Online Customer Experience: A Conceptual Framework

Arijit Bhattacharya, Manjari Srivastava and Sanjeev Verma

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Abstract

Online customer experience is an evolving and challenging area of consumer research. This research paper, through systematic literature review, first chronicles the evolution of online customer experience and using focus group discussion inputs from Indian online shoppers, proposes an adapted conceptual model of online customer experience which consists of its components, antecedents and outcomes. The model also introduces two moderating variables for the first time in this context: the Big Five personality traits and perceived time available to online shoppers. This paper offers contribution both for the academia and the industry and discusses theoretical contributions and managerial implications.

Keywords

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Introduction

Online retail in India is a very important area of research today as India is one of the fastest growing online retail markets in the world. Though online retail market size in India was only US$ 3 billion in 2014 it is estimated to reach US$ 70 billion by 2020. According to a study done by ASSOCHAM-Resurgent India, nearly 69 million customers shopped online in 2016, which is projected to touch 100 million in 2017 and has been growing at a compounded annual growth rate (CAGR) of 35% per year to cross 100 billion by 2020 (Assocham-PWC study, 2014).The exponential growth of online retail in India is fuelled by India's 371 million active Internet users in June 2016 which is projected to cross 500 million 2017. India's Internet user base is second largest globally after China. A study finds that online shopping is the top reason to access internet among Indians (The Times of India, 2016). In 2015, around 55 million Indians shopped online and the number is expected to touch 80 million in 2016 (The Times of India, 2015). Few growth drivers of Indian online retailing are: high penetration of economically priced Internet enabled smartphones, availability of affordable broadband service to access the Internet both in big metro cities and relatively smaller cities and internet savvy youth segment who spend considerable time in this medium (Khare and Rakesh, 2011). KPMG (2014), in a report titled *Indian Retail- the Next Growth Story* has also identified technology savvy, aspirational Indian youth segment (500 million Indians under the age of 25; census 2011) is driving the online retail demand. However a study carried out by IAMAI-IMRB in 2015, found that out of 306 million Internet users only 13% currently shop online. It means there is a huge untapped growth potential for online retail. In this backdrop, Indian online

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customer experience emerges as a strategic differentiator in a cluttered market to improve the customer "stickiness'.

Savvy marketers have realized the critical importance of customer experience to influence desirable behavioral outcomes of customers. It has been studied across various domains e.g. philosophy, sociology, anthropology, economics, psychology and marketing (Caru and Cova, 2003). Researchers have also studied this multidimensional construct in both offline marketing (Holbrook and Hirchman, 1982; Pine and Gilmore, 1998; Schmitt, 1999) and online marketing contexts (Novak et al., 2000; Rose et al., 2012; Martin et al. 2015).

Customer experience has several dimensions (Martin et al. 2015) which is psychologically subjective in nature (Trevinal and Stenger, 2014) and context-specific (Rose et al. 2012); hence posing research challenge to its operationalization and generalization to the population. Therefore, this field is still evolving and yet to take a firm shape due to country specific cultural reasons and technology-related infrastructure issues. In this context, this paper attempts a fresh understanding of Indian online customer experience.

In this context, this paper raises the research question: *What are the antecedents for a positive online customer experience in Indian context which in turn will be translated into desired marketing outcomes?*

Hence, the purpose of this research is to gain an understanding of the online customer experience for Indian online shoppers which include:

(1) Antecedents of cognitive aspect online customer experience.

(2) Antecedents of affective aspect online customer experience.

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(3) Influence of total (cognitive and affective) online customer experience on consequent variables viz. online repurchase intention meditated through online customer satisfaction.

(4) Moderators of online customer experience

Research Approach for Model Development

To develop the conceptual model of online customer experience, two-pronged approaches were undertaken – systematic literature review and qualitative research.

Literature review

In this phase, available literature on this topic were classified chronologically and studied (Refer Table1). After systematic literature review, the conceptual model proposed and tested by Rose et al. (2012) was taken as a reference point as no India specific model was available. By doing so, it was decided to treat online customer experience as composed of Cognitive Experiential State and Affective Experiential State. However, the model was suitably adapted in Indian context keeping by considering new sets of antecedents for Affective Experiential State which were selected based on a qualitative research. Also, to further study the effect of personality on online shopping, the Big Five personality traits were taken as moderators.

