THE RELATIONSHIP BETWEEN CUSTOMER EXPERIENCE AND SERVICE QUALITY

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Abstract

This paper attempts to review different research in term of customer experience in online environment. Besides, one framework will be proposed that links customer experience to service quality. Based on different research by famous scholars, there are four dimensions for customer experience, and they are Pragmatic, Hedonic, Sociability, and Usability.

Keywords: Online environment, Customer Experience, Pragmatic, Hedonic, Sociability, and Usability, Service Quality

1. Introduction

(Nambisan and Watt 2011) Recently, online product groups changed into basic features of the strategy of web based of many firms like Microsoft, Sony, IBM and companies of motorcycle such as Ducati. This will assist users to create relationship with firms and between each other. First studies with the background of online behaviour of users has studies all the experience in environment of online situation. The main area of these studies are considered as experience of people in association with web in all kind of activities of internet for example online searching and web browsing or other examples. To have extra information should mention web experience based on Hoffman and Novak, 1996; Novak et al., 2000). Other researchers evaluated retail behaviour and online shopping of users (Overby & Lee, 2006). According to these researches,
they suggested the method of working with online web and web sites changes and images of preference of users and their tendency for aims of buying. A majority of studies indicates unique sign of online product groups and facilities towards a activity of web searching and basic definition that might reconsider experience of online community of customers (Nambisan and Watt, 2011).

E-commerce attracts firms’ attention. As times goes on a majority of firms applied online and create investment in Ecommerce. Simultaneously, improvement in communication and information technology would be capable for customers to apply internet in any place if any person have tendency to do. Entire elements are contributed to developer in electronic commerce transaction recently and express that the improvement might carry on in upcoming future (Ho and Dempsey, 2010).

2. Service Quality

While researching face to face service quality, Evaluation of online service quality will maintain imagination (Serkan et al., 2010). A common path is SERVQUAL to measure online services (Delone and McLean, 2003). However, face to face services involve variety of online services in their vital quality elements. For instance, possibility of taking electronic retailing: usually customers’ requests more expect and monitor to do fewer attempts and forecast higher efficiency of transaction (Ding et al., 2007). From the time that companies explore for beneficial online self-service like payment and shopping, they shift their delivery service for face to face interaction to technology interaction which decrease the linkage exists between employees of service and customers. Subsequently, many basic elements of face to face service quality considered as less related like reliability and tangibility. Based on the belief” of Parasuraman et al.,( 2005), any efforts to develop face to face scale service to evaluate or rest online service quality would happened because of decrease in reliability, questionable convergent validity , efficacy and diminished adequacy or constrained predictive validity. A development requires evaluating scale special to inline self-service. Handful of scale are going tom evaluate online service quality, website quality ,e retailing quality ( Yoo and Donthu, 2001; Loiacono et al., 2002; Zeithaml et al., 2000 ; Bauer et al., 2006; Parasurama et al., 2005; Wolfinbarger and Gilly, 2003 ). Generally, entire scales derived from strict improvement task and emphasize on vital behaviour regarding to
system information. A little consideration is toward service elements of comprehensive online service (Todd and Wixom, 2005).

3. Customer Experience

Customer experience definition derived from experience economy book based on Pine and Gilmore which is published in 1999. The writers stated experience as a new chance of economy that seems as the next issue after goods and services and commodities. Customer experience is contributed to the interaction set among products, customers, firms or other area of organization which derived a reaction (Shaw and Ivens, 2005; LaSalle and Britton, 2003). Evaluation depends on a difference between expectation of customers and the stimuli deriving from the interaction with the company and what it suggested to match the touch point or different contracts time. Customer experience is a control again, method to mention the good consumption definition. It is a general feature that sees a company and an individual or an attempt of a firm (LaSalle and Britto, 2003). Regarding this issue, making of value is not merely about selling experience but also covering the customers for living entire time of their linkage with a firm in amazing method, even their expectation is more than that.

