Chapter 19
Models of Customer Experience for B2C E-Commerce Enterprises

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ABSTRACT

With the rapid development of E-commerce, more and more E-commerce enterprises attach great importance to customer experience, and B2C E-commerce enterprises make no exception. The good customer experience can promote customers' perception of the service level of B2C E-commerce enterprises. Based on previous research literature, the research elaborates effect factors of customer experience of B2C E-commerce enterprises, such as website usefulness, website ease of use, transaction costs, customer involvement and Internet word of mouth; establishes the model of customer experience of B2C E-commerce enterprises based on the technology acceptance model and points out the directions for future research.

INTRODUCTION

According to the 36th "Statistical Report of the development of Chinese Internet" data from China Internet Network Information Center in July 2015, by the end of June 2015, the total number of Chinese Internet users has reached 668 million, and Internet penetration rate has reached 48.8%; The number of Internet shopping users has reached 374 million, and has accounted for the total number of Internet users 56%. With the increasing number of web-based shopping consumers, online shopping market in China has upgraded continually, from the initial C2C to the integrated B2C shopping platform, to specialized and personalized excellent B2C shopping website. B2C shopping websites constantly open up new kinds of markets, and the future Chinese online shopping market will continue to increase.

Online shopping is very popular among consumers, thus has obtained the fast development, which are because of the unique charm of the experience. When customers make the purchase decision, they

attach importance to obtaining the special feeling in accordance with the personality, taste preferences and values in the process of information collection and evaluation, namely the experience. Customer experience becomes an important effect factor of consumers' online shopping behaviors, and good customer experience can promote consumers' web-based purchase behaviors.

Although customer experience is the important factor to promote purchase behaviors, but under the environment of E-Commerce customer experience has not been fully studied (Hsuan, 2011), so it is very important to conduct the research on effect factors of customer experience of B2C E-commerce enterprises. The existing researches are done from the perspectives of website characteristics and customer characteristics. This research collates previous research results, analyzes effect factors of customer experience of B2C E-commerce enterprises, and establishes the model of customer experience of B2C E-commerce enterprises, in order to help B2C E-commerce enterprises understand and predict consumers' online shopping intention better.

REVIEW OF LITERATURE

Online Customer Experience

Hoffman (2009) proposes flow experience and conceptualizes it as the state occurring during network navigation, which is characterized by seamless sequence of responses facilitated by machine interactivity, intrinsically enjoyable, accompanied by a loss of self-consciousness, and self-reinforcing.

Watchfire (2000) define web experience as the consumer's whole perception about the online company.

Lemke (2011) adopt a value-in-use approach to understand customer experience and propose it is co-created by an alignment between the customer's goals and an organization's offering. Kohler (2011) and Rose (2012) propose given the nature of Web 2.0 technology, in virtual environments, the customer and retailer jointly co-create experiences.

Trevinal and Stenger (2014) defines online shopping experience (OSE) and propose a conceptualization through four core dimensions: the physical, ideological, pragmatic and social dimensions. The physical dimension relies on time management and distortion, and the web design and aesthetics of the commercial websites; the ideological dimension is mainly revealed through the shoppers' orientations, the values associated with online shopping and the rituals that the shoppers organize; the pragmatic dimension is mainly distinguished by patronage routines and various uses of online tools; the social dimension involves direct online social interaction with friends, the companions' presence and online consumer reviews.

According to the literature review above, this paper puts forward to the definition of E-Commerce customer experience. It is the process in which customers obtain the special feeling, form cognition and evaluation, thus affect the meeting of psychological demands and decision making through a set of shopping conditions and environments and interactive service that E-Commerce websites and operators provide.

Effect Factors of Customer Experience for B2C E-Commerce Enterprises

Effects of website characteristics on customer experience. Scholars study customer experience from the perspective of components of E-Commerce website characteristics. Madu (2002) proposes website characteristics include tangibility, reliability, responsiveness, assurance and empathy. If a website makes

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