Table 1: Thematic Literature Review on Customer Experience and Online Customer Experience

Year	Author(s)	Themes/Findings
1982	Holbrook and Hirschman	Experiential aspects of consumption
1994	Carbone and Haeckel	Customer experience in business design
1996	Hoffman, and Novak	Model of consumer navigation in a computer-mediated environment
1998	Pine and Gilmore	Four realms of experience in an 'experience economy'
1999	Schmitt	Strategic framework for Experiential Marketing
2000	Novak, Hoffman and Yung	Structural model for a compelling online experience
2002	Berry et al.	Placing "clues" in the buying process to manage customer experience
2002	Gilmore and Pine	To reach customers organization should create an experience *within* them
2003	Caru and Cova	Meanings and typology of experience
2004	Prahalad and Ramaswamy	Co-creation of value through customer experience
2005	Carbone and Haeckel	Experience as "takeaway" impression after customer-firm encounter
2006	Mascarenhas et al.	Customer experience for lasting customer loyalty
2007	Frow and Payne	How to achieve a 'perfect' customer experience
2007	Berry and Carbone	Both rational and emotional clues contribute to total customer experience
2007	Gentile et al.	Roles of different experiential features
2007	Khalifa and Liu	Effect of online shopping experience on repurchase intention
2007	Meyer and Schwager	Focused on customer experience management
2008	Fornerino et al.	Relationship among immersion, emotion and satisfaction
2009	Verhoef et al.	Creation of a customer experience from a holistic perspective; prior customer experience influences future customer experiences
2009	Grewal et al	Macro factors related to customer experience management in retailing
2010	Palmer	Model of customer experience with inter-personal relationships, service quality and brands
2011	Curtis et al.	
2011	Rose et al.	Understanding of antecedents and consequences of online customer experience in the purchase context
2011	Khare and Rakesh	Studied Indian consumers' intention to purchase in online shopping
2012	Rose et al.	Empirical testing of a model of the relationship between antecedents and consequences of online customer experience
2012	Gehrt et al.	Online shopping orientation segments of Indians
2012	Sinha and Kim	Indian specific factors related to online buying behavior
2013	Yoon	Analysis of in-store shopping experiences based on experiential typology of Schmitt (1999)

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2014	Srivastava and Kaul	A model involving social interaction, convenience, customer satisfaction and customer experience (mediator)
2014	Trevinal and Stenger	Exploratory study to conceptualize online shopping experience
2015	McColl-Kennedy et al.	Conceptual study to provide directions for future research on customer experience
2015	Martin et al	A model of online customer experience with involving two shopper segments
2016	Bilgihan et al.	A theoretical model for a unified online customer experience
2016	Srivastava and Kaul	Impact of customer experience on attitudinal and behavioural loyalty
2016	McLean and Wilson	Exploring relationship between online customer experience and social interaction
2016	Lemon and Verhoef	Understanding customer experience through various touch points in multiple channels and media

Focus Group Discussion

Focus Group Discussion analysis of Indian online shoppers provided the basis for selection of the four antecedents for the Affective Experiential State in the conceptual model. The four variables selected through this process are: prior shopping experience, online retailer credibility, interpersonal influence and electronic word-of-mouth.

In this study, three focus group discussions were carried out. Each group had eight participants. First group was 4 men and 4 women, second group had 4 male post graduate students and 4 female post graduate students and the third group had 5 male members (2men and 3 post graduate students); 3 female (1 woman and 2 post graduate students).

Literature Review

Customer Experience

In the highly competitive present retail environment, a retailer, apart from engaging in product innovation and competitive pricing should also focus on customer experience to survive and

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thrive (Grewal et al., 2009). However, the present focus on customer experience has happened over time. The information-processing model considered the consumer as logical and rational while making a purchase decision (Bettman, 1979). But, later studies challenged this utilitarian focus also incorporated hedonic perspective. Holbrook and Hirschman's (1982) pioneered the "experiential" view of consumption manifested through "fantasies, feelings, and fun" by focusing on symbolic, hedonic and esthetic factors related to consumption (Holbrook and

Hirschman, 1982). Further research in this field also helped to explain impulse purchase and compulsive shopping which the earlier model failed to explain. (Babin, 1994). Carbone and Haeckel (1994) defined customer experience as "*the takeaway impression formed by people's encounters with products, services, and businesses—a perception produced when humans consolidate sensory information.*" and opined that customer experience can act as a source of distinction from the competition and should be an integral part of the business plan.

