

The chain of consumer experience based on interactivity in e-business

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Abstract: By analyzing the online information environment, interactivity and consumers' behavior. We explore the consumer's information cognize and experience process. Put forward the conception and framework of consumer experience chain based on network interactivity. Bring some recommendations for further research.

Keywords: Information, Behavior, Experience, Interactivity, E-Business

1. Introduction

When the internet serves as the new media in our life, we find that modes are changed which people acquire and utilize the information. As a new media repertoire, which fascinates both businesses and consumers because of its enormous potential for interaction (i.e., business-with-business, business-with-consumer, and consumer-with-consumers) that otherwise would be impossible or too costly in traditional media. With its rapidly developments, the more people changed to be more interesting through the internet to experience and purchase. The data from the research shows that the online spending has been reach \$387 hundred million and the number of households shopping online was 130 million in 2009 in china.

The characteristics of the site, including personalization and its interactivity, enhance consumer's enthusiasm and participation. The experiences acquired from the website will influence the people's attitude and behavior on the web purchase. [1] (Jonna,2001) refers and testify that the consumers' goals in visiting a website (task or experiential) affect their propensity to be site brand

loyal and the characteristics of the site and its brand influence the consumer's affective, cognitive, and behavioral outcomes, such as repeat visits to and patronage of the site. What the experience is in the process of searching and purchasing? And what the changes are in the process of experiences? How the interactivity influence the experience? However, no research has been conducted to integrate these aspects. So we should put forward the framework about the influences between them and try to achieve a clear understanding about interactivity and its effects.

2. Information Environment and Consumer Behavior

2.1 Information Environment

With the growth of the Internet, consumers must be faced with a plethora of information on their purchase process. Consumers now, have access to a wide range of information regarding products, services, and alternatives, to make purchase decisions. Such information can potentially help bridge the information gap between buyers and sellers, and significantly reduce the information asymmetries in these markets. Therefore, focus on the information which buyers obtain from online and categorized into various types will be important.

From the author defines the information includes product-related information including vehicle features and vehicle reliability, and price-related information on transaction, and comparative alternatives. (Didier et al., 2007) But in the paper, we define the type of information will be three. They are product-related information, transaction-related information and interact-related information. Every type of information will be play various roles, which online information could lead to an increase/decrease in the likelihood of purchasing, increase/decrease the willingness-to-pay for online goods. See the table1.

Table1: The categories of online information

Category	Information type
product-related	Features, performance, quality, reliability, advertising
transaction-related	Price, service, promises, warning, warranties, guarantee
interact-related	Security, convenience, experience, credit, public praise, reputation

Each of these categories of online information may transmit and provided by the web and sellers. The first and the third style will attract attention and generating involvement with marketers' persuasion attempts. The second style

information will be subtle messages that require consumers to make the comparisons and will difficult to make their own decision. (e.g., choose compromise, low risk, and average options).

2.2 Online Consumer Behavior

Much of the early research on Internet shopping described the consumer characteristics most likely associated with web-based commerce. These characteristics included demographics, motivations, personal characteristics and attitudes (Elofson, 2001). Various information categories and characteristics will influence the consumer's behavior and attitudes when their purchasing. The process of consumer information behavior will be three stages, Information Search, Information cognize and Information judgment (Gabbott & Mark, 1991).

From the stage of exchange process, there will be three stages: exchange-prior, exchange-middle and exchange-back. In different stages, consumer shows different sensibilities and effects of experience. Fazio and Zanna (1981) argued that the method of acquiring information is a moderator in the attitude-behavior link. In a series of experiments, Fazio and Zanna (1981, 1987) showed that beliefs, and the resulting attitudes, formed from direct product experience are different in a number of important ways; they will be stronger, more clearly formed, more persistent, more confidently held, more accessible, more stable, and exhibit higher attitude-behavior consistency (Elofson, 2001).

Information Search behavior always appears in exchange- prior, when a person click the mouse and open the IE, browse the web-pages. Perhaps the information will be attractive and stimulated. In addition, information cognize often occurs in the stage of exchange-middle. That the consumer compare with offline purchases, seeking to purchase goods and the value of their purchase. Their response and participation will be enhance their veracity about judgments, preferences, and behavior, and Information judgment and choice will be shows different behavior effects (such as purchase, confirmation, repurchase, even satisfaction)which always appears in the stage of exchange-middle or back.

Furthermore, consumer behavior involves many characters, which correlation with attitudes, knowledgeable and preferences. Understanding the differential stages and impacts of these information categories on consumer choice and experiences, the sellers and web party will know the important about the content and quality of information which they provide.

3. Interactivity and Interactivity Effects

3.1 The Concept of Interactivity

Generally, we will find that interactivity is associated with new communication technologies (DeFleur and BallRokeach, 1989), especially the internet and world wide web (e.g. Lanham, 1993; StromerGalley, 2000) [5]Definitions of interactivity can be categorized on the basis of the primary focus of the authors on process, features, perception, or combined approaches.[1] In the process perspective, scholars focus on activities, such as interchange and responsiveness, the features will be characteristics of Web Site (such as search engines and chat rooms). Such definitions often are referred in many literatures.

From the view of perception, interactivity is the most important factors in influence the consumer' behavior. As Reeves and Nass (1996) note, Perceptions are far more influential than reality defined more objectively.” Such as, (Day 1998) thinks the “the essence of interactive marketing is the use of information from the customer rather than about the customer” which refers to the Consumer involvement. And the simulations such as (Kiousis 1999) “With regard to human users, it refers to the ability of users to perceive the experience to be a simulation of interpersonal communication and increase their awareness of telepresence ”, Some researchers have found that interactivity had a positive impact on attitude toward the website (Cho and Leckenby 1999; Hwang and McMillan 2002; Jee and Lee 2002; Schumann, Artis, and Rivera 2001 point out the interactivity is also the choice, these all shows that the interactivity is the psychological sense and characteristic of the consumer.

3.2 Interactivity Effects and Dimension

However, academic research has questioned whether interactivity is always beneficial or desirable (Ariely 1998; Liu and Shrum, 2002). And some authors refer that the consumer experience and the effects of interactivity had to include at least one of the three communication outcomes: (1) attitude toward the ad or the site; (2) attitude toward the brand or the product, and (3) purchase intent or revisit intention (Wu, 2005) propose two conceptions, which are actual interactivity and perceived interactivity.

We could be defined features of interactivity are by focusing on the features of a medium, capabilities of creating interactive content or messages and its effects on consumer. We propose three principal domains: there are interactive content, interactive facility, and interactive value. In this perspective, the definition focuses on the experience changes and process based on interactivity

where the consumer purchases online. The web interactivity creates the experience effects and influences the behaviors. The object of the focus has transferred from channel to message relationship and from the message to its effects on consumers.

4. Network Consumer Experience Chain

Although theorists perhaps afford the most systematic overview of interactivity, this paper would be suggested that psychology plays an integral role in interactive media design. Interactivity will be combined with the experiences which the consumer purchases online. By the process view, we put forward the conception of consumer experience chain, and its meanings and relationships. See Fig1.

As one might imagine, psychological work on interactivity prefers the individual to be its object of focus. In this picture, human-to-machine and human-human communication are a standard for judging interactive experiences but not be distinguished. But we refers that the consumer experiences run through all the process of exchange. In three exchange stages, the experiences will be different. There will be bringing various effects, which will be show as stimulate, attract, response, participate, choice and confirmation and so on. The value of experiences will be influenced by the every domain. So we say it is a consumer experience chain.

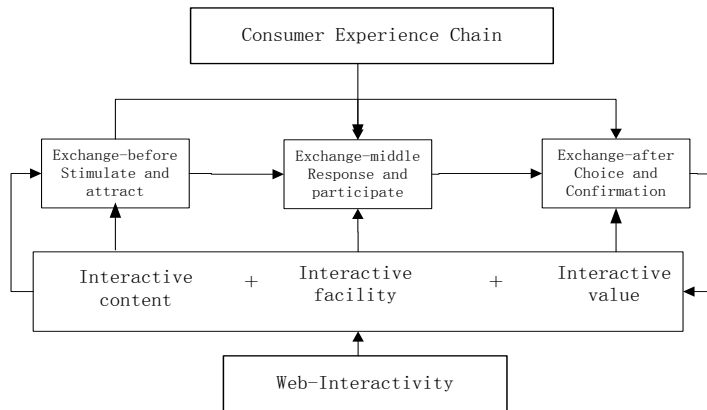


Figure1: The chain of consumer experience based on web-interactivity

5. Conclusion

Although in this paper we refer to the 'chain' conception on consumer experience in e-business. But we don't distinguish between human-to-human and human-to-machine interactivity. The interactivity that the consumer perceived appears to be philosophical, empirical evidence will be approved in the future.

In addition, suppose that the researchers will put forward well-defined experiences but should be combined with their information preferences. In the long view, even if the marketer or agent can learn the true preferences of the customer and translate them to a customized offer, the customer may fail to recognize the attractive offer. So it is thus important to examine the conditions and pure experience process that affect customers' perceptions regarding the degree to which offers are tailored to their wants.

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