

Factors Affecting Customer Experience in Mobile Social Commerce: A Conceptual Model

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Abstract. This paper reviews the literature at abroad investigated factors affecting customer experience in mobile social commerce in two dimensions which are basic theory and research framework. We discuss the affect factors, and then put forward a conceptual model.

Introduction

With the rapid development of social media and e-commerce, mobile social commerce is getting hot which contains SNS and e-commerce features. At the same time, the rapid development of Internet technology which presents a state of flourishing. According to CNNIC (2006) [1] states there are 688 million Internet users, Internet penetration reached 50.3%, while online consumers in China reached 413 million, growth of 14.3% at the end of 2015. The report shows that the mobile market has huge potential. According to Kay's "China Report on Social Media in 2015" [2], social media users showed a trend of rapid growth, social mobility has become a mainstream trend, attracted more social media users, the percentage of the users which are city residents that are using social media and time has increased from 28.6% in 2013 to 34% in 2014, while mobile social media users is also increasing and mobile online shopping is up to 54.8%. This trend promotes the mobile social commerce to create and grow on one hand; on the other hand, social commerce can help enterprise to target customers, which can increase sales revenue. Therefore all kinds of enterprises start to apply mobile social commerce in promoting brand and product. Under the influence of the social environment, marketing take the advantages of internet which is speed and convenience, achieving to improve marketing efficiency. Therefore, the development of e-commerce and social media impel the generation of mobile social commerce, and which can provide a good shopping experience for the consumer. Academia began to concern the mobile social commerce. Compared with the domestic research, foreign research are more systematic and abundant, not only from the type and characteristics of the fundamentals laid the conceptual foundation of mobile social commerce, but the effect of reputation, trust and experience on the effects of mobile social commerce, the relevant literature has more significance of academic research in China.

Basic Definition

Mobile Social Commerce

Social commerce, which derived from Yahoo that has launched a function called Pick List, which allows users to list their favorite products and organize them into a page called

shopsphere, which gives users access to friends, acquaintances, and even strangers in the favorite above directory. Yahoo created a basic prototype for social commerce. Hajli (2014) [3] proposed social commerce is a new branch of e-commerce, which made it possible that consumers share their own user. At the same time, some scholars believe that social commerce could influence the purchase decision-making process of users, the focus is that social media technology would influence business activities. Marsden (2011) [4] argues that social commerce uses social media technology to drive user and merchant interactions, so that improving the user's shopping experience

At the same time, with the rapid growth of mobile users, mobile social is booming, "mobile social business" came into being and began to be taken wide attention which is based on a sub-concept of social commerce. Kucukcay and Benyoucef (2014) [5] have coined the term "mobile social commerce" and defined it as "the set of e-commerce activities performed in a mobile environment and enhanced by user-generated content". The features of mobile social media bring greater potential and development to e-commerce which are human-computer interaction, real-time scenes and individuation. It can be said that mobile social commerce is a combination of mobile social media and traditional commerce (e-commerce and traditional offline commerce).

Customer Experience

The concept of customer experience has not yet been universally accepted. Domestic and foreign scholars have discussed the customer experience from two perspectives. Some scholars support the view that experience has a very important role in people's daily life, people pay more and more attention to be engaged in a variety of activities and get experience. Pine and Gilmore [6] have clarified in the book named "Experience of the Economy", experience is glorious memory of product or service; it comes into being customer experience when people achieve a certain emotional state. Others support the view that customer experience is a response to external marketing stimuli, and that experience and marketing stimuli can interact with each other. Schmitt (1999) [7] argues that the customer experience is the inner feeling of human psychology, and is a response to external marketing stimuli. Because of differences in people's experiences, cultural backgrounds, and even at the same stimulus, the responses are different. Huang (2005) [8] proposed that the experience is considered to be a kind of individual feelings related to the participants themselves, which comes directly from the response of the participants' external stimuli.

In the study of mobile social customer behavior based on the experiential perspective, social support [9], social presence [10] and flow [11] represent the practical, social and hedonic dimensions of the customer experience respectively. In the study of mobile social customer behavior based on the experiential perspective, which is verified an important customer experience. Therefore, this paper defines the customer experience as a way of showing the best customer experience by controlling, focusing, curiosity, and inner pleasure in customer interactions with the social commerce.

Research Theory

By combing domestic and foreign literatures, it is found that the theory of S-O-R model, social support, social presence and flow are used to study the influencing factors of customer experience in mobile social commerce.

The S–O–R model

The Stimulus-Organism-Response (SOR) model, which originated in mythology, was originally proposed by Mehrabian and Russell in 1974, and suggests that people's internal states (or organisms) mediate the effects of environmental stimuli on their behavioral responses. In other words, environmental stimuli will affect people's internal state in order to stimulate their behavior response. S-O-R model is mainly composed of three parts: environmental stimulation, people's internal state and behavior response. Stimulation refers to the environmental factors that people interact with the environment. Environmental stimuli are transmitted through various senses, evoking people's emotional state and cognitive state. Intrinsic state is an internal intermediate process between stimulus and behavioral response, which includes three-dimensional emotional state and cognitive state composed of pleasure, awakening and domination. Behavioral responses include approaching behavior and circumvention behavior, and are conscious or unconscious behavioral responses. In view of previous studies, many scholars have applied the model extensively in social commerce to study the impact of the technical characteristics of social commerce environment on customer psychology (including experience and evaluation) and behavior, SOR model has gradually become a simple framework of customer behavior research in social commerce environment. For example, Animesh applied the model to confirm that the virtual world of technical features (social and interactive) have an effect on the user virtual experience and virtual product purchase intention.