Pine and Gilmore (1998) added further value to consumer experience domain when they observed today's customer lives in an "experience economy" as marketing has evolved from commodities to services to experiences. They suggested today's marketing success depends on "staging experiences that sell" and categorized retail customer experience into four types: entertainment, educational, escapist, and esthetic. In a later article, authors observed that "people have become relatively immune to messages targeted *at* them. The way to reach your customers is to create an experience *within* them." (Pine and Gilmore, 2002)

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Schmitt (1999) introduced the concept of "experiential marketing", a radical change in perspective from the conventional focus on "features-and-benefits" of the product. He proposed customers are not only governed by rational thinking but also by an equally important emotional thought process. Both of which are responsible for creating "pleasurable experiences". The central elements of Schmitt framework were: 'Strategic Experience Modules' (experience types) and 'Experience Producers' (experience causing factors). Five types of customer experience were posited by them: sensory experiences (*sense*), affective experiences (*feel*), creative cognitive experiences (*think*), physical experiences, behaviors and lifestyle (*act*) and social-identity experiences linked to references groups or culture (*relate*).

Berry, Carbone and Haeckel (2002) reported that "total customer experience" was a component of the overall value creation process and to create the desired emotional aspect of experience the firm should plant suitable "clues" in the purchase environment. They also observed that superior customer experience and customer loyalty could be produced through deliberate placement of logical and affective signals in the shopping environment (Berry and Carbone, 2007). Further research opined that customer experience was a critical component of the value creation process because of paradigm shift from product or firm focus to personalized customer experience (Prahalad and Ramaswamy, 2004). Apart from focusing on customer experience as a construct, research also tried to understand how different stimuli, through creation of correct environment and setting can influence different components of customer experience and proposed that different components of customer experience: sensorial, emotional, cognitive, pragmatic, lifestyle and relational (Gentile et al. 2007).

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Various researchers attempted to explain the multidimensional construct of customer experience from different perspective. One definition reported it is customer's "internal and subjective" response due to the interaction with firm (Meyer and Schwager, 2007). Another view looked at customer experience from a "holistic" point of view across marketing channels and hypothesized it was composed of customer's cognitive, affective, emotional, social and physical responses to the retailer and also proposed that future customer experiences will be governed by past customer experiences (Verhoef et al., 2009). Research has also observed that customer experience happens through interaction between the customer and the business at every possible contact points (Grewal et al., 2009). Incorporating the multiple facets of customer experience a comprehensive definition is: *"The customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction. This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial, physical and spiritual)"* (Gentile et al., 2007).

Online Customer Experience

Online retailing has become a strong competitor of traditional physical retailing in short span of time due to adoption of the Internet for shopping purpose. Due to increasing completion in this domain, every marketer is paying attention to create positive online customer experience.

