

The Impact of Online Customer Experience on Repurchase Intention in the Context of Digital Transformation and the Prevalence of AI/Chatbots

Dinh Huu De*

Faculty of Business Administration, Industrial University of Ho Chi Minh City, Vietnam

**Corresponding author: dedh25861@pgr.iuh.edu.vn*

ABSTRACT. This study aims to explore the impact of various aspects of online customer experience on trust, satisfaction, and repurchase intention in the context of digital transformation. Data were collected from 466 valid survey responses and analyzed using SPSS and SmartPLS. The findings indicate that components of online customer experience, including aesthetic experience, customer experience with online employees, community experience, user experience with ai chatbots, and personalized online experience, all exert positive effects on trust and satisfaction, which serve as critical mediators that foster repurchase intention. Notably, the study highlights the prominent role of advanced technological factors such as AI chatbots and personalization in enhancing the quality of digital experiences. These insights not only contribute to updating the theoretical framework of consumer behavior in online environments but also provide valuable implications for both academic research and marketing practice in the era of artificial intelligence.

1. Introduction

In the context of global digital transformation, e-commerce is undergoing a profound revolution that fundamentally reshapes consumer behavior and the overall landscape of the retail industry. At present, revenue from online shopping continues to grow and increasingly accounts for a significant proportion of total retail sales [1]. Technology not only assists consumers in searching for information and evaluating products but also revolutionizes the entire shopping journey, from the stages of awareness and decision-making to post-purchase [2]. Within this environment, online customer experience has emerged as a foundational factor that profoundly influences consumer behavior and purchase intentions [2-5]. This underscores the fundamental importance of studying online shopping behavior, including repurchase intention [6].

Received Sep. 21, 2025

2020 *Mathematics Subject Classification.* 91B42.

Key words and phrases. online customer experience; user experience with AI chatbots; personalized online experience.

Online customer experience is conceptualized as the totality of perceptions, emotions, and behaviors throughout the entire interaction process with a brand, encompassing all touchpoints before, during, and after purchase [2, 7, 8]. Key dimensions such as informativeness, entertainment, social presence, and sensory appeal play essential roles in shaping the overall experience [9, 10]. Customer experience is inherently complex, highly personalized, and difficult to generalize [11]. It involves customer engagement at emotional, cognitive, and social levels [12, 13].

Alongside the rapid growth of e-commerce, the wave of digital transformation has positioned artificial intelligence (AI) and chatbots at the center of customer experience strategies. AI is now deeply integrated into e-commerce platforms, with AI-powered chatbots playing a critical role in customer service, product recommendations, and personalization [14, 15]. These technologies are no longer merely supplementary tools but have become essential instruments for businesses to enhance operational efficiency and deliver superior experiential value.

Recent studies have shown that artificial intelligence has the capability to deliver hyper-personalized experiences, provide 24/7 support, optimize interactions, and enhance customer satisfaction [16]. Consequently, artificial intelligence and chatbots are considered influential factors that can affect purchase intention by strengthening consumer satisfaction and trust [16, 17]. The application of artificial intelligence in chatbots, recommendation systems, sentiment analysis, and image search has contributed to improving responsiveness and personalization in customer service [18]. As suggested by [19], such personalized experiences not only enhance user satisfaction but also reinforce brand loyalty, which is crucial in an increasingly competitive digital marketplace.

However, the impact of artificial intelligence and chatbots on customer experience and purchase intention is not always entirely positive. Some studies indicate that issues such as misinterpreting context, failure to recognize emotions, or the absence of nuanced human like responses may lead to customer disappointment, diminished trust, and even platform abandonment [20-22]. In addition, concerns regarding privacy, ethics, and transparency in artificial intelligence also limit the positive influence of experiences generated by this technology [23].

In the context of the convergence between online and offline shopping, customer experience is considered a sustainable competitive advantage for retailers [24]. Recent theoretical studies have focused on frameworks for managing online customer experience in the era of big data [25, 26]. Nevertheless, there remains a lack of specific empirical studies, particularly in the context of the rapid development and widespread application of artificial intelligence in e-commerce. The increasing consumer expectations for immediacy, personalization, and seamlessness in digital experiences highlight the urgent need for further research on the

relationship between online customer experience and purchase intention, especially under the influence of artificial intelligence and chatbots [27-29].

Online customer experience is defined as the overall cognitive, emotional, and behavioral responses of customers when interacting with businesses through digital channels, including websites, mobile applications, social media, and other online platforms [4]. This experience extends beyond functional activities such as information retrieval or transactions to encompass the full range of emotions and perceptions across the entire engagement with the digital brand [2]. Customer experience is typically categorized into three primary dimensions: cognitive, emotional, and behavioral [2]. Behavioral responses such as repurchase intention, brand advocacy, or online feedback often result from positive perceptions and satisfied emotions formed during the interaction process [30]. Therefore, building a consistent experience not only strengthens satisfaction but also fosters brand loyalty and serves as a key driver for future sales growth.

Nevertheless, most prior research has examined online customer experience from a general perspective (cognitive, emotional, behavioral) without delving deeply into specific dimensions that capture the full complexity of the modern digital journey shaped by the integration of advanced technologies. Accordingly, the objective of this study is to examine the impact of specific aspects of online customer experience, including community experience, aesthetic experience, customer experience with online employees, user experience with ai chatbots, and personalized online experience, on trust, satisfaction, and repurchase intention. Conducting this study not only clarifies the mechanisms through which online experience factors influence customer behavior but also provides a scientific basis for businesses in designing and optimizing customer journeys. In doing so, the research contributes to enhancing the competitive capacity of businesses in an increasingly dynamic and highly competitive e commerce environment.

2. Literature Review

2.1 Theoretical Background

The Stimulus-Organism-Response theory developed by [31] has become one of the most widely applied frameworks in consumer behavior research [32]. The core of this theory is to describe how individuals respond to stimuli from their surrounding environment. In a consumption context, consumer behavior or purchase intention is viewed as the result of a sequential process in which customers are exposed to stimuli such as product images, sounds, advertisements, or brand related communications.

Within the S-O-R framework, the component of stimulus (S) refers to external environmental factors such as colors, scents, lighting, or sounds that can influence consumers' sensory and psychological states [33]. These stimuli affect the internal state of the individual,

referred to as the organism (O), which includes emotions, cognitions, or psychological reactions such as satisfaction, trust, excitement, or pleasure. Finally, these internal states lead to a response (R), which is reflected in behaviors such as purchase intention, actual purchasing behavior, brand loyalty, or brand value evaluation.

[34] extended this framework by pointing out that beyond the S-O and O-R relationships, there can also be a direct pathway from stimulus to response (S-R). Specifically, in modern retail environments, factors such as store design, sound, lighting, or promotional programs may directly trigger consumer behaviors without necessarily going through emotional or cognitive mediators. This suggests that certain consumer reactions can be immediately activated by environmental stimuli [34]. In the context of online shopping, many studies have adopted the S-O-R model to analyze the relationship between consumer experience factors and behavioral responses. For example, [35] applied this model to examine the impact of online shopping stimuli on consumer behavior.

Building on the S-O-R theory, this study proposes a theoretical model in which customer experience is conceptualized as the stimulus (S), influencing the organism (O), represented by trust and satisfaction, which in turn lead to the response (R), represented by repurchase intention. This approach is supported by several prior empirical studies. Specifically, customer experience has been identified as a type of stimulus with strong effects on consumer behavior [36, 37]. Trust and satisfaction are considered internal organism states [38, 39]. Finally, repurchase intention is conceptualized as the behavioral response in the study of [39]. Therefore, the proposed research model is grounded in empirical evidence and contributes to clarifying the mechanism through which customer experience in modern shopping environments influences consumer perceptions and behaviors.

