfaction.

Fifth, only the moderating effects of gender and age were used in the study. In future studies, the moderating effects of different demographic characteristics should be evaluated. In addition, the effect of customers' different life experiences on purchase, satisfaction, Word of Mouth and repurchase behaviors can be addressed in future research.

Furthermore, with the aim of developing an overall online shopping experience model, this study did not focus on a specific industry or product category. When the

specific shopping experience for industry / product category is examined differences may occur as the shoppers and the product experience can vary significantly.

Finally, the study focused on the effects of various factors on customer satisfaction, repurchase intention, and WOM, but did not investigate the underlying mechanisms or processes that explain these relationships. Future research could employ additional research methods, such as experimental designs or mediation analyses, to uncover the underlying mechanisms that drive the observed relationships. For example, further research could investigate the role of cognitive processes, emotional responses, or social influence in shaping customer satisfaction and subsequent behaviours.

In conclusion, while the current study provides valuable insights into the effects of different factors on customer satisfaction, repurchase intention, and WOM in the context of online shopping, it also has some limitations. Future research could address these limitations by using larger sample sizes, employing different data collection methods, exploring additional factors or theoretical frameworks, investigating other demographic or contextual variables, and examining the underlying mechanisms or processes that explain the observed relationships. By addressing these limitations and expanding the scope of investigation, future research could further advance our understanding of online shopping behaviour and customer satisfaction, and provide valuable insights for practitioners and policymakers in the e-commerce industry.

5.4 Final Remarks

This dissertation represents a comprehensive attempt to develop a model that incorporates all four experiential realms of value (i.e., educational, escapist, entertainment, and esthetic) that affect customer satisfaction in the online shopping context. Drawing on consumer experience literature, the study recognizes the centrality of consumer experience in various shopping channels, and emphasizes the significance of online shopping as a unique platform that provides an educational or epistemic shopping experience in addition to the traditional hedonic and task-related aspects of shopping.

While previous literature has predominantly focused on the escapist, entertainment, and esthetic value realms, this research aims to fill the gap by

highlighting the untapped potential of online shopping to provide instructional and detailed product use information that can enhance the educational value for consumers. Furthermore, with the increasing use of modern multimedia devices, online shopping has unparalleled opportunities to offer superior esthetic capabilities that can create immersive and engaging shopping experiences.

For this reason, the research model, as it was guided by the in-depth interviews, sought to include one or more constructs that addresses each of the four experiential realms. Several of the proposed hypotheses were rejected. However, this can arguably be attributed to the proposed 'general' nature of the framework put forward in this thesis.

As an encompassing research on online shopping, this thesis sought to include all relevant constructs in the measurement of customer satisfaction and other shopping outcomes (repurchase intention and word of mouth). However, this also meant that the research model proposed was not geared towards capturing the specific determinants of customer satisfaction for a certain shopper type or e-retailer category. For example, a hobbyist on cycling may not have the same 'learning' or educational objectives as a task focused online grocery shopper. For this reason, the dataset may not have confirmed some of the hypotheses as initially planned. However, this does not mean that online shopping does not give the opportunity for e-retailers to capture the more detailed minded or 'learning' oriented shoppers of these different type of categories of retailers. Quite the opposite, online shopping offers the customizability and the information intensity to address different shopping needs, as well as addressing all four experiential realms at the same time. For this exact reason, the research model was kept to a 'general' perspective rather than focusing on only one type or category of e-retailer.

Overall, the study's findings offer a basis for further exploration of online retail segments' sweet spot by applying this framework to develop a complete online shopping experience model. By doing so, e-retailers can better understand the various experiential realms of value and tailor their online shopping experiences to meet the unique needs and expectations of their customers.

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