

THE ROLE OF CUSTOMER EXPERIENCE FOR RE-VISIT AND PURCHASE INTENTION: A CASE STUDY OF AMAZON

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Abstract

In this study, it is aimed to examine the relationship between customer experience and re-visit intention, and purchase intention in e-commerce sites in the example of amazon.com.tr. The questionnaire form prepared to collect data within the scope of the research was shared on the internet. Descriptive statistical analysis and regression analysis were performed with the data obtained from 358 participants who answered the questionnaire. As a result of the analysis, it was found that customer experience has significant effects on purchase intention and re-visit intention, as well as purchase intention on re-visit intention.

Keywords: *Customer Experience, Revisit Intention, Purchase Intention*

1. Introduction

For every company that wants to maintain its market share and competitiveness, it is more important to focus on the experience the customer has acquired throughout the entire shopping rather than selling products or services. For this reason, experiences become a critical component of the product or service purchased. Customer experience includes a service or product experience that begins with the customer's decision to purchase the product or service and continues until the service or product is delivered (Berry et al., 2002). Customers find "successful experiences" unique, memorable and sustainable (Pine and Gilmore, 1998). Higher customer experience results in more frequent shopping visits, larger budget shares and higher profits (Kamaladevi, 2010).

Kim et al. (2016) state that consumers are willing to pay a high price not only for a premium quality product, but also for an exceptional and prestigious experience. Kotler (2010) stated that a positive customer experience will increase the willingness of consumers to shop and repurchase online. Ibsan et al. (2016) stated in their study that a positive relationship was found between positive experience and repurchase tendency.

In this study, it is aimed to examine the relationship between customer experience, re-visit intention and purchase intention in e-commerce sites in the example of amazon.com.tr.

There are limited studies in the literature that examine the effect of customer experience on purchase intention. It can be said that there is almost no study examining the relationship between customer experience and re-visit intention. A very limited number of studies that examined the mentioned relationship were examined within the scope of the intention of revisiting to a physical place such as a hotel, restaurant, vacation place. Consequently, it is considered that the importance of this study is to contribute to the gap in the literature with this study, which examines the intention of revisiting the e-commerce site.

2. Literature

2.1. Customer Experience

2.1.1 Customer Experience Concept

A customer is defined as the purchaser of a good, service, product or idea in exchange for a monetary or other valuable consideration (Kendall, 2007). As Boydrick (1996) states, one of the most important goals of businesses is

to increase their profits and make their profits sustainable. For this purpose, businesses improve their relations with their customers, increase their customers' experience and create brand loyalty.

For Diller et al. (2005), an experience can simply be defined as a feeling of change. Experience is any process that is recognized and involved in its realization. Palmer (2010) suggests that experience includes progress over time, expectation, emotional involvement, and "a uniqueness that makes an activity different from the ordinary".

In marketing, the concept of experience is defined from a different perspective. Palmer's (2010) understanding of experience is a learned result associated with predictable behavior. Experience is the transformation of products into consumer perceived value. Experiences provide sensory, emotional, cognitive, behavioral, and relational values that replace functional values.

Individuals' personal experiences with brands completely shape their perceptions and affect their feelings about the brand. These experiences define their thoughts, attitudes, behaviors towards brands and the value they add to life. Joseph (2010) expresses this as the "experience effect". The essence of good marketing is to create a consistent brand experience in every consumer interaction.

Due to the increasing growth in online transactions, the online customer experience is becoming an important concept. The cognitive and affective experience acquired by the customer during his/her stay on the site creates perception in the customer and takes place in his/her memory. Cognitive experience is defined as a concept "linked to thinking or conscious mental processes". Emotional experience is expressed as a concept that includes the emotional system of the person through the formation of moods, feelings and emotions (Rose et al., 2012).

2.1.2. The Importance of Customer Experience

Crosby and Masland (2009) emphasize that institutions which successfully differentiated by serving an extraordinary and catchy customer experience, place in the senses, mind and emotions. According to Palmer (2010), it is not the products people really desire, but satisfying experiences. People want goods because they, indeed, want the experience that they think these goods will provide.

Firms can no longer compete to deliver value only through their core products; instead, they must create long-term, emotional bonds with their customers through the co-creation of a resonant, coherent, authentic and sensually stimulating total customer experience (Bitner et al., 2008). Contrary to popular belief, loyal customers arise from feelings about the total customer experience rather than rational thoughts about a company's products and services (Berry and Carbone, 2007).

Noci et al. (2007) state that customer experience plays a fundamental role in determining customers' preferences, and this affects their purchasing decisions. Providing attractive customer experiences is also seen as an important factor influencing customer loyalty, because customers are more likely to repeat purchases and carry them word of mouth when they have a good experience (Badgett et al., 2007). Thus, the success of the business lies not only in the perceived increasing value of its products and services, but also in the perceived value of the experience the business provides to its customers (Moore, 2002).

As a result, "customer experience" is a critical concept for organizations to create loyalty to brands, channels and services (Badgett et al., 2007) and create long-term competitive advantage (Shaw and Ivens, 2005).

2.2. Purchase Intention

Purchasing intention is defined by Spears and Singh (2004) as "the conscious plan of an individual to make an effort to buy a brand". The purchasing decision process is a complex process and the purchase intention is an important component in the alternative evaluation phase of this process (Kotler and Armstrong, 2004).

The online purchase intention is derived from the purchase intention (Close and Kukar-Kinney, 2010). According to Dodds et al. (1991), purchasing intention refers to customers' willingness to buy. Meskaran et al. (2013) states that purchasing intention occurs when customers are ready to purchase online. Similarly, Ariffin et al. (2018) defined online purchasing intention as the consumers' desire to purchase products and services over the internet.

2.3. Re-visit Intention

Çavuşoğlu and Bilginer (2018) define re-visit intention as an individual's decision to repurchase the product / service previously purchased by evaluating the current and possible conditions. Retaining customers by allowing them to visit again is a key feature for the profitability of businesses (Noyan and Şimsek, 2012).

Understanding the difference between pre-purchase and post-purchase will contribute to a better understanding of the concept of re-visit intention (Kim and Lough, 2007). While external factors such as price, brand image and communication have a higher effect on customers before purchasing, these external factors lose their effect after purchasing (Patterson and Spreng, 1997). In other words, consumers will build their purchasing decisions on their own satisfaction assessments after purchasing (Kim and Lough, 2007).

2.4. Empirical Literature

There are studies in the literature that examine the relationships between the variables of our research, experience, purchase intention and repeat visit intention. The findings of some of these studies are presented below.

In the study conducted by Keskin, Sezen and Dağ (2020) with 350 tourists visiting Cappadocia, it is reported that the experience of the participants has a positive and significant effects on their satisfaction and their satisfaction on their re-visit intention. In another study conducted by Ahsanah and Artanti (2020) with 220 participants, it is stated that the unforgettable tourism experience has a positive and significant effect on re-visit intention. Çavuşoğlu (2019) also found in his study with 819 participants who visited green hotels in Turkey that customer experience has a positive and significant effect on experiential value, experiential value has a positive and significant effect on attitude towards green behavior and attitude towards green behavior has a positive and significant effect on revisit intention.

In the study conducted by Situmorang, Rini and Sembiring (2020) with 135 participants who visited the habitat park, it was reported that the customer experience had a positive and significant effect on customer satisfaction and re-visit intention. Similarly, Oğuz and Timur (2020) reported that there were positive and significant effects among the variables mentioned in their study in which the relationships between customer experience, satisfaction, and repeat visit intention were examined specifically for Theme Park. In the study conducted by Sever and Girgin (2019) with 500 local and foreign tourists visiting Istanbul, it was reported that the restaurant experiences of the participants had a positive and significant effect on restaurant satisfaction and restaurant satisfaction on the intention to visit again.

It is stated that customers' feeling of satisfaction with the service provides them with confidence in the business from which they purchased the service (Naghizadeh, 2019) and affects their intention to buy the same service again (Javed & Wu, 2019). As a result of the research conducted with 199 participants by Uz and Mutlu (2020), it was reported that the brand experience had a positive and significant effect on the purchase intention.

Barber et al. (2012) revealed that past experiences affect the purchasing intention of the consumer. It is stated that the features of the website where online shopping is made have an effect on the purchase intention (Mallapragada et al., 2016). Shergill and Chen (2005) emphasizes that the design of the website also affects the online purchasing decision. According to Hausman and Siekpe (2009) the design of the website has a critical role in turning online visitors into real customers. A successful website design can provide sufficient information to customers and positively affect the purchasing decision (Siau & Zixing, 2003).

In the literature, empirical studies which conclude that there is a positive relationship between purchase intention and security / privacy factors (Aghekyan-Simonian et al., 2012) and graphic / content quality (Bai et al., 2008) are encountered. Sa and Tahir (2009) put forward website design, trust, empathy, perceived risk, information quality and usability as factors that show the quality of a website and stated that these factors have positive effects on purchase intention according to the results of their research.

In the studies mentioned below, it is seen that there are positive and significant relationships between experience, purchase intention and re-visit intention.

3. The Methodology of the Study

3.1. Model and Hypotheses

In this study, the effect of customer experience on purchase intention and re-visit intention, as well as purchase intention on re-visit intention was investigated. The research model developed in this context is presented in Figure 1.

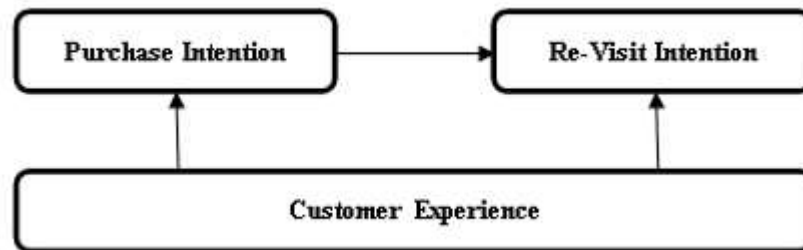


Figure 1. Research Model

The hypotheses developed in the context of the theoretical framework and the relationships between variables discussed in the second part of the study are presented below.

H1: Customer experience has a positive and significant effect on purchase intention.

H2: Customer experience has a positive and significant effect on re-visit intention.

H3: Purchase intention has a positive and significant effect on re-visit intention.

3.2. Data Collection and Analysis Method

Data was collected using an online survey to measure the customer experience, purchase intention and re-visit intention of the participants. The questionnaire was open to the access of the participants between 20.12.2020-18.01.2021, and 358 participants filled the questionnaire during this period. The collected data were analyzed with the SPSS program.

3.3. Measuring Tools

The questionnaire form of the study consists of four parts. The scales were prepared in five-point Likert type as "1 = strongly disagree" and "5 = strongly agree". The first part consists of questions about demographic information. Second part of the questionnaire form consists of Customer Experience Scale adapted from Sönmezay's (2019) study. This scale, consists of 16 items and includes four dimensions: security ($\alpha = 0.818$), interface ($\alpha = 0.876$), image ($\alpha = 0.773$) and trust ($\alpha = 0.789$). In the third part, the Re-Visit Intention Scale adapted from the study of Han and Kim (2010) was used. The reliability coefficient of the scale, which consists of 3 questions and one dimension, was expressed as $\alpha = 0.850$. Finally in the fourth part, the "Purchase Intention Scale" adapted from the study of Chang and Chen (2008) was used. The reliability coefficient of the scale, which consists of 3 questions and one dimension, was expressed as $\alpha = 0.903$.

3.4. Findings

3.4.1. Reliability Analysis

Cronbach's Alpha (α) values calculated to test the reliability of the scales used in the study are presented in Table 1. According to the results, it can be stated that the scales used in the study are reliable, as it is seen that all of them are greater than 0.70.

Table 1. Reliability Analysis Results

Scale	Cronbach Alfa
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Customer Experience Scale (CES)	0,924
CES Security Dimension	0,871
CES Interface Dimension	0,854
CES Image Dimension	0,823
CES Trust Dimension	0,925
Re-Visit Intention Scale	0,912
Purchase Intention Scale	0,903

3.4.2. Validity Analysis

In order to perform the validity analysis of the scales used in the study, firstly, Kaiser Meyer Olkin (KMO) and Bartlett Sphericity tests were conducted to determine whether the data collected in the study were suitable for confirmatory factor analysis. In order to express that the data are suitable for confirmatory factor analysis, the KMO value must be greater than 0.5 and the Bartlett Sphericity test must be significant. Subsequently, confirmatory factor analysis was carried out in order to test the validity of the scales used in the study. Finally, the ability of the scales to meet the acceptance requirement of the goodness of fit (GoF) values was examined (Gürbüz and Şahin, 2014).

Customer experience scale confirmatory factor analysis results are presented in Table 2. When the analysis results are examined, it is seen that the factor loadings of the items collected under four factors vary between 0.4626 and 0.9761, and all GoF criteria are acceptable. As a result, it has been confirmed that the 16-item and four-factor structure of the customer experience scale is consistent with the data collected from the sample.

Table 2. Customer Experience Scale Confirmatory Factor Analysis Results

Factor	Item	Factor Loading	Pre-test and Post-test Results
Security	Item1	0,6879	<p>Pre Test Kaiser Meyer Olkin Test : KMO=0,921 Barlett Sphericity Test : p=0,000</p> <p>Post-Test χ^2/df: 2,332 Tucker-Lewis Index (TLI): 0,960 Comparative Fit Index (CFI): 0,971 RMSEA: 0,061</p>
	Item2	0,6203	
	Item3	0,6758	
	Item4	0,9229	
Interface	Item5	0,9761	
	Item6	0,6110	
	Item7	0,7902	
	Item8	0,4626	
Image	Item9	0,5349	
	Item10	0,8375	
	Item11	0,5045	
	Item12	0,5942	
Trust	Item13	0,6805	
	Item14	0,7437	
	Item15	0,6893	
	Item16	0,7671	

The re-visit intention scale confirmatory factor analysis results are presented in Table 3. When the analysis results are examined, it is seen that the factor loads of the items collected under a single factor vary between 0.8452 and 0.9076, and all GoF criteria are acceptable. As a result, it was confirmed that the 3-item and single-factor structure of the re-visit scale was consistent with the data collected from the sample.

Table 3. Re-Visit Intention Scale Confirmatory Factor Analysis Results

Item	Factor Loading	Pre-test and Post-test Results
Item1	0,9076	<p>Pre Test Kaiser Meyer Olkin Test : KMO=0,754 Barlett Sphericity Test : p=0,000</p> <p>Post-Test χ^2/df: 0,001</p>
Item2	0,8919	

Item3	0,8452	Tucker-Lewis Index (TLI): 0,999 Comparative Fit Index (CFI): 0,999 RMSEA: 0,001
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The results of the confirmatory factor analysis of the purchase intention scale are presented in Table 4. When the factor analysis results of the purchase intention scale in Table 4 are examined, it is seen that the factor loads of the items collected under a single factor vary between 0.8478 and 0.8903 and all GoF criteria are acceptable. As a result, it was confirmed that the 3-item and one-factor structure of the purchase intention scale was compatible with the data collected from the sample.

Table 4. Purchase Intention Scale Confirmatory Factor Analysis Results

Item	Factor Loading	Pre-test and Post-test Results
Item1	0,8903	Pre Test Kaiser Meyer Olkin Test : KMO=0,753 Barlett Sphericity Test : p=0,000 Post-Test χ^2/df : 0,001 Tucker-Lewis Index (TLI): 0,999 Comparative Fit Index (CFI): 0,999 RMSEA: 0,001
Item2	0,8731	
Item3	0,8478	

3.4.3. Demographic Statistics

The distribution of the participants by demographic variables is presented in Table 5.

Table 5. Demographic Descriptive Statistics

Variable	Groups	N	%
Gender	Female	144	40,22
	Male	214	59,78
Age	17 and below	5	1,40
	18-24	49	13,69
	25-34	139	38,83
	35-44	90	25,14
	45-54	60	16,76
	55-64	13	3,63
	65 and above	2	0,56
Education Level	Primary education	4	1,12
	High school	31	8,66
	Junior College	32	8,94
	Undergraduate	193	53,91
	Post Graduate	79	22,07
	Doctorate	19	5,31
Income	0-999 TL	38	10,61
	1000-1999 TL	12	3,35
	2000-2999 TL	35	9,78
	3000-3999 TL	39	10,89
	4000-4999 TL	41	11,45
	5000 TL and above	193	53,91

3.4.4. Descriptive Statistics of the Scales

Descriptive values of the responses given to the scales used in the study are presented in Table 6.

Table 6. Descriptive Statistics of the Scales

Scale	Mean	sd	Min.	Max.
Customer Experience Scale (CES)	3,640	0,607	1,562	5
CES Security Dimension	3,680	0,723	1,5	5
CES Interface Dimension	3,486	0,757	1	5
CES Image Dimension	3,662	0,751	1,333	5
CES Trust Dimension	3,776	0,759	1,25	5
Re-Visit Intention Scale	3,619	0,900	1	5
Purchase Intention Scale	3,732	0,839	1	5

3.4.5. Correlation Analysis

Pearson correlation coefficients are calculated and presented in Table 7 in order to determine the relationships between the variables examined in the study.

Table 7. Correlation Analysis Results

Variable	Customer Experience				Re-Visit Intention
	Security	Interface	Image	Trust	
CES Interface Dimension	0,358**				
CES Image Dimension	0,640**	0,460**			
CES Trust Dimension	0,744**	0,412**	0,787**		
Re-Visit Intention	0,566**	0,484**	0,702**	0,687**	
Purchase Intention	0,609**	0,434**	0,695**	0,687**	0,868**

* $p < 0,05$; ** $p < 0,01$

When Table 7 is examined, it is seen that all variables are in positive and meaningful relationships with each other. In addition, it is seen that the strongest relationship is between purchase intention and re-visit intention ($r = 0.868$; $p < 0.01$), the weakest relationship is between customer experience interface dimension and customer experience security dimension ($r = 0.358$; $p < 0.01$).

3.4.6. Hypothesis Tests

The H1 hypothesis of the study was created to examine the effect of customer experience on purchase intention. In this context, the results of the regression analysis in which customer experience dimensions are independent variables and purchase intention are dependent variables are presented in Table 8.

Table 8. The Effect of Customer Experience on Purchase Intention

Independent Variable: Customer Experience	Dependent Variable: Purchase Intention						VIF	1/VIF
	β	t	p	F	Adj.R ²	P		
Security Dimension	0,190	3,06	0,002	111,44	0,55	0,000	2,29	0,437

Interface Dimension	0,128	2,89	0,004				1,28	0,779
Image Dimension	0,381	5,74	0,000				2,82	0,354
Trust Dimension	0,274	3,74	0,000				3,54	0,282

When Table 8 is analyzed, it is seen that all dimensions of customer experience have positive and significant effects on purchase intention ($F=111.44$; $p<0.01$), besides, the model explains 55% of the variance in purchase intention. Accordingly, security dimension ($\beta=0.190$; $p <0.01$), interface dimension ($\beta=0.128$; $p<0.01$), image dimension ($\beta=0.381$; $p<0.01$) and trust dimension ($\beta=0.274$; $p <0.01$) have effects on purchasing intention. In addition, it is seen that there is no multicollinearity problem between variables ($VIF<10$; $1/VIF>0.2$). As a result, the H1 hypothesis was accepted.

The H2 hypothesis of the research was created to examine the effect of customer experience on re-visit intention. In this context, the results of the regression analysis in which customer experience dimensions are independent variables and re-visit intention is a dependent variable are presented in Table 9.

Table 9. The Effect of Customer Experience on Re-Visit Intention

Independent Variable: Customer Experience	Dependent Variable: Re-Visit Intention						VIF	1/VIF
	β	t	p	F	Adj.R ²	P		
Security Dimension	0,073	1,12	0,265	116,18	0,56	0,000	2,29	0,437
Interface Dimension	0,214	4,57	0,000				1,28	0,779
Image Dimension	0,420	5,98	0,000				2,82	0,354
Trust Dimension	0,345	4,44	0,000				3,54	0,282

When Table 9 is examined, all dimensions of the customer experience except security dimension ($\beta=0.073$; $p> 0.05$) have positive and significant effects on re-visit intention ($F=116.18$; $p<0.01$), besides it is seen that it explains 56% of the variance in the re-visit intention. Accordingly, interface dimension ($\beta=0.214$; $p<0.01$), image dimension ($\beta=0.420$; $p<0.01$) and trust dimension ($\beta=0.345$; $p<0.01$) have effects on re-visit intention. In addition, it is observed that there is no multicollinearity problem between variables ($VIF<10$; $1/VIF>0.2$). As a result, the H2 hypothesis was partially accepted.

The H3 hypothesis of the research was created to examine the effect of purchase intention on re-visit intention. The results of the regression analysis carried out in this context are presented in Table 10.

Table 10. The Effect of Purchase Intention on Re-Visit Intention

Independent Variable	Dependent Variable: Re-Visit Intention				
	β	t	p	F	Adj.R ²
Purchase Intention	0,930	32,97	0,000	1087,19	0,75

When Table 10 is examined, it is seen that purchase intention has a positive and significant effect on repeat visit intention ($F=1087.19$; $p<0.01$), besides, the model explains 75% of the variance re-visit intention. Accordingly,

purchase intention has an effect ($\beta=0.930$; $p<0.01$) on repeat visit intention. As a result, the H3 hypothesis was accepted.

4. Conclusion

Within the scope of the study, as a result of the regression analysis conducted to examine the relationships between variables, it was concluded that the customer experience has positive and significant effects on the purchase intention and re-visit intention, and the purchase intention on the re-visit intention as well. According to these results, it can be said that as the level of positive customer experience increases, the level of re-visit intention and purchase intention will also increase. In addition, it can be stated that the increase in purchase intention also leads to an increase in the re-visit intention.

Under the title of "2.4. Empirical Literature" of our study, examples of other studies that examined the relationships between customer experience, purchase intention and re-visit intention were given, and it was stated that positive relationships found between these variables in these studies. So, it can be stated that our study, which is found positive and significant relationships among these variables, is in accordance with other studies in the literature.

While the relationships between research variables are examined in the context of traditional commerce in other studies, the examination of these relations in the context of e-commerce in our study constitutes a different aspect of our study. In particular, the variable of re-visit has been addressed for traditional commercial venues such as hotels and restaurants in other studies, while in our study it has been examined for an e-commerce website.

In addition to the literature and previous study results, the results of this study also shows that the customer experience provided by online shopping sites has significant effects on the re-visit intention and purchase intention of the users. The customer experience for online shopping develops on the features such as the security and ease of use of the website. In addition to the design and features of the website, it is stated that the information and services provided by the relevant company to customers before, during and after sales have an impact on the customer experience. In this context, it is considered that it would be beneficial for online shopping site managers who want to gain competitive advantage and increase their profitability to design their websites as specified in the literature. In addition, it is considered that it would be beneficial for online shopping companies that want to bring the customer experience to a "great" level, to reconsider the information and services they offer to their customers before, during and after sales in the context of customer experience management.

There are also suggestions for researchers within the scope of the study. This study was conducted with data collected from participants in Istanbul province. It is important to conduct the study in a different sample in order to generalize the results obtained. In addition, there are different scales in the literature to determine the levels of customer experience, purchase intention and re-visit intention. Scales other than those used in this study can also be used in another study. In addition, this study examined the effect of customer experience on purchase intention and re-visit intention, as well as the effect of purchase intention on re-visit intention. In a different study, different variables that might have an effect on purchase intention and re-visit intention can be examined, or more explanatory results can be obtained by adding different variables to the model of this study. It is also considered that a different study with a model that includes a mediator or moderator effect can achieve meaningful results. In addition, different from this cross-sectional study, a longitudinal study can be conducted. Finally, in another study it can be examined if these variables differ according to demographic variables of the participants.

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