2.2 Hypothesis Development

Online Customer Experience

Online customer experience is defined as the process through which consumers interact with and receive sensory information from a brand, manufacturer, or retailer's website via images, videos, and textual content [4, 5]. This experience is not limited to the interface itself but encompasses the entire journey, from searching for information and engaging in online interactions to waiting for the product after placing an order. According to [40], customers actively interpret and form perceptions of products or services based on the information available on the website, which may positively or negatively influence future purchasing behavior, as affirmed in the study of [41].

The studies of [3] and [42] demonstrate that positive interactions on online platforms increase purchase likelihood by creating a state of "flow," in which customers are fully absorbed in the shopping process, while simultaneously fostering trust and satisfaction. From an

experiential marketing perspective, recent research has expanded the concept of online customer experience into a multidimensional construct, including aesthetic experience, community experience, customer experience with online employees, user experience with ai chatbots, and personalized online experience [9, 43-45]. When optimized, these elements can significantly enhance trust and repurchase intention in e commerce environments.

Drawing on the theoretical foundation of [2] and [4], who conceptualized online customer experience as comprising cognitive, emotional, and behavioral dimensions, this study develops the second order construct of “online customer experience” into five specific aspects. These aspects are inherited from prior studies and reflect the critical elements of the customer journey in the modern digital environment. Specifically, community experience reflects the social and emotional dimension, aesthetic experience relates to sensory and emotional engagement, online staff and artificial intelligence/chatbot experience represent the quality of service interaction linked to cognition and emotions, while personalized online experience captures the degree of personalization, allowing customers to feel that the brand understands them, which in turn fosters satisfaction and purchasing behavior. Collectively, these dimensions shape the overall cognitive, emotional, and behavioral responses of customers when engaging with firms through online platforms.

Aesthetic experience in e commerce is a critical factor influencing customer perceptions and purchasing behavior. According to [46] and [4], it refers to the overall sensory impression created by technical and visual elements of a website. Components such as layout, color, images, logos, textual content, page loading speed, and navigability are considered key inputs that shape aesthetic perception [47, 48]. A positive aesthetic experience enhances user satisfaction and encourages repeat visits, whereas negative or unpleasant visuals may diminish trust and lead to withdrawal behavior. Therefore, optimizing website interface and processing speed [49, 50] plays a crucial role in building trust, satisfaction, and repurchase intention in online environments.

Customer experience with online employees reflects the quality of interaction between customers and company support teams in digital environments [13]. According to [9] and [30], this experience is shaped through customer engagement with online service representatives, including the ability to respond promptly, provide accurate information, offer appropriate advice, and effectively resolve emerging issues. When customers receive professional support, they tend to feel secure, trustful, and satisfied, particularly when personal data security in transactions is ensured [47]. Conversely, delayed or inadequate responses may significantly reduce service quality, leading to frustration and disengagement [51]. Thus, building an effective, responsive, and personalized online staff service system not only enhances customer experience but also fosters long term relationships between customers and businesses.

Community experience in online environments provides customers with added value distinct from traditional in store interactions [52, 53]. Online communities allow consumers not only to share information but also to establish shared norms, strengthen loyalty, foster commitment, and pursue common goals or ideas [54]. Research by [44] and [55] indicates that participating in discussions and exchanges within communities creates satisfaction and enjoyment for users. Furthermore, such platforms enable customers to access reliable information quickly and interact easily with other members [56]. Positive community experiences enhance trust in the brand, increase satisfaction, and reinforce repurchase intentions [47].

User experience with AI chatbots is regarded as a key dimension of online customer experience. According to [57], a chatbot is a software application that simulates human communication through text or voice, functioning as an intelligent interaction channel between customers and businesses. Recent studies show that AI chatbots serve as effective virtual assistants, humanizing customer care [58] and simulating natural conversations to personalize experiences and provide precise support tailored to customer needs [59]. Their ability to respond instantly and manage multiple requests simultaneously while maintaining service quality is a significant advantage, reducing waiting times and increasing satisfaction [60]. From a marketing perspective, AI chatbots not only optimize communication but also collect behavioral data to enhance personalized campaigns [61]. These intelligent systems leverage natural language processing and machine learning algorithms to continuously improve through real interactions, thereby strengthening customer experience [62]. Timely responses and relevant recommendations from chatbots further foster trust, reinforce satisfaction, and encourage repurchase intentions [63, 64].

Personalized online experience has emerged as a critical factor in improving the quality of customer interaction with e-commerce platforms, particularly in the context of increasing information overload [65]. In online retailing, recommendation systems and AI technologies enable real-time tracking and analysis of consumer behavior to deliver relevant product, pricing, and feature suggestions, thereby optimizing personalized shopping experiences [66, 67]. Numerous studies confirm that personalization enhances satisfaction, builds trust, and fosters repurchase intentions [68-70], especially when recommendations are diverse and flexible rather than rigid [65]. Overall, personalization is not only a sales support tool but also a strategic driver that increases perceived value, strengthens long-term customer relationships, and promotes repeated purchasing behavior in the context of comprehensive digital transformation.

Online customer experience plays an essential role in building trust, enhancing satisfaction, and driving repurchase intention. According to [71] and [72], positive experiences increase trust, reduce complaints, and stimulate purchasing behavior. When customers perceive satisfaction and quality from their shopping experience, they are more likely to return [73, 74].

Other studies, such as [4], [74], and [75], also highlight the direct influence of online brand experience during the purchasing process on trust. Based on this foundation, the following hypothesis is proposed:

H1: Online customer experience has a positive effect on customer trust.

Many studies have demonstrated that online customer experience plays a crucial role in driving repurchase intention. Based on the SOR theory, [76] and [77] showed that elements such as informativeness, entertainment, and convenience in online shopping experiences positively influence continued purchasing behavior. [78] emphasized the mediating role of satisfaction in the relationship between experience and the sustained use of online platforms. Similarly, the study of [79] confirmed that positive experiences contribute to enhancing trust, satisfaction, and the intention to repurchase online. Therefore, this study proposes the following hypothesis:

H2: Online customer experience has a positive effect on customer repurchase intention.

Online customer experience has also been recognized as a critical determinant of consumer satisfaction in digital environments. [80] pointed out that positive experiences in online contexts not only have a significant impact on customer satisfaction but also serve as a core factor in customer retention. Such retention inherently involves a certain level of trust that customers place in online retailers. Likewise, research by [81] and [82] indicated that online experiences enhance satisfaction as well as behavioral intentions. [83] found that website browsing experiences, such as speed, color, sound, and interface design, positively affect user satisfaction, suggesting that online customer experience is also personalized depending on the specific shopping context [25]. [84] and [85] argued that comprehensive experiences, including positive social interactions such as easily accessing previous customer reviews or receiving timely support from communities or sellers, not only improve satisfaction but also reduce post purchase uncertainty. When businesses provide personalized, consistent, and positive online experiences, they foster customer satisfaction and encourage continued usage [6].

H3: Online customer experience has a positive effect on customer satisfaction.

Trust

Previous studies have indicated that positive experiences during interactions with digital platforms strengthen consumers' perceptions of security, credibility, and reliability toward online retailers, thereby encouraging repeat transactions. [86] argued that satisfaction derived from transactions serves as a fundamental factor in fostering trust and repurchase intention. This view is reinforced by [78], who emphasized that customer experience, through perceived value and satisfaction, forms the basis for sustainable relationships in which trust plays a central role. From the perspective of the SOR framework, [87] and [38] demonstrated that technical features and interactive environments, such as interface design, responsiveness, and social connectivity, create positive psychological experiences that cultivate trust in the platform or seller, ultimately leading to repeat purchasing behavior.