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Research studies have also stressed the strategic importance of online customer experience for firm's success apart from deep discounts (Grewal et al., 2009; Rose et al., 2011, Martin et al. 2015). However, lack of availability of online customer experience literature and differing definitional perspectives of the core concept is a major hurdle in this domain (Rose et al., 2011). Hoffman and Novak (1996), proposed a model in context of online consumer navigation using 'flow', a psychological construct. The construct was manifested through a feeling of seamlessness during navigation, intrinsic enjoyment and lack of self-consciousness. (Hoffman and Novak, 1996). Later, they proposed the antecedents and outcomes of online consumer experience engagement through a conceptual framework and tested it (Novak et al., 2000). The moderating effect of online customer experience has also been studied in the context of online store attributes and its effect on trust, satisfaction and loyalty (Jin and Park, 2006).
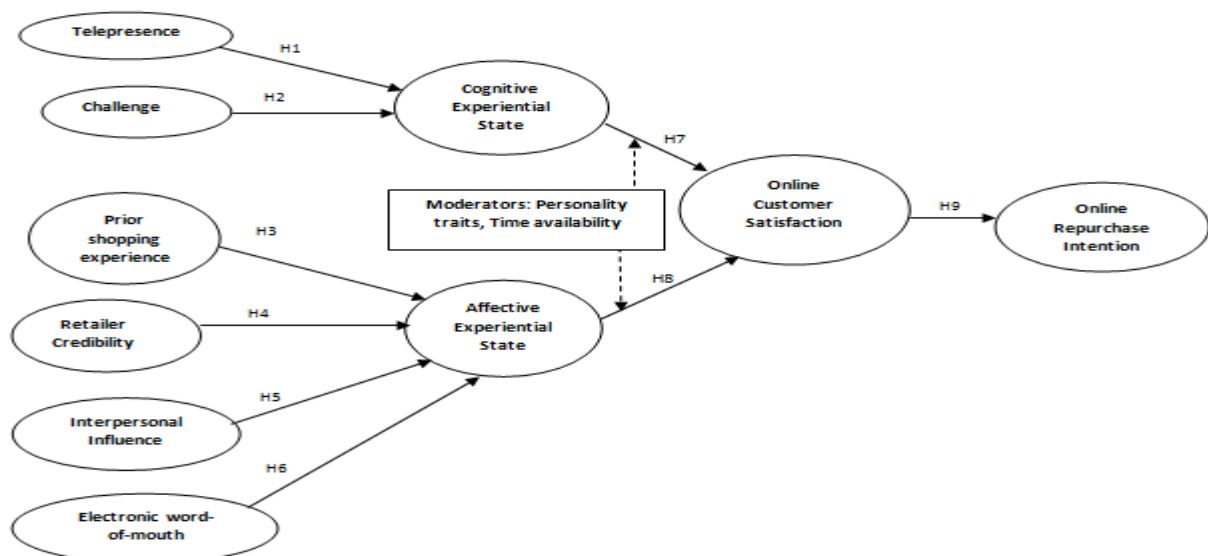
Rose et al. (2012) proposed the components of online consumer experience: cognitive experience and affective experience along with its antecedents and outcome (Rose et al., 2012). However, literature review shows knowledge generation in online customer experience is still emerging and yet to take a concrete shape which qualifies this construct and the domain fit for further research (Klaus, 2013; Rose et al. 2012; Trevinal and Stenger, 2014; Martin et al. 2015). Trevinal and Stenger (2014) have defined online shopping experience as "a complex, holistic, and subjective process resulting from interactions between consumers and the online environment". Although different authors have conceptualized the construct differently the common elements in all studies is that onine customer experience is a "psychologically subjective response to the e-retail environment".

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Gaps in Literature

Researchers have studied customer experience in different prodct and service contexts: e.g. civil aviation (Chauhan and Manhas, 2014), travel industry (Jauhari, 2010; Gopalan, 2010), DTH industry (Joshi et al., 2014), banking (Rahman, 2006), luxury hotels (Mohsin and Lockyer, 2010), mobile services (Chakraborty and Sengupta, 2013) and modern retail (Jain and Bagdare, 2009; Bagdare and Jain, 2013; Anuradha and Manohar, 2011).

However, online customer experience research in Indian context is hard to find though earlier researches have clearly pointed out the significance of carrying out online customer experience research in a cross-cultural context with focus on the youth segment to gain more insight into the issue (Rose et al. 2012). The present model attempts to address both these issues.

Figure 1: Proposed Conceptual Framework

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In the proposed framework, online customer experience is considered to have two components as observed by previous researches: Cognitive Experiential State and Affective Experiential State. These two components are found to influence customer satisfaction and repurchase intention in online context (Rose et al. 2011, 2012; Martin et al. 2015).

