

Reciprocal Effects of Cognitive, Affective and Social Customer Experience on Customer Loyalty and Word of Mouth in Omnichannel Shopping

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Cite as:

Swoboda Bernhard, Fränzel Nils, Hälsig Frank (2024), Reciprocal Effects of Cognitive, Affective and Social Customer Experience on Customer Loyalty and Word of Mouth in Omnichannel Shopping. *Proceedings of the European Marketing Academy*, 53rd, (119664)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



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Abstract

Although cognitive customer experience (CX) affects affective CX or social CX and vice versa, the understanding of this reciprocity remains scarce. The authors fill this gap by applying categorization theory and analyzing whether reciprocity between major CX dimensions exists and how it affects consumers' loyalty and word of mouth (more long- and short-term responses). They analyze data from 539 consumer evaluations of leading omnichannel fashion retailers in three waves via cross-lagged longitudinal path models. The results indicate that the cognitive CX dimension increases the affective and social dimensions and vice versa, but to different extents. The reciprocal effects of the CX dimensions are different for consumers' loyalty and word of mouth. These results are contrasted with a nonreciprocal modelling. These findings have direct implications for managers interested in understanding how the reciprocity of major CX dimensions affects consumer behavior.

Subject Areas: *Consumer Behaviour, Retailing*

Track: Retailing & Omni-Channel Management