Moreover, [39] and [88] revealed that trust in e-commerce platforms is the result of consistent, transparent, and coherent online experiences. Once customer experiences are optimized, perceived risks decrease, trust increases, and the likelihood of repurchase is enhanced. Taken together, prior studies suggest that online customer experience serves as the starting point for the development of trust, which in turn is one of the most critical determinants of repeat purchasing behavior [89, 90]. Building on this foundation, the present study seeks to examine the mediating role of trust in the relationship between online customer experience and repurchase intention in digital shopping environments.

H4: Trust has a positive effect on customer repurchase intention.

Satisfaction

In the context of the rapid growth of e-commerce, numerous studies have confirmed that customer satisfaction is a critical factor positively influencing repurchase intention. The works of [91], [92], and [70] demonstrate that satisfaction derived from online shopping experiences contributes significantly to consumers' return behavior. By applying the S-O-R model, these authors emphasize that satisfaction is not only an emotional outcome following a purchase but also functions as an endogenous stimulus that drives specific behavioral responses, namely repurchase intention.

Similarly, the studies of [25], [6], and [80] provide evidence that cumulative satisfaction from prior experiences has a substantial influence on customers' continued purchasing behavior. In particular, satisfaction with service quality, platform ease of use, and seller credibility are factors that strengthen consumer trust, thereby encouraging the decision to repurchase. These findings offer a solid theoretical foundation for the present study in examining the effect of satisfaction on online repurchase intention in the context where consumer behavior is increasingly shaped by digital experiences. Accordingly, this study proposes the following hypothesis:

H5: Satisfaction has a positive effect on customers' repurchase intention.

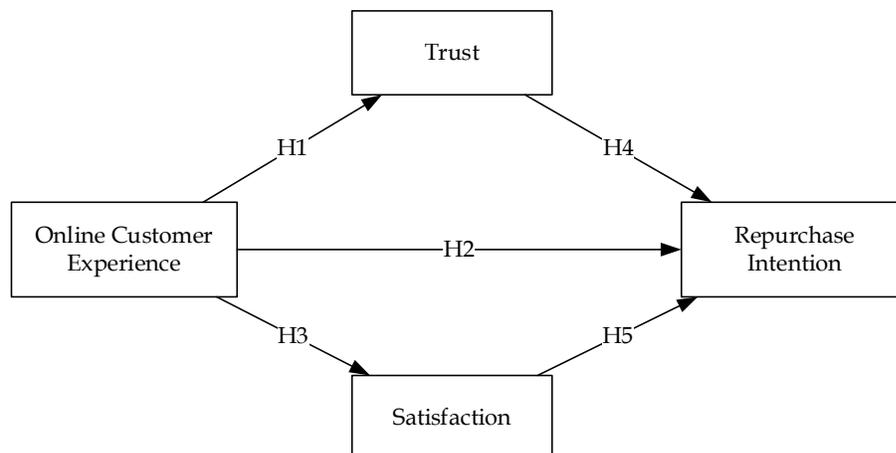


Figure 1. Proposed research model

3. Research Methodology

Measurement

This study employed a mixed-methods approach, integrating both qualitative and quantitative techniques to provide a comprehensive exploration of the research problem. To collect data, a structured questionnaire was developed based on measurement scales that had been validated in prior studies. However, these scales were carefully refined through expert discussions to ensure contextual relevance and accuracy for the present study.

Specifically, the variables in this study were measured as follows, with necessary adaptations made to reflect the research context. The items for Aesthetic Experience (AE) were adapted from [93], consisting of five items. Customer Experience with Online Employees (CEOE) was adapted from [9] and [44], comprising five items. Community Experience (CE) was measured with five items adapted from [94]. User Experience with AI Chatbots (UEIC) was adapted from [14], consisting of eight items. Personalized Online Experience (POE) was measured using eight items adapted from [45] and [95]. Trust (TRU) was measured with four items adapted from [74]. Satisfaction (SAT) was measured with five items adapted from [96] and [74]. Repurchase Intention (RI) was adapted from [97] and [98], consisting of four items. All constructs were assessed using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Sample and Data Collection

To ensure the quality and reliability of the data for the proposed research model, a rigorous pilot test was conducted. The primary objectives of this stage were to assess the clarity and comprehensibility of the questionnaire, estimate the average completion time, verify the logical flow of questions, and evaluate the reliability of the measurement scales employed.

The preliminary questionnaire included screening questions such as: (1) Have you purchased or used online services (via websites, mobile applications, social media, etc.) within the past six months. (2) During your online shopping or service usage, have you ever interacted with a chatbot (automated response system) or a virtual assistant (AI) on a website, application, or through messaging platforms. The questionnaire also covered measurement items for all constructs in the model (aesthetic experience, customer experience with online employees, community experience, ai chatbot experience, personalized experience, trust, satisfaction, and repurchase intention) using a five-point Likert scale, in addition to demographic information and an open-ended feedback section. The draft was then digitized on an online survey platform to test its technical functionality.

A total of 115 participants were recruited for the pilot study using convenience sampling. Respondents were asked not only to complete the questionnaire but also to provide feedback on completion time, question clarity, and any technical issues encountered. The collected data were analyzed qualitatively (direct feedback) and quantitatively (Cronbach's Alpha for scale

reliability). Based on the analysis, necessary adjustments to wording, question structure, and order of presentation were made to optimize the questionnaire. This process ensured that the final questionnaire achieved high levels of reliability and validity, making it ready for the main data collection phase.

The official survey yielded a total of 540 responses. After data cleaning, which involved excluding incomplete cases, a final sample of 466 valid responses was obtained. Table 1 presents the demographic profile of the respondents. The sample consisted of 50.21 percent male and 49.79 percent female participants. Regarding age, the majority were young adults, with 19.10 percent between 18 and 25 years, 51.07 percent between 26 and 29 years, 24.89 percent between 30 and 50 years, and 4.94 percent above 50 years. In terms of educational attainment, 6.01 percent had completed intermediate, 16.95 percent held college degrees, 62.66 percent had university degrees, and 14.38 percent reported other qualifications. For monthly income, 21.89 percent earned less than 10 million VND, 38.20 percent earned between 10 and 15 million VND, 25.75 percent earned between 15 and 20 million VND, and 14.16 percent earned above 20 million VND.

Table 1. Descriptive Statistics of the Sample

n = 466		Quantity	Frequency
Gender	Male	234	50.21
	Female	232	49.79
Age	From 18 to 25 years old	89	19.10
	26 - 29 years old	238	51.07
	30 - 50 years old	116	24.89
	Over 50 years old	23	4.94
Educational level	Intermediate	28	6.01
	College	79	16.95
	University	292	62.66
	Other	67	14.38
Monthly income	Under 10 million VND	102	21.89
	From 10 million to 15 million VND	178	38.20
	15 million to 20 million VND	120	25.75
	Over 20 million VND	66	14.16

Source: Data from SMART-PLS

4. Results

Based on Table 2, the Cronbach's Alpha analysis shows that all constructs achieved reliability, with Cronbach's Alpha values ranging from 0.856 and above, exceeding the recommended threshold of 0.7 suggested by [99]. Therefore, the measurement scales in this study demonstrate adequate reliability for subsequent analyses.

Convergent validity was also confirmed, as the Average Variance Extracted (AVE) values for all constructs were greater than 0.5. Furthermore, the outer loadings of all observed variables exceeded 0.708, indicating satisfactory indicator reliability [99].