In order to understand what consists of a engaging online experience, researchers focused on concept of 'flow' (Hoffman and Novak, 1996; Mathwick and Rigdon, 2004; Hsu and Lu, 2004). Flow was considered to be a psychological state during online activity due to customer's cognitive processing. Its characteristics were challenge, arousal, attention and telepresence which led to lowered self-awareness and intense, internal and subjective enjoyment (Hoffman and Novak, 1996). However, later research considered two components of online customer experience – cognitive experiential state and affective experiential state (Gentile et al, 2007; Rose et al., 2012; Martin et al., 2015). Cognitive Experiential State is defined as the part of online customer experience which is "connected with thinking or conscious mental processes"; involves creative problem solving (Gentile et al., 2007; Rose et al. 2012) and the concept of Affective Experiential State is related to the part of online customer experience that "involves one's affective system through the generation of moods, feelings and emotions" leading to emotional connection between the customer and the product, service, brand or organization (Gentile et.al, 2007; Rose et al., 2012).

Antecedents to the Cognitive Experiential State (CES)

"Flow" represents a cognitive state where a human is totally engrossed in a task to such an extent so that s/he mentally immersed and oblivious of time and surrounding environment

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(Csikszentmihalyi, 1977). This cognitive state has also been applied in online context (Huang 2006; Mathwick and Rigdon, 2004). High levels of enjoyment, involvement, concentration, making an activity self-absorbing and compelling in nature (Huang, 2006), and an overly positive, subjective experience (Hoffman and Novak, 2009) are few of the outcomes of the *flow* state. Novak, Hoffman and Yung (2000) have defined online flow as "a cognitive state experienced during online navigation". Researchers have considered flow as a motivational construct (Csikszentmihalyi 1975, 1990) which influences experience (Huang 2006). Rose et al. (2012) proposed a *flow* state precedes CES and the four antecedents of flow for CES are telepresence, challenge, skills and interactive speed based on the works done by Novak, Hoffaman,and Yung (2000). They accepted the definition of CES as given by Gentile, Spiller and Noci (2007) as the component of OCE "connected with thinking or conscious mental processes". However, their view of CES was challenged by later researchers who proposed that only telepresence and challenge should be used as indicators of CES due to improvement in online shopper's skill level and better internet speed (Martin et al. 2015). Keeping in view of the latest development, proposed model has focused on telepresence and challenge as antecedents.

Telepresence

*T*elepresence is defined as "the mediated perception of an environment" (Steuer, 1992). In the online customer experience context, telepresence means the degree to which the consumer feels present in the online domain vis-à-vis his real environment and acts as an antecedent to online flow experience typically characterized by the unawareness of passage of time by the

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consumer due to deep involvement in the virtual environment (Hoffman and Novak, 1996; Novak and Hoffman, 2000; Hoffman, 2009). Later studies have found that customer experience is significantly increased by telepresence which acts as antecedent to engagement which in turn influences consumer attitude and behaviors (Mollen and Wilson, 2010) and cognitive experience state (flow) is also positively influenced by telepresence (Rose et al., 2012; Martin et al. 2015)

Proposition 1(a): In line with the existing literature, it is hypothesized that telepresence positively influences cognitive experiential state.

Challenge

The construct challenge refers to an individual's level of anxiety triggered by the perceived complexity related to his level of web browsing skill (Ghani and Deshpande, 1994) and studies have found that it is an antecedent to online flow experience (Nakamura and Csikszentmihalyi, 2000; Ghani and Deshpande, 1994; Ghani et al. 1991; Trevino and Webster, 1992; Hoffman and Novak, 1996). Research has also found that positive affect and exploratory behavior are also positively influenced by the level of challenge (Novak et al., 2000). However, to create a memorable online customer experience, challenge should be *positive* in nature e.g. challenge in playing different difficulty levels of an online game and should not be negative one e.g. slow download time, navigation difficulty) (Koufaris, 2002). Study that focused on online shopping behavior of customers it has been found that challenge positively influences cognitive experiential state (Rose et al., 2012; Martin et al. 2015).

Proposition 1(b): In view of the above literature review it is hypothesized that Challenge positively influences cognitive experiential state.

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Antecedents of the Affective Experiential State (AES)

Rose et al. (2012) have defined AES as the component of online customer experience "involves one's affective system through the generation of moods, feelings and emotions". Four antecedent variables are hypothesized to be influencing the AES of online customer experience. The variables are prior shopping experience, online retailer credibility, interpersonal influence and electronic word-of-mouth. These variables are selected based on the analysis of the inputs of online shoppers with whom Focus Group Discussion has been carried out.