Prahalad and Ramaswamy (2004), postulate that customer experience includes co-creating especially experience with a firm. Firms cover goods and background of direct experience that could be properly applied by users to co creates especial experience (Cova and Caru, 2003 to 2007). Co creation can play a vital issue in covering a perfect experience for users. Accepting co creation attitude includes users in an interaction with suppliers during production, design, subsequent and delivery consumption. Gentile et al., (2007) mentioned that customer experience is a new degree to make value for not only a company but also for customers and a good experience should generally engage with an individual with variety levels. Behavioural and psychological researches determine three vital systems like cognition, sensation and affect (Anderson, 1995; Fiske and Taylor, 1991; Brakus, 2001; Schmitt and Simonson, 1997). Each system has unique principle, structure and mutual relationship. Verhoef et al., (2009) figured out that the construct of customer experience has a general nature includes cognitive, feeling, affective, physical and social response of a customer. While mentioning a person, three researches suggest customers’ action set, value system and ideas which indicate behaviour and lifestyle of person and relationship. Based on Schmitt (1999), another researcher Gentile et al., (2007)
postulate general experience of customer and sic fundamental elements like feel, emotional, lifestyle, sensorial, cognitive, pragmatic and relational elements. Customers understand each experience like difficult emotion. This can realize elements among each other. Indeed, there are generally related to cleat interrelation and overlapping occasions.

4. Customer experience and purchase intention

Experience is an economic suggestion type which could be used to make a competitive advantage that is hard to copy (Pine and Glimore, 1998). It is deriving from feeling of stimuli, Mind, heart usually because of direct participation in phenomenon of actual or real event (Schmitt, 1999). Customer experience is contributed to a silent attribute for customers are saw flesh and human trend who has knowledge of different purchase occasion’s aspects like a good trip (Holbrook, 2000).

Whether we take a basic view of marketing, then customer experience are individual activities which happen based on some phenomenon as a undergoing, encountering or living result among different occasion (Schmitt, 1999).especially, customer experience cover emotional, behavioural, sensory and related values (Schmitt, 1999). In a digital environment, final objective of experiential marketing is to make customer experience which has been used from so called experience support (Schmitt, 1999). Hsu and Tsou, 2011 mentioned that blogs are contributed to a proper atmosphere that makes experience to apply customer for they are usually the most famous media to make linkage of communication.

5. Customer experience in online environment

Recent researches in communication and psychology has determined two basic element in evaluating human experience (cognitive and affective element) (Blumler, 1979 and Forgas, 2000). The beneficial factor indicates the emotion that is coming for environmental stimuli interaction when cognitive feature emphasize on process of information aspect and experience which create information processing and receiving. These two elements have conceptualized hedonic and utilitarian elements (Dhar and Wertenbroch , 2000; Nobel et al., 2005) and as intrinsic and extrinsic elements (Babin et al., 1994;Bathra and Ahtola, 1990).

From mid-1990 some writers has used 2d experience model to research customer experience in online market. For example, this has been applied in experience of online shopping (Babin et al., 1994; Overby and Lee, 2006; Bridges and Floresheim, 2008) online retail behaviour and web
browsing behaviour (Hoffman and Novak, 1996; Nobel et al., 2005; Jones et al., 2006).

Generally, these researches emphasize on experience as a monolithic building for example experience of customer internet or as two attitude of construct emphasizing on hedonic and utilitarian elements merely. Novak and Hoffman (1996) state that these two elements could be realized as a experiential or goal oriented.

6. **Online Community Experience (OCE)**

Experience means a direct observation of an individual or engagement in a phenomenon or activity. We consider it as a online community. OCE which is abbreviated of inline community experience is the total experience that a customer used from their activities in online space. Especially, this event highlight a member of a community like customers ‘s emotion based on their interaction in online environment like in firm hosted online product community (Nambisan an Watt, 2011).

Nambisan and Watt (2011) mentioned that if customers’ experience in an online product group will be composed for four element then it can analysis a pragmatic, hedonic, usability and sociability dimensions. Also, they can impact on customer orientation towards company and product and also on perception of the customers based on the overall service companies quality.

6.1. **Pragmatic dimension**

Online product community can be as a vital issue for customers to cover solutions to particular product related problems or to obtain recommendation on new goods. So much so, a basic element of customer’s online community experience is built based on pragmatic value of such groups (Nambisan and Watt, 2011).

The dimension of pragmatic s all referred to the behaviour of goal oriented (Hoffman and Novak, 1996) of customer and determine if the customer figure out the experience in useful online community, and worthy one (Mathwick et al., 2001). As a result, pragmatic dimension is going as a basic activity of experience of a customer in the community.
6.2. Hedonic dimension

Hedonic dimension is related to intrinsic value that customer got from online product community interactions. The element clarified excitement of customers with their favourite interest such as brand and product.

Interaction with high involvement are based on the desirable goal that cover the customers’ context to create fun, happiness and excitement and might interpret into positive hedonic experience (Voss et al., 2003; Mummalaneni, 2005). Sometimes, these interactions might be boring or unappealing to some group of customers. It will make hedonic experience as a low trend (Honeycutt, 2005; Mummalaneni, 2005).

6.3. Sociability dimension

Sociality dimension is called as a social experience. Customers took their interaction in the online product community. Seizures customers perception based on the overall friendliness, openness and politeness. Based on the previous discussion, online product community, especially the computer customer’s community construct the social environment can deliver positive social experience which makes establishing strong network and linkage easily (Preece, 2000). In flip side, while negative interactions happened like unsuitable, rude posting, then sociable experience will be decreased by members of community (Honeycutt, 2005).

6.4. Usability dimension

Usability dimension explained as the experience of customers in exploring and applying the environment of online community (Nambisan and Watt, 2011). Subsequently, this element is tried to clarify ease of use and aspect of technology of online product community. High degree of usability experience determines the capabilities of customers to lead in environment of online group effortlessly (Nielsen, 2000; Preece, 2000; Shneiderman and Plaisant, 2004).

In flip side, usability experience with low degree can apply technology and other kinds of leading differences which impact the interaction of users and process of accusing information (Venkatesh and Agarwal, 2006; Nielsen, 2000).
7. OCE and perceived service quality

In a majority of firms, particularly technology based one; online product communities can be as the basic service structure. For example, firms like Microsoft, Dell, IBM create their online product groups as an after purchase product support service. Questions referred to customer product related in online space are replied by other users or other firms. Indeed, in these firms, users are directly leaded to online product group from the firm’s customer covering website. Also, customers most of the time, took responsibilities if online group with similar position as other avenues of customer service like customer service hotline.

In the mentioned position, customers of online product community are going to measure the experience of online product as a service interaction and made ideas of a firm’s service quality depend on related interaction. Especially, positive interaction experience might clarify effective and on time cover of customers’ product related requirement. Then in return it is related to positive perception of firm’s total service quality. On the other hand, negative experience might be realized as a bad service quality. As a result, customers’ online community experience would be positively related with their perception depends on a service quality of a firm.

8. Relevant Studies

Regarding satisfaction of customers with online banking and the influence of experiences (Cheolho Yoon, 2010) mentioned ease of use, transaction speed, design, information context, security and support system of customer as a customer experience factor and evaluated the influence of customer’s satisfaction’s elements.(See Figure1.)
He figured out that content of information and security have vital role in satisfaction of customer and also based on the measurement of internet hacking process, users are still worried about the financial transaction safety on internet.

P.Nambisan and J. Watt (2011) determine a new form of online customer experience (OCE). After that, they test controlling experience of customers in online communities for four firms including, Intel, IBM, Adobe, and Microsoft. The sample size has 650 customers and pursuing model was examined. They figured out that online community’s become lounge part for customers rapidly to talk to each other. Conclusion clarify that online customer experience can be as an important feature in creating customers’ perception based on the company, product exactly the same as service quality.
9. Proposed framework:

According to recent famous scholars, it appears that quality of service might be impacted by customer experience. Any association in mentioned model is covered by study considered in P. Nambisan and J. Watt (2011); Honeycutt (2005); Nielsen (2000); Preece (2000); Shneiderman and Plaisant (2004), Mathwich et al., (2001); Voss et al., (2003); Mummalaneni (2005); Payne et al., (2009); Gruen et al., (2006); Bendapudi & Leone (2003) and Bickart and Schindler (2001).
10. Conclusion

This paper is concentrated more on defining the crucial definition which navigates to sufficient model. Depends on review of literature, customer experience involved with hedonic, pragmatic, sociability and usability experiences and ease of these four elements has capabilities to effect on service quality. Moreover, some related studies with their own finding and theoretical model are stated to give a better comprehensive feature.
References


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