

The impact of consumer motives for interacting with digital touchpoints
on customer experience and attractiveness of retail agglomerations: a
shopping journey perspective

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Abstract

Collective digital touchpoints such as retail agglomeration websites, social media, and e-mail are frequently used to enhance retail agglomerations' customer experience and attractiveness. Understanding consumers' utilization of these touchpoints is crucial for advancing academic insights and guiding practitioners. A survey of 196 Dutch consumers, grounded in the customer experience framework and uses and gratifications theory, reveals that while motivations like entertainment-seeking, reward-seeking, and ethical consumption-seeking positively influence customer experience, interestingly, convenience-seeking does not. This counterintuitive finding indicates a nuanced impact of motivations on customer experience. Particularly in entertainment-seeking, the positive impact grows with the number of shopping journey stages where collective digital channels are used. Customer experience then directly influences satisfaction and indirectly impacts revisit intention through satisfaction.

Subject Areas: *Channels, Consumer Behaviour, Electronic Commerce and Internet Marketing, Marketing Strategy, Retailing*

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