Prior Shopping Experience

Prior broad online shopping experience has been used as an indirect measure of habit formation (Khalifa and Liu, 2007). As online shopping is a newer phenomenon and involves technology as compared to buying from a physical store, customer's risk perception toward the channel is more (Brunelle, 2009). Therefore, for risk reduction, online shoppers rely to a large extent on experience quality of previous online purchase experience. During online shopping, customers evaluate experiences and also reduce uncertainties and risk-aversion through their perceptions toward product information, form of payment, delivery terms, service offered, risk involved, privacy, security, personalization, visual appeal, navigation, entertainment and enjoyment which in turn affect future attitudinal intention (Ling et al. 2010).

Proposition 2(a): In view of the above literature review, it is hypothesized that customer's prior experience associated with online shopping positively influences affective experiential state.

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Online Retailer Credibility

In absence of a physical infrastructure and personal interaction with customers online retailers have to put in extra effort to create emotional associations such as "authenticity" (Merrilees and Miller, 2005) to indicate their credibility which drives purchase intention and intention to revisit (Kapoor and Sharma, 2016). Kotler and Keller have defined it as "the extent to which customers believe a firm can design and deliver products and services that satisfy their needs and wants" (Kotler and Keller, 2016) and can be used to reduce specific consumer security and reliability concerns and the broader issue of subsequent privacy risk. Literature shows corporate credibility decreases general risk perception (Mitchell and Greatorex, 1993), increases online trustworthiness toward an online retail site (Jarvenpaa et al., 2000) and positively influences overall quality perception, perceived usefulness and usage intentions (Featherman et al., 2010). Also, credibility of a retailer is also associated with perceived risk which in turn determines confidence of customer toward online channel and in turn intention to use (Brunelle, 2009).

Proposition 2(b): In view of the above literature review, it is hypothesized that online retailer credibility positively influences affective experiential state.

Interpersonal Influence

Customer experience, both offline and online, has a social aspect (Doolin et al., 2005; Lemon and Verhoef, 2016) and interpersonal influence is a crucial aspect of it. Susceptibility to interpersonal influence has been studied in product and services context and it is found to be an individual difference variable which influences attitudes, norms, values, aspirations and purchase behavior. It is demonstrated through either normative influence (inclination to

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conform to others) or informational influence (absorbing information from others as proof of reality) which occurs through process of *internalization*. Later research further divides normative influence into: value expressive influence manifested through process of *identification* (amplifying self-image by connecting to a reference group) and utilitarian influence manifested through *compliance* (conforming to others expectations for rewards or to avoid punishments). Informational influence takes place through internalization and it influences customers' product evaluation and selection (Bearden et al., 1989; Bhattacharjee, 2000). In a research related to online buying of e-brokerage subjective norm is considered as a combination of both normative (interpersonal) and informational (external) influences (Bhattacharjee, 2000). In present research context, interpersonal influence as an antecedent to affective experiential state is considered as 'peer influence'. According to a study by Nielson, online purchase triggered by seeing others shopping online has been found to be a driving factor (Economic Time, 2015).

Proposition 2(c): Based on the above literature review, the proposed model focuses on the interpersonal influence and it is hypothesized it is an antecedent to affective experiential state.

Electronic word-of-mouth

Research has found that personal interaction during shopping can enhance in-store experience and ultimately improves satisfaction (Terblance and Boshoff, 2001). As today's customers have become more vocal in expressing their requirements, expectations and experiences through various communication channels (Verma, 2014) including the Internet, WOM has evolved into electronic word-of-mouth (eWOM) and a source of consumer's positive and

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negative opinion about product and service (Hennig-Thurau et al., 2004) and marketers actively eWOM as a marketing tool on social media sties (Alboqami et al., 2015). Electronic word-of-mouth is defined as "any positive or negative statement made by potential, actual or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet "(Hennig-Thurau et al., 2004). Customer can spread information and feeling through online customer reviews on company websites, blogs and chat rooms (Verhoef et al., 2009). It has been found that online product reviews is the most popular form of eWOM these days (Sen and Lerman, 2007) and used by many consumers to collect pre-purchase product information (Zhu and Zhang, 2010). Research has found that consumer judgment is influenced by negative online product reviews and may lead to brand equity dilution (Bambauer-Sache and Mangold, 2010). Also, according to a Nielson study done in Indian context, recommendation play a vital role for first time online purchase (Economic Times, 2015). In the present research context, online product review, is considered as a source of eWOM which in turn influences affective experiential state.