Table 2: Reliability and Validity Assessment (CA, CR, AVE, Outer Loadings)

	CA	rho_A	CR	AVE	Outer loadings
AE	0.856	0.858	0.897	0.636	0.715 – 0.830
CE	0.886	0.886	0.916	0.686	0.804 – 0.850
CEOE	0.897	0.897	0.924	0.708	0.809 – 0.865
POE	0.926	0.928	0.939	0.659	0.783 – 0.843
RI	0.892	0.892	0.925	0.755	0.855 – 0.877
SAT	0.859	0.860	0.899	0.640	0.781 – 0.823
TRU	0.868	0.869	0.910	0.716	0.835 – 0.856
UEIC	0.924	0.924	0.938	0.653	0.753 – 0.836

Source: Data from SMART-PLS

In this study, correlation coefficients and the square roots of the Average Variance Extracted (AVE) were employed to assess the discriminant validity of the measurement scales. According to [100], a measurement scale demonstrates good discriminant validity when the correlation between any two constructs is smaller than the square root of the AVE of the corresponding construct (reported on the diagonal) and the other constructs in the same row and column. As presented in Table 3, the correlation coefficients between all pairs of constructs are smaller than the square root of the AVE of each respective construct (values on the diagonal), thereby confirming good discriminant validity.

Table 3: Fornell and Larcker Criterion

	AE	CE	CEOE	POE	RI	SAT	TRU	UEIC
AE	0.798							
CE	0.781	0.829						
CEOE	0.643	0.523	0.841					
POE	0.542	0.407	0.602	0.812				
RI	0.480	0.465	0.528	0.615	0.869			
SAT	0.594	0.512	0.726	0.550	0.566	0.800		
TRU	0.606	0.495	0.702	0.647	0.638	0.527	0.846	
UEIC	0.713	0.641	0.689	0.620	0.516	0.624	0.688	0.808

Source: Data from SMART-PLS

The assessment in Table 4 indicates that the R² values for TRU and SAT are 0.583 and 0.520, respectively. This means that OCE in the model explains 58.3 percent of the variance in TRU and 52 percent of the variance in SAT. Furthermore, TRU and SAT together account for 48.4 percent of the variance in RI. Since all R² values exceed the 20 percent threshold, they are considered meaningful in both scientific research and marketing contexts.

Multicollinearity testing was conducted to determine whether the estimation process was biased. If the Variance Inflation Factor (VIF) is less than 5, the model is not subject to multicollinearity. As shown in Table 4, all VIF values are below 5, confirming that multicollinearity is not present [99]. Moreover, all Q² values are greater than zero, indicating that the model has predictive relevance for the dependent constructs.

Table 4: VIF, R², and Q² Results

	R²	Q²	VIF
RI	0.484	0.356	3.637
SAT	0.520	0.328	2.095
TRU	0.583	0.413	2.410

Source: Data from SMART-PLS

As shown in Table 5, all hypotheses have p-values less than 0.05 and beta coefficients greater than 0. Therefore, all hypotheses are supported. Furthermore, Table 6, which reports the mediating variables TRU and SAT, indicates that the indirect effects of the independent variable online customer experience on the dependent variable repurchase intention through the mediators trust and satisfaction are statistically significant, with p-values less than 0.05 and beta coefficients greater than 0. Hence, the mediating roles of TRU and SAT are confirmed.

Table 5: Regression Results

	Beta	T Statistics	P Values	Result
H1: OCE -> TRU	0.764	22.559	0.000	Accepted
H2: OCE -> RI	0.163	1.998	0.046	Accepted
H3: OCE -> SAT	0.722	16.321	0.000	Accepted
H4: TRU -> RI	0.383	5.823	0.000	Accepted
H5: SAT -> RI	0.246	4.234	0.000	Accepted

Source: Data from SMART-PLS

Table 6: Results of Indirect Regression

	Beta	T Statistics	P Values	Result
OCE -> SAT -> RI	0.178	3.871	0.000	Accepted
OCE -> TRU -> RI	0.293	5.926	0.000	Accepted

Source: Data from SMART-PLS

5. Conclusion

The findings of this study demonstrate that the components of online customer experience exert a positive influence on trust, satisfaction, and repurchase intention [38, 72, 74, 84]. Among these, trust and satisfaction emerge as critical mediating mechanisms that bridge the relationship between online experience and repeat purchasing behavior [90, 101].

Notably, the study establishes the significant role of two modern dimensions of online customer experience, namely the user experience with ai chatbots and the personalized online experience. Both are shown to have substantial impacts on trust, satisfaction, and repurchase intention, particularly in the context where artificial intelligence is increasingly becoming an integral part of business operations. This finding not only extends and updates the theoretical framework of customer experience in the era of artificial intelligence but also provides new insights into the psychological and behavioral drivers of consumers in the digital environment.

More importantly, the study contributes to narrowing the existing academic gap, as research that integrates AI technology into the customer experience remains relatively scarce. In doing so, the study enriches the current theoretical foundation while opening promising avenues for future research in digital marketing and consumer behavior.

5.1 Managerial Implications

Based on the findings of this study, several important managerial implications can be drawn to support businesses in enhancing the effectiveness of customer experience in the modern online environment. First, in terms of aesthetics, firms should invest seriously in the design of online interfaces, ensuring brand consistency, user-friendliness, and the ability to convey positive emotions. A visually appealing and modern design not only improves navigability but also contributes to forming favorable first impressions, thereby strengthening trust and satisfaction. In addition, the customer experience with online employees, particularly through channels such as live chat, social media, and video consultations, should be professionalized. Employees need to be trained to provide accurate information, respond promptly, and demonstrate empathy, thereby narrowing the emotional gap in digital communication. From a community perspective, firms should establish and foster customer interaction platforms such as forums, user groups, or review and comment sections, where customers can share experiences and support one another. These community-based interactions not only increase engagement but also generate positive word-of-mouth effects for the brand.

Firms should recognize that customer experience is not merely a supplementary factor but a strategic component in building competitive advantage. In the context of the growing prevalence of artificial intelligence technologies, businesses should proactively integrate AI solutions, particularly intelligent chatbots, into their customer service systems, not only to optimize operational processes but also to enhance the quality of interactions. The deployment of

chatbots should extend beyond simple automated responses and be designed to understand context, react flexibly, and personalize messages according to different customer segments.

At the same time, personalization of the customer experience should be regarded as a central element in modern customer engagement strategies. Instead of offering generic recommendations, firms should leverage big data and machine learning technologies to create individualized consumption journeys tailored to the behaviors, preferences, and evolving needs of each customer. An effectively personalized experience not only strengthens emotional engagement but also increases the likelihood of customer return and loyalty. Particularly, given that studies on customer experience incorporating AI technology remain limited, businesses should take a pioneering role in experimenting with and evaluating the effectiveness of new digital tools. This approach not only enhances business performance but also contributes to advancing both theory and practice in customer experience management in the digital era.

5.2 Contributions of the Study

Theoretical Contributions

This study inherits and extends the SOR theoretical framework in the context of online shopping, thereby affirming the flexible applicability and explanatory power of the model in understanding consumer behavior in the digital environment. A key novelty of this research lies in the integration of modern customer experience factors, including user experience with ai chatbots and personalized online experience, alongside traditional dimensions such as aesthetics, community, and online employee interaction. This approach not only broadens the scope of the SOR framework but also provides important empirical evidence on the mechanisms through which artificial intelligence technology influences consumer perceptions and behaviors. Furthermore, the study clarifies the mediating roles of trust and satisfaction in the relationship between customer experience and online purchase intention, thereby reinforcing the argument that customers' internal psychological states serve as essential bridges in the formation of consumption behavior.

