Customer Experience Determinants: A Review in Online Purchase Context

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Abstract

Creating memorable customer experience seemed to be the center of today’s retail practices. The concept customer experience is well defined, and sufficient literature is available in face-to-face retail context, but in the online context, it is scarce. The purpose of this study is to explore and provide the literature review on online customer experience. The study follows the systematic methodology to review the literature. A total of 39 papers were identified as relevant for the study. The search criteria are based on peer-reviewed and impact factor journals. The period of the articles ranges across 30 years from 1985 to 2015. Content analysis was performed manually, and data extraction form was used to segregate and summarize the data. The study provides three contributions to both academics and practitioners. First, the study offers a broader understanding of customer experience in online contexts. Second, it identifies and discusses the determinants of online customer experience from the literature review. Finally, it suggests a conceptual framework of online customer experience for future testing.

Keywords: Online customer experience, E-retailing, Cognitive state, Affective state, Trust.

References