Social Support

Social support is defined as information that leads people to be concerned and loving, to the belief that they are respected and valued, and to the belief that they belong to a mutually supportive social network [12]. The literature in the field of sociology shows that individuals perceive social support more than individuals who support social information itself. Social support, even if it couldn't provide direct help to solve people's problems, but also allows people to have a better feeling or experience, and then satisfy people's psychological needs. Social support is a multidimensional concept. Scholars have disputed the dimensionality of social support, as House [13] argues that four types of social support can relieve pressure: emotion, institution, information, and evaluation support. Schaefer confirmed that when people are in a healthy stress, not only need emotional and information support, but also Intangible support is needed, because mobile social commerce is a virtual environment. Therefore Liang supposed that the social support of social commerce is composed of information support and emotional support. This paper agreed that social support is a combination of information support and emotional support. Information support refers to the social commerce platform recommendations, suggestion or knowledge of these forms of content triggered by a sense of perception, which can help online customers to solve some problems, such as the purchase of products, the influence of their purchase decisions. Emotional support is a kind of emotional experience of online customers is concerned, understood and resonant.

Social Presence

The equations are an exception to the prescribed specific social presence can be viewed as the procedure which is a medium allows an individual user to construct intimate relationships with other users [14]. It is the degree to which the user perceives the connectivity with other users of a media and reflects the user's acceptance of the media. In the context of mobile social

commerce, social presence is believed to enhance customer trust through two mechanisms: firstly, social presence promotes customer trust by facilitating social communication; secondly, social presence can adopt improving relationships quality to build customer trust. Social media provides customers with an open and rich platform for full interaction. In this paper, social presence is defined as the perception of the interpersonal, caring, intimacy, sociality, or sensitivity of the customer to the interactions in the social commerce environment.

Flow

The flow was introduced by Hoffman and Novak [15] into the network environment. A Web browsing concept model was proposed. The model defined flow as a state of the following characteristics in the web browsing process: human-computer interaction supported a series of seamless responses, such as inner pleasure, loss of self-consciousness, self-enhancement. However, most researchers agree that in the process of human-computer interaction, the flow is composed of four dimensions: firstly, the sense of self-control of computer interaction, including the control of the content, time and manner of interaction; secondly, the focus of the user in the interaction process; third, the increased interest which is that the user suppose interaction is interesting; fourth, user's curiosity which is aroused. Qiu and Benbasat [16] and Animes further studied the flow in the virtual world context and validated these four dimensions.

Customer Loyalty

This paper summarizes the domestic and foreign scholars' research literature and finds that the different definitions of customer loyalty mainly involve two aspects: the behavior and attitudes of customers, and three different viewpoints are produced. First, some scholars definite it as behavioral loyalty. They supposed it that customer loyalty emphasizes repeat purchase behavior. Such as Brown (1952) [17] and Tucker (1993) define customer loyalty to buy a brand of products with the consistency of behavior, which is viewed repeat purchase behavior. Second, the other scholars viewed it as attitude loyalty. They emphasize that customer loyalty should be attitude loyalty. Such as Ajzen & Fishbein (1975) [18] and Zhou (2005) [19] that the attitudes of customers on behalf of a positive attitude towards the degree of service. However, there are scholars considering it as the behavior and attitude of the integrated view. These two views are only a single focus on behavioral loyalty or attitude of loyalty, this one-sided view is objected by some scholars, they believe that customer loyalty should include both behavior and attitude, only have both behavior and attitudes loyal customers are true loyal customers. Scholars who hold this view include Gremler & Brown (1996) [17] and Yan Hao Ren (2005) [20].

Based on the above understanding of customer loyalty, this study viewed customer loyalty as two dimensions, include attitude loyalty and behavior loyalty. Attitude loyalty refers to the customer's preference for a certain product or service and positive purchase intention, while behavioral loyalty refers to the behavior of customers to repeat the purchase of the product or service, and spread to others the reputation of the products and services to form word of mouth.

A Conceptual Model

According to all of above, we could come up with some. The features of social commerce environment as stimulus include individuation, sociability, trust and mobility. Which are

positively related to the customer experience as organism. At the same time, this paper supported it that customer experience is constituted three dimensions: social support, social presence and flow and influence each other. The result of a series of the effect of factors is customer loyalty which is viewed responses. And it was agreed that customer loyalty is composed of attitude loyalty and behavioral loyalty and a good customer experience have a positive effect on customer loyalty. Research model and hypotheses based on the above discussion, we present our conceptual model in Fig. 1.

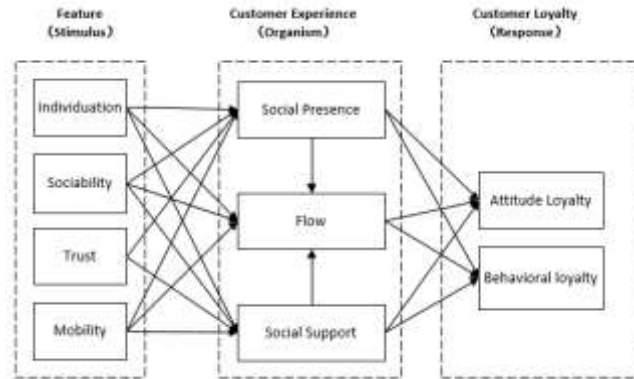


Figure 1. The Impact of Customer Experience on Customer Loyalty in Mobile Social commerce.

Conclusions

This paper first reviews the literature at abroad investigated factors affecting customer experience in mobile social commerce in two dimensions which are basic theory and research framework. Secondly, we discuss the affect factors. Finally, a conceptual model is given in the paper.

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