Practical Contributions

The study offers practical implications for businesses operating in e-commerce and online retail. The findings reveal that User experience with ai chatbots and personalized online experience play crucial roles in building trust, enhancing satisfaction, and fostering purchase intention. This suggests that firms should prioritize investment in and adoption of artificial intelligence technologies to personalize the shopping journey and deliver timely, intelligent customer support services. At the same time, attention to other aspects of online experience, such as platform aesthetics, the role of communities, and the service quality of online employees, will further enhance the overall interaction quality and create sustainable competitive advantages.

Therefore, this research not only provides valuable reference for academia but also offers strategic guidance for customer experience management practices in the digital era.

5.3 Limitations and Future Research Directions

Although this study applied the SOR theoretical framework and developed a comprehensive research model, several limitations remain. First, the use of convenience sampling may have introduced biases in representativeness, making it difficult to generalize the findings to the entire population of online customers. Second, since the data were primarily collected through questionnaires, the results may be influenced by cognitive biases or social desirability tendencies, thereby reducing objectivity. Third, the study only examined the relationships between selected dimensions of online customer experience (aesthetics, online employees, community, AI Chatbot, personalization) and mediating variables as well as repurchase intention, without exploring the effects of other external factors such as price, brand reputation, or peer and social media influence. Finally, as the study was conducted within a specific timeframe, it could not fully capture dynamic changes in customer experiences and consumption behaviors in the context of rapidly evolving technologies and e-commerce trends.

To address these limitations, future research could be expanded and developed in several directions. First, probability sampling methods or stratified sampling should be employed to enhance representativeness and generalizability. Second, combining survey data with actual behavioral data (such as clickstream data, browsing duration, or purchase frequency) would help minimize self-reporting bias and provide a more accurate reflection of customer behavior. Third, future studies could incorporate additional variables such as perceived value, perceived risk, or brand reputation to provide a more comprehensive understanding of online shopping motivations. Moreover, longitudinal studies would allow researchers to capture changes in perceptions and behaviors over time under the influence of emerging technological trends. In particular, as artificial intelligence and digital interaction technologies continue to advance, exploring the roles of factors such as the metaverse, multisensory experiences, or generative AI in shaping online customer experience could open promising avenues for both academic inquiry and managerial practice.

Conflicts of Interest: The author declares that there are no conflicts of interest regarding the publication of this paper.

References

- [1] M. Rafiq, H. Fulford, X. Lu, Building Customer Loyalty in Online Retailing: The Role of Relationship Quality, *J. Mark. Manag.* 29 (2013), 494-517. <https://doi.org/10.1080/0267257x.2012.737356>.
- [2] K.N. Lemon, P.C. Verhoef, Understanding Customer Experience Throughout the Customer Journey, *J. Mark.* 80 (2016), 69-96. <https://doi.org/10.1509/jm.15.0420>.

- [3] D.L. Hoffman, T.P. Novak, Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations, *J. Mark.* 60 (1996), 50-68. <https://doi.org/10.1177/002224299606000304>.
- [4] S. Rose, M. Clark, P. Samouel, N. Hair, Online Customer Experience in E-Retailing: An Empirical Model of Antecedents and Outcomes, *J. Retail.* 88 (2012), 308-322. <https://doi.org/10.1016/j.jretai.2012.03.001>.
- [5] S. Chou, C. Chen, J. Lin, Female Online Shoppers, *Internet Res.* 25 (2015), 542-561. <https://doi.org/10.1108/intr-01-2014-0006>.
- [6] C. Lin, W. Lekhawipat, Factors Affecting Online Repurchase Intention, *Ind. Manag. Data Syst.* 114 (2014), 597-611. <https://doi.org/10.1108/imds-10-2013-0432>.
- [7] P.C. Verhoef, K.N. Lemon, A. Parasuraman, A. Roggeveen, M. Tsiros, et al., Customer Experience Creation: Determinants, Dynamics and Management Strategies, *J. Retail.* 85 (2009), 31-41. <https://doi.org/10.1016/j.jretai.2008.11.001>.
- [8] C. Homburg, M. Schwemmler, C. Kuehnl, New Product Design: Concept, Measurement, and Consequences, *J. Mark.* 79 (2015), 41-56. <https://doi.org/10.1509/jm.14.0199>.
- [9] X. Pei, J. Guo, T. Wu, W. Zhou, S. Yeh, Does the Effect of Customer Experience on Customer Satisfaction Create a Sustainable Competitive Advantage? A Comparative Study of Different Shopping Situations, *Sustainability* 12 (2020), 7436. <https://doi.org/10.3390/su12187436>.
- [10] D. Kim, R.R. Perdue, The Effects of Cognitive, Affective, and Sensory Attributes on Hotel Choice, *Int. J. Hosp. Manag.* 35 (2013), 246-257. <https://doi.org/10.1016/j.ijhm.2013.05.012>.
- [11] S.H. Poulsson, S.H. Kale, The Experience Economy and Commercial Experiences, *Mark. Rev.* 4 (2004), 267-277. <https://doi.org/10.1362/1469347042223445>.
- [12] F. Lemke, M. Clark, H. Wilson, Customer Experience Quality: An Exploration in Business and Consumer Contexts Using Repertory Grid Technique, *J. Acad. Mark. Sci.* 39 (2010), 846-869. <https://doi.org/10.1007/s11747-010-0219-0>.
- [13] C. Meyer, A. Schwager, Understanding Customer Experience, *Harvard Bus. Rev.* 85 (2007), 116.
- [14] A.A. Alsadoun, A.N. Alnasser, Role of Artificial Intelligence Chatbot Marketing in Enhancing Customer Satisfaction and Loyalty in Digital Shopping Experiences, *Int. J. Innov. Res. Sci. Stud.* 8 (2025), 1902-1909. <https://doi.org/10.53894/ijirss.v8i1.4826>.
- [15] S. Venkata Siva Kumar, S. Metta, *Ai-Powered Customer Service: The Role of Chatbots in Enhancing E-Commerce Interactions*, Emerald Publishing Limited, 2025. <https://doi.org/10.1108/978-1-83608-432-720251004>.
- [16] Song Yuchen, Wang Ying, Nexus Between Artificial Intelligence, Consumer Behavior, Consumer Experience, and Purchase Intention: A Case from Shenzhen, China, *Prof. Inf.* 33 (2024), 1. <https://doi.org/10.3145/epi.2024.ene.0420>.
- [17] G. Jangra, M. Jangra, Role of Artificial Intelligence in Online Shopping and Its Impact on Consumer Purchasing Behaviour and Decision, in: *2022 Second International Conference on Computer Science, Engineering and Applications (ICCSEA)*, IEEE, 2022, pp. 1-7. <https://doi.org/10.1109/ICCSEA54677.2022.9936374>.

