

## Consumer Perspectives on New Shopping Experiences: Assessment of Emerging Shopping Models and Modes

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**Abstract.** Global shifts in consumer perceptions have created both unrealized development potential and difficulties in retaining customers' "stickiness" with shop websites. Online customