

Perceived Customer Experience in the Pre-purchase and Purchase Stages: Links, Effects and Moderations

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Abstract

A seamless consumer experience (CX) is essential for omnichannel retailers, but consumers have likely different CXs in each stage of the consumer journey. Thus, it is valuable to analyze how retailers profit from perceived CX effects in journey stages and how major touchpoints used by consumers at each stage affect such effects. The authors propose a theory-based framework and apply a sequential mediation modelling to study the effects of stage specific CX in the pre-purchase and purchase stages on repurchase intention through consumer satisfaction. They rely on longitudinal data obtained in three waves over ten months. The results show indirect effects of both stage specific CX on repurchase intention. Importantly, the effects of both CXs differ and are moderated differently. These insights allow implications for managers who want to know how disentangled and interacting CXs in the journey stages attract consumers, in light of their use of major touch-points in the stages.

Subject Areas: *Consumer Behaviour, Retailing*

Track: Retailing & Omni-Channel Management