- [18] N.T.P. Giang, D.M. Hung, T.T. Huong, H.T. Quyen, N.T. Thom, et al., Researching User Experience with Artificial Intelligence Application for Customer Care Services on E-Commerce Platform, *J. Ekon. Perusah.* 31 (2025), 149-174. <https://doi.org/10.46806/jep.v31i2.1319>.
- [19] P. Singhal, N. Mishra, Understanding the Usability and Response Quality of Artificial Intelligence Chatbots on Customer Engagement in Branded Apparel E-Retailing, IGI Global Scientific Publishing, pp. 403-420, 2025.
- [20] C. Li, R. Pan, H. Xin, Z. Deng, Research on Artificial Intelligence Customer Service on Consumer Attitude and Its Impact during Online Shopping, *J. Phys.: Conf. Ser.* 1575 (2020), 012192. <https://doi.org/10.1088/1742-6596/1575/1/012192>.
- [21] D. Sunny, Enhancing Virtual Try-Ons with Stable Diffusion: A Review, *Int. J. Sci. Res. Eng. Manag.* 08 (2024), 1-5. <https://doi.org/10.55041/ijsrem29910>.
- [22] M.S. Logesh, D. S.Raja, A Study on the Impact of Artificial Intelligence on Online Customer Satisfaction, *Emperor J. Financ.* 03 (2024), 133-144. <https://doi.org/10.58394/ejf.2024.3514>.
- [23] M. Rashidin, D. Gang, S. Javed, M. Hasan, The Role of Artificial Intelligence in Sustaining the E-Commerce Ecosystem, *J. Glob. Inf. Manag.* 30 (2022), 1-25. <https://doi.org/10.4018/jgim.304067>.
- [24] M. Holmlund, Y. Van Vaerenbergh, R. Ciuchita, A. Raval, P. Sarantopoulos, et al., Customer Experience Management in the Age of Big Data Analytics: A Strategic Framework, *J. Bus. Res.* 116 (2020), 356-365. <https://doi.org/10.1016/j.jbusres.2020.01.022>.
- [25] A. Bhattacharya, M. Srivastava, A Framework of Online Customer Experience: An Indian Perspective, *Glob. Bus. Rev.* 21 (2018), 800-817. <https://doi.org/10.1177/0972150918778932>.
- [26] L. Xiao, F. Guo, F. Yu, S. Liu, The Effects of Online Shopping Context Cues on Consumers' Purchase Intention for Cross-Border E-Commerce Sustainability, *Sustainability* 11 (2019), 2777. <https://doi.org/10.3390/su11102777>.
- [27] J.S. Siow, B.A. Teoh, C.Z. Ong, K.X. Chee, The Impact of AI Chatbot Adoption on Customer Experience in E-Retailing, *Iss. Perspect. Bus. Soc. Sci.* 5 (2025), 27-36. <https://doi.org/10.33093/ipbss.2025.5.1.3>.
- [28] D.M. Akdemir, Z.A. Bulut, Business and Customer-Based Chatbot Activities: The Role of Customer Satisfaction in Online Purchase Intention and Intention to Reuse Chatbots, *J. Theor. Appl. Electron. Commer. Res.* 19 (2024), 2961-2979. <https://doi.org/10.3390/jtaer19040142>.
- [29] M.C.C.D. Coelho, I. Imamović, AI-Driven Personalization In Beauty Retail: Exploring How AI-Based Applications Influence Customer Satisfaction And Brand Loyalty, IGI Global, pp. 131-162, 2025.
- [30] T. Keiningham, L. Aksoy, H.L. Bruce, F. Cadet, N. Clennell, et al., Customer Experience Driven Business Model Innovation, *J. Bus. Res.* 116 (2020), 431-440. <https://doi.org/10.1016/j.jbusres.2019.08.003>.
- [31] A. Mehrabian, J.A. Russell, *An Approach to Environmental Psychology*, MIT Press, 1974.
- [32] H. Chang, M. Eckman, R. Yan, Application of the Stimulus-Organism-Response Model to the Retail Environment: The Role of Hedonic Motivation in Impulse Buying Behavior, *Int. Rev. Retail. Distrib. Consum. Res.* 21 (2011), 233-249. <https://doi.org/10.1080/09593969.2011.578798>.
- [33] Y. Ha, S.J. Lennon, Online Visual Merchandising (VMD) Cues and Consumer Pleasure and Arousal: Purchasing Versus Browsing Situation, *Psychol. Mark.* 27 (2010), 141-165. <https://doi.org/10.1002/mar.20324>.

- [34] J. Jacoby, Stimulus-Organism-Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior, *J. Consum. Psychol.* 12 (2002), 51-57. https://doi.org/10.1207/s15327663jcp1201_05.
- [35] Y. Liu, H. Li, F. Hu, Website Attributes in Urging Online Impulse Purchase: An Empirical Investigation on Consumer Perceptions, *Decis. Support Syst.* 55 (2013), 829-837. <https://doi.org/10.1016/j.dss.2013.04.001>.
- [36] M. Sarker, A.A. Mohd-Any, Y. Kamarulzaman, Validating a Consumer-Based Service Brand Equity (CBSBE) Model in the Airline Industry, *J. Retail. Consum. Serv.* 59 (2021), 102354. <https://doi.org/10.1016/j.jretconser.2020.102354>.
- [37] F. Liu, K. Lai, J. Wu, W. Duan, Listening to Online Reviews: A Mixed-Methods Investigation of Customer Experience in the Sharing Economy, *Decis. Support Syst.* 149 (2021), 113609. <https://doi.org/10.1016/j.dss.2021.113609>.
- [38] I. Tuncer, The Relationship Between IT Affordance, Flow Experience, Trust, and Social Commerce Intention: An Exploration Using the S-O-R Paradigm, *Technol. Soc.* 65 (2021), 101567. <https://doi.org/10.1016/j.techsoc.2021.101567>.
- [39] B. Zhu, S. Kowatthanakul, P. Satanasavapak, Generation Y Consumer Online Repurchase Intention in Bangkok, *Int. J. Retail. Distrib. Manag.* 48 (2019), 53-69. <https://doi.org/10.1108/ijrdm-04-2018-0071>.
- [40] J. Lim, R. Ayyagari, Investigating the Determinants of Telepresence in the E-Commerce Setting, *Comput. Hum. Behav.* 85 (2018), 360-371. <https://doi.org/10.1016/j.chb.2018.04.024>.
- [41] E.K. Yarimoglu, A Review on Dimensions of Service Quality Models, *J. Mark. Manag.* 2 (2014), 79-93.
- [42] T.P. Novak, D.L. Hoffman, A. Duhachek, The Influence of Goal-Directed and Experiential Activities on Online Flow Experiences, *J. Consum. Psychol.* 13 (2003), 3-16. https://doi.org/10.1207/s15327663jcp13-1&2_01.
- [43] Z. Ye, X. Chen, The Effects of Online and Offline Customer Experiences on Customer Loyalty in Chinese Fresh E-commerce, Thesis, Uppsala University, 2020.
- [44] E. Happ, U. Scholl-Grissemann, M. Peters, M. Schnitzer, Insights into Customer Experience in Sports Retail Stores, *Int. J. Sports Mark. Spons.* 22 (2020), 312-329. <https://doi.org/10.1108/ijsms-12-2019-0137>.
- [45] P. Bhatt, A.K. Singh, Impact of AI on Consumers' Purchase Intention Towards Online Grocery Shopping in India, *J. Reliab. Stat. Stud.* 17 (2025), 453-490. <https://doi.org/10.13052/jrss0974-8024.17210>.
- [46] C. Ranganathan, S. Ganapathy, Key Dimensions of Business-To-Consumer Web Sites, *Inf. Manag.* 39 (2002), 457-465. [https://doi.org/10.1016/s0378-7206\(01\)00112-4](https://doi.org/10.1016/s0378-7206(01)00112-4).
- [47] E.P. Rajan.T.Y, A. Varadaraj, Affective Experiential State's Impact on Outcome Behavior Among E-Retailing Customers in India, *Glob. J. Res. Anal.* 5 (2019), 247-249.
- [48] J. Garrett, *The Elements of User Experience Design*, New Riders, Berkley, (2010).
- [49] A. Bleier, C.M. Harmeling, R.W. Palmatier, Creating Effective Online Customer Experiences, *J. Mark.* 83 (2018), 98-119. <https://doi.org/10.1177/0022242918809930>.
- [50] R. Singh, M. Söderlund, Extending the Experience Construct: An Examination of Online Grocery Shopping, *Eur. J. Mark.* 54 (2020), 2419-2446. <https://doi.org/10.1108/ejm-06-2019-0536>.