Proposition 2(d): Based on the above literature review, it is hypothesized that eWOM influences affective experiential state.

Moderating Variables

It is proposed that in this model online customer experience is moderated by two variables. (i) online customer's personality traits and (ii) time available. Selection of these variables is based on the analysis of the focus group discussion and researches' judgment. The two moderators are described below:

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Personality traits of online customer

How a consumer expresses his/her personality on the Internet has become an interesting topic for research (Bluer and Döring, 2012). In a given consumer segment, with same demographic variables, personality traits of consumers can be a differentiating factor which may lead to different customer experiences and different responses to satisfaction level and repurchase intentions. Role of consumer personality has been studied in different contexts e.g. to understand preference for online banking (Khare et al., 2010), to gain insight into brand personality (Aaker, 1997) and in the context of five-factor model of personality (McCrae and Costa, 1987). However, no research has addressed this issue in the context of online customer experience; hence, five-factors model of personality traits have been considered as a moderating variable in the proposed model. According to Five factors model the personality traits under consideration are: (a) Neuroticism: This trait characterized by excessive self-consciousness, susceptibility to emotional hurt (Costa and McCrae, 1985). Researchers have also probed the possible link negative emotional reactions and gratification through shopping (Tsao and Chang, 2010), (b) Extraversion: This trait is related to the comfort level of an individual toward interpersonal and social interactions (Costa and McCrae, 1989; Tsao and Chang, 2010), (c) Agreeableness: This trait is manifested by high trust level less suspicion of an individual (Tsao and Chang, 2010) who engages in spends time courteous activities (Karl et al., 2007) (d) Openness to experience: It means high level of curiosity and imagination of an individual to explore new experience (Tsao and Chang, 2010) who also shows powerful reaction to emotional stimuli (Matzler et al., 2006), and (e) Conscientiousness: manifested by

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meticulous attention to individual organization, cautiousness and tenacity; shows less interest in interpersonal connection (Pervin et al., 2004; Tsao and Chang, 2010).

In online shopping context, five-factor personality traits are considered as an antecedent to hedonic and utilitarian motivation which influences purchase intention (Tsao and Chang, 2010). Research has shown that the Big Five personality traits are significant predictors of loneliness and internet use (Amichai-Hamburger, 2003), an online customer's intention to write a review (Picazo-Vela et al. 2010), online social networking site related behaviors (Gosling et al., 2011), blogging habits (Guadagno et al., 2008). In the proposed model five-factor personality traits are taken as a moderating variable to test empirically its influence in a new context.

Proposition 3: It is proposed that personality of an online shopper is moderating the relationship between online customer experience and online customer satisfaction.

Time available

Time available to the shopper is a personal situational factor in organized retailing and significantly influences impulse buying (Foroughi et al., 2012; Badgaiyan and Verma, 2015) especially with Generation Y customers (Khan et al., 2016; Prashar et al., 2016). Research has shown limited time availability may be an antecedent to customer frustration and negativity to the environment (Beatty and Ferrell, 1998) leading to negative customer experience due to negative affect (Babin, Darden and Griffin, 1994) while more time will be devote to in-store browsing (Beatty and Ferrell, 1998). Time available is the opposite of time pressure as the latter reduces unplanned purchases (Iyer, 1989). Studies have found that power is an antecedent to

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customer's perceived amount of time due to increased perceptions of control over time (Joshi and Fast, 2013; Moon and Chen, 2014).

Proposition 4: In the proposed model, time available to the online shopper is considered to be moderating the relationship between online customer experience and online customer satisfaction.

