

How Touchpoint Nature Shapes Customer Experience and Behavior: A Reciprocal Perspective

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Abstract

Although we received that touchpoints (TPs) affect each other and interdependently shape customer experience (CX) and behavior, our empirical knowledge of such relationships in omni-channel retail is limited. This paper fills this research gap by extending the applications of information integration theory (IIT) to analyze whether interdependent relationships exist between the most useful physical, digital, and human TPs across consumers' journeys and how they affect CX and repurchase intentions differently. Study 1 addresses such reciprocity and reciprocal effects of the nature of TPs across three consumer journeys through the application of longitudinal data from 542 individuals in cross-lagged panel models. Study 2 tests the same TPs independently and cross-sectionally to reveal the shortcomings of omitted reciprocity. Study 1 suggests that the most useful physical, digital, and human TPs are reciprocally linked and affect CX and indirect behavior differently. The results strongly differ in the boundary condition check of Study 2, and in an exploratory comparison of utilitarian vs. hedonistic consumers.

Track: Retailing & Omni-Channel Management