- [51] M. Zhang, N. Luo, Understanding Relationship Benefits from Harmonious Brand Community on Social Media, *Internet Res.* 26 (2016), 809-826. <https://doi.org/10.1108/intr-05-2015-0149>.
- [52] P. Klaus, S. Maklan, Towards a Better Measure of Customer Experience, *Int. J. Mark. Res.* 55 (2013), 227-246. <https://doi.org/10.2501/ijmr-2013-021>.
- [53] S.S. Tax, D. McCutcheon, I.F. Wilkinson, The Service Delivery Network (SDN): A Customer-Centric Perspective of the Customer Journey, *J. Serv. Res.* 16 (2013), 454-470. <https://doi.org/10.1177/1094670513481108>.
- [54] R.P. Bagozzi, U.M. Dholakia, Intentional Social Action in Virtual Communities, *J. Interact. Mark.* 16 (2002), 2-21. <https://doi.org/10.1002/dir.10006>.
- [55] I. Brun, L. Rajaobelina, L. Ricard, B. Berthiaume, Impact of Customer Experience on Loyalty: A Multichannel Examination, *Serv. Ind. J.* 37 (2017), 317-340. <https://doi.org/10.1080/02642069.2017.1322959>.
- [56] N.Y. Jung, Y. Seock, Effect of Service Recovery on Customers' Perceived Justice, Satisfaction, and Word-Of-Mouth Intentions on Online Shopping Websites, *J. Retail. Consum. Serv.* 37 (2017), 23-30. <https://doi.org/10.1016/j.jretconser.2017.01.012>.
- [57] E. Adamopoulou, L. Moussiades, An Overview of Chatbot Technology, in: I. Maglogiannis, L. Iliadis, E. Pimenidis, (eds) *Artificial Intelligence Applications and Innovations. AIAI 2020. IFIP Advances in Information and Communication Technology*, vol 584. Springer, Cham, (2020). https://doi.org/10.1007/978-3-030-49186-4_31.
- [58] A. Soni, S. Dubey. The Impact Of Ai-Powered Chatbots On Customer Satisfaction In E-Commerce Marketing (Tam Approach), *J. Public Relations Advert.* 3 (2024), 12-18.
- [59] X. Luo, S. Tong, Z. Fang, Z. Qu, *Frontiers: Machines Vs. Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases*, *Mark. Sci.* 38 (2019), 937-947. <https://doi.org/10.1287/mksc.2019.1192>.
- [60] S. M. Murali, C. Sandhya, N. Behare, A. Unnikrishnan, B. Rajasekaran. Analysis of Chat Bots Based Artificial Intelligence (AI) Marketing, *Indian J. Nat. Sci.* 13 (2022), 45606-45610.
- [61] C. Prabha, S. Kumari, AI in Marketing: AI-Powered Chatbot, in: S. Saluja, V. Nayyar, K. Rojhe, S. Sharma (Eds.), *Advances in Marketing, Customer Relationship Management, and E-Services*, IGI Global, 2024: pp. 11-25. <https://doi.org/10.4018/979-8-3693-6660-8.ch002>.
- [62] Wagobera Edgar Kedi, Chibundom Ejimuda, Courage Idemudia, Tochukwu Ignatius Ijomah, AI Chatbot Integration in SME Marketing Platforms: Improving Customer Interaction and Service Efficiency, *Int. J. Manag. Entrep. Res.* 6 (2024), 2332-2341. <https://doi.org/10.51594/ijmer.v6i7.1327>.
- [63] Y. Kurachi, S. Narukawa, H. Hara, AI Chatbot to Realize Sophistication Of Customer Contact Points, *Fujitsu Sci. Tech. J.* 54 (2018), 2-8.
- [64] A. Ramesh, V. Chawla, Chatbots in Marketing: A Literature Review Using Morphological and Co-Occurrence Analyses, *J. Interact. Mark.* 57 (2022), 472-496. <https://doi.org/10.1177/10949968221095549>.
- [65] M. Song, The Impact of Algorithmic Product Recommendation on Consumers' Impulse Purchase Intention, *Front. Bus. Econ. Manag.* 11 (2023), 107-111. <https://doi.org/10.54097/fbem.v11i3.13197>.

- [66] D. Jannach, M. Ludewig, Investigating Personalized Search in E-Commerce, in: Proceedings of the Thirtieth International Florida Artificial Intelligence Research Society Conference, pp. 645-650, 2017. <https://cdn.aaai.org/ocs/15402/15402-68743-1-PB.pdf>.
- [67] S. Victoria, S. Rindasu, Artificial Intelligence in Retail: Benefits and Risks Associated with Mobile Shopping Applications, *Www.amfiteatruconomic.ro* 23 (2021), 46-64. <https://doi.org/10.24818/ea/2021/56/46>.
- [68] S. Nazir, S. Khadim, M. Ali Asadullah, N. Syed, Exploring the Influence of Artificial Intelligence Technology on Consumer Repurchase Intention: The Mediation and Moderation Approach, *Technol. Soc.* 72 (2023), 102190. <https://doi.org/10.1016/j.techsoc.2022.102190>.
- [69] P.V. Subbaiah, J.M. Manjushree, S.G. Kondamudi, Exploring the Influence of Artificial Intelligence (AI) on Online Purchase Decisions: In Case of Consumer's Prospective, *Int. J. Intell. Syst. Appl. Eng.* 12 (2024), 13-20.
- [70] I.O. Pappas, A.G. Pateli, M.N. Giannakos, V. Chrissikopoulos, Moderating Effects of Online Shopping Experience on Customer Satisfaction and Repurchase Intentions, *Int. J. Retail. Distrib. Manag.* 42 (2014), 187-204. <https://doi.org/10.1108/ijrdm-03-2012-0034>.
- [71] L. Hao Suan Samuel, M.S. Balaji, K. Kok Wei, An Investigation of Online Shopping Experience on Trust and Behavioral Intentions, *J. Internet Commer.* 14 (2015), 233-254. <https://doi.org/10.1080/15332861.2015.1028250>.
- [72] F. Liu, E.T. Lim, H. Li, C. Tan, D. Cyr, Disentangling Utilitarian and Hedonic Consumption Behavior in Online Shopping: An Expectation Disconfirmation Perspective, *Inf. Manag.* 57 (2020), 103199. <https://doi.org/10.1016/j.im.2019.103199>.
- [73] A.H. Busalim, A.R. Che Hussin, N.A. Iahad, Factors Influencing Customer Engagement in Social Commerce Websites: A Systematic Literature Review, *J. Theor. Appl. Electron. Commer. Res.* 14 (2019), 1-14. <https://doi.org/10.4067/s0718-18762019000200102>.
- [74] J. Martin, G. Mortimer, L. Andrews, Re-Examining Online Customer Experience to Include Purchase Frequency and Perceived Risk, *J. Retail. Consum. Serv.* 25 (2015), 81-95. <https://doi.org/10.1016/j.jretconser.2015.03.008>.
- [75] S.(. Lee, M. Jeong, Enhancing Online Brand Experiences: An Application of Congruity Theory, *Int. J. Hosp. Manag.* 40 (2014), 49-58. <https://doi.org/10.1016/j.ijhm.2014.03.008>.
- [76] M. Richard, Modeling the Impact of Internet Atmospherics on Surfer Behavior, *J. Bus. Res.* 58 (2005), 1632-1642. <https://doi.org/10.1016/j.jbusres.2004.07.009>.
- [77] C. Li, How Social Commerce Constructs Influence Customers' Social Shopping Intention? An Empirical Study of a Social Commerce Website, *Technol. Forecast. Soc. Chang.* 144 (2019), 282-294. <https://doi.org/10.1016/j.techfore.2017.11.026>.
- [78] S. Chen, C. Lin, The Impact of Customer Experience and Perceived Value on Sustainable Social Relationship in Blogs: An Empirical Study, *Technol. Forecast. Soc. Chang.* 96 (2015), 40-50. <https://doi.org/10.1016/j.techfore.2014.11.011>.
- [79] L.V. Quoc, N.T. Long, The Impact of Customer Experience on the Components of Smartphone Brand Equity, *J. Finance – Mark.* 69 (2022), 91-102. <https://doi.org/10.52932/jfm.vi69.179>.