Consequences of the Online Customer Experience

Online Customer Satisfaction

Satisfaction as a construct has attracted attention from different branches of management. In human resource management context its influence has been studied in job satisfaction of employees in an organization (Srivastava, 2011). Likewise, in the marketing domain customer satisfaction is a much researched subject. Due to various factors' involvement in creating customer satisfaction depending on the context and situation it is considered to be a multi-dimensional construct (Lewis, 2006) and it has been defined as "a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfillment including level of under or over fulfillment" (Oliver, 2014). Disconfirmation theory defines satisfaction as customer's evaluation of gap between performance and expectations (Oliver and Desarbo, 1988). It has been found that satisfaction is subjective, individual-specific and of three types – pre-purchase satisfaction, purchase satisfaction and post-purchase satisfaction (Khalifa and Liu, 2007). Research has also proposed that a positive customer experience in retailing context can lead to moer satisfacton which in turn will ensure

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more repurchase intention manifested thrgouh repeat visits, larger share of wallet ticket and ulitmately more profit (Grewal et al., 2009).

Accoridng to researches done in OCE field, online customer satisaction is influenced by both cognitive and affective experiences resulting from online shopper's perception of various attributes (Homburg et al., 2006; Jin and Park, 2006; Khalifa and Liu, 2007; Rose et al., 2012; Martin et al., 2015) however it is still doubtful which one has more weightage. I has also been found that online satisfaction is also directly assoicatied with online repurchase intention (Rose et al., 2012; Martin et al., 2015).

Proposition 5: Based on the above literature review, it is hypothesized that online satisfaction positively influences online repurchase intention.

Online Repurchase Intention

Repurchase intention is traditionally defined as the intention to buy a specific product or service over and over again (Copeland, 1923). Besides, repurchase intention has been studied in the context of cognitive dissonance theory (Festinger, 1957) and volitional behavior (Ajzen, 1991). This construct has been derived from the construct behavioral intention which is a component of Theory of Planned Behavior and Theory of Reasoned Action. In the context of online buying, repurchase intention is defined as "re-usage of the online channel to buy from a particular retailer" (Khalifa and Liu, 2007).

Research has found evidence for association between online customer experience, online customer satisfaction and online repurchase intention (Rose et al., 2012; Khalifa and Liu, 2007). Interestingly, few researchers have proposed that to gain better insight into the

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consumer's mind repurchase intention is a better measure than behavioral parameters (Ling et al., 2010).

Repurchase intention has been found to be a consequence of customer satisfaction in retail research (Seiders et al., 2005) and also in online retail (Ha et al., 2010; Rose et al, 2012; Martin et al, 2015).

Proposition 6: In view of the above literature review, online repurchase intention is a consequence of online satisfaction.

Conclusions

This paper discusses the evolution of customer experience and online customer experience and also endeavors to answer the reasons why it is critical and contemporary research worthy issue. Using systematic literature review, the paper discusses various antecedents of online customer experience and proposes a conceptual model that is to be tested using a structural equation modeling. Following conclusions are drawn:

First, the proposed framework proposes four new antecedents to affective experiential states based on the inputs received from India online shoppers through focus group discussion.

Second, in line with earlier literature (Rose et al. 2012; Martin et al. 2015) the model looks at the components of online customer experience but proposes to either develop measurement scales for measurement or test existing pre-validated scales in a new research context.

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Third, the goal of this model is to study both the direct influences of the antecedent variables on the cognitive and affective components of online customer experience as well as their interactive influences using structural modeling approach.

Finally, the proposed model incorporates the moderating effect of the Big Five personality traits and consumer's perceived time availability on online customer experience and consequently on desired marketing outcomes like online customer satisfaction and online repurchases intention.

Managerial implications originate from literature review. The proposed framework proposes online retailers should focus not only on the functional aspects of a retail website but also on the experiential aspects of the customer – both cognitive and affective. Online customer experience in this case acts as the driving force in influencing desirable behavioral outcomes from the customer. Understanding both the components of online customer experience and how manipulation of website features can help achieving the desired level of online customer experience can be helpful to online marketers. However, it is to be kept in mind that importance of online experience for a customer varies across product and service categories. Also, marketers should consider on the online customer experience moderated by personality type and perception of time availability and fine-tune their marketing strategies accordingly. The output of the proposed research based on the conceptual framework will be helpful to online retailers to focus on the effective antecedent and consequence variables of online customer experience for online retail websites.

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