- [80] M. Khalifa, V. Liu, Online Consumer Retention: Contingent Effects of Online Shopping Habit and Online Shopping Experience, *Eur. J. Inf. Syst.* 16 (2007), 780-792.
<https://doi.org/10.1057/palgrave.ejis.3000711>.
- [81] A. Morgan-Thomas, C. Veloutsou, Beyond Technology Acceptance: Brand Relationships and Online Brand Experience, *J. Bus. Res.* 66 (2013), 21-27. <https://doi.org/10.1016/j.jbusres.2011.07.019>.
- [82] M. Sharma, P. Tiwari, D. Chaubey, Summarizing Factors of Customer Experience and Building a Structural Model Using Total Interpretive Structural Modelling Technology, *Glob. Bus. Rev.* 17 (2016), 730-741. <https://doi.org/10.1177/0972150916630825>.
- [83] I. Pentina, A. Amialchuk, D.G. Taylor, Exploring Effects of Online Shopping Experiences on Browser Satisfaction and E - tail Performance, *Int. J. Retail. Distrib. Manag.* 39 (2011), 742-758.
<https://doi.org/10.1108/09590551111162248>.
- [84] S. Rose, N. Hair, M. Clark, Online Customer Experience: A Review of the Business-To-Consumer Online Purchase Context, *Int. J. Manag. Rev.* 13 (2011), 24-39. <https://doi.org/10.1111/j.1468-2370.2010.00280.x>.
- [85] T. Liao, Online Shopping Post-Payment Dissonance: Dissonance Reduction Strategy Using Online Consumer Social Experiences, *Int. J. Inf. Manag.* 37 (2017), 520-538.
<https://doi.org/10.1016/j.ijinfomgt.2017.03.006>.
- [86] P.W. Handayani, I.M. Eka Ariantana, A.A. Pinem, How To Increase Customer Repurchase Intention in an Online Retailing Store? An Extended Expectation Confirmatory Model, *Int. J. Electron. Commer. Stud.* 11 (2020), 13-32. <https://doi.org/10.7903/ijecs.1721>.
- [87] J. Lin, Y. Yan, S. Chen, Understanding the Impact of Social Commerce Website Technical Features on Repurchase Intention: A Chinese Guanxi Perspective, *J. Electron. Commer. Res.* 18 (2017), 225.
- [88] Y.W. Sullivan, D.J. Kim, Assessing the Effects of Consumers' Product Evaluations and Trust on Repurchase Intention in E-Commerce Environments, *Int. J. Inf. Manag.* 39 (2018), 199-219.
<https://doi.org/10.1016/j.ijinfomgt.2017.12.008>.
- [89] V. Kumar, O.G. Ayodeji, E-Retail Factors for Customer Activation and Retention: An Empirical Study from Indian E-Commerce Customers, *J. Retail. Consum. Serv.* 59 (2021), 102399.
<https://doi.org/10.1016/j.jretconser.2020.102399>.
- [90] A.E. Micu, O. Bouzaabia, R. Bouzaabia, A. Micu, A. Capatina, Online Customer Experience in E-Retailing: Implications for Web Entrepreneurship, *Int. Entrep. Manag. J.* 15 (2019), 651-675.
<https://doi.org/10.1007/s11365-019-00564-x>.
- [91] P.K. Chopdar, J. Balakrishnan, Consumers Response Towards Mobile Commerce Applications: S-O-R Approach, *Int. J. Inf. Manag.* 53 (2020), 102106. <https://doi.org/10.1016/j.ijinfomgt.2020.102106>.
- [92] N. Mohamed, R. Hussein, N. Hidayah Ahmad Zamzuri, H. Haghshenas, Insights into Individual's Online Shopping Continuance Intention, *Ind. Manag. Data Syst.* 114 (2014), 1453-1476.
<https://doi.org/10.1108/imds-07-2014-0201>.
- [93] S. Pandey, D. Chawla, Online Customer Experience (OCE) in Clothing e-Retail: Exploring OCE Dimensions and Their Impact on Satisfaction and Loyalty-Does Gender Matter?, *Int. J. Retail. Distrib. Manag.* 46 (2018), 323-346. <https://doi.org/10.1108/ijrdm-01-2017-0005>.

- [94] M. Zhang, M. Hu, L. Guo, W. Liu, Understanding Relationships among Customer Experience, Engagement, and Word-Of-Mouth Intention on Online Brand Communities, *Internet Res.* 27 (2017), 839-857. <https://doi.org/10.1108/intr-06-2016-0148>.
- [95] S. Alimamy, J. Gnoth, I Want It My Way! the Effect of Perceptions of Personalization Through Augmented Reality and Online Shopping on Customer Intentions to Co-Create Value, *Comput. Hum. Behav.* 128 (2022), 107105. <https://doi.org/10.1016/j.chb.2021.107105>.
- [96] S. Molinillo, A. Navarro-García, R. Anaya-Sánchez, A. Japutra, The Impact of Affective and Cognitive App Experiences on Loyalty Towards Retailers, *J. Retail. Consum. Serv.* 54 (2020), 101948. <https://doi.org/10.1016/j.jretconser.2019.101948>.
- [97] R. Filieri, Z. Lin, The Role of Aesthetic, Cultural, Utilitarian and Branding Factors in Young Chinese Consumers' Repurchase Intention of Smartphone Brands, *Comput. Hum. Behav.* 67 (2017), 139-150. <https://doi.org/10.1016/j.chb.2016.09.057>.
- [98] W.B. Dodds, K.B. Monroe, D. Grewal, Effects of Price, Brand, and Store Information on Buyers' Product Evaluations, *J. Mark. Res.* 28 (1991), 307-319. <https://doi.org/10.1177/002224379102800305>.
- [99] J.F. Hair, J.J. Risher, M. Sarstedt, C.M. Ringle, When to Use and How to Report the Results of PLS-SEM, *Eur. Bus. Rev.* 31 (2019), 2-24. <https://doi.org/10.1108/eb-11-2018-0203>.
- [100] C. Fornell, D.F. Larcker, Evaluating Structural Equation Models with Unobservable Variables and Measurement Error, *J. Mark. Res.* 18 (1981), 39-50. <https://doi.org/10.1177/002224378101800104>.
- [101] Y. Kuo, C. Wu, W. Deng, The Relationships among Service Quality, Perceived Value, Customer Satisfaction, and Post-Purchase Intention in Mobile Value-Added Services, *Comput. Hum. Behav.* 25 (2009), 887-896. <https://doi.org/10.1016/j.chb.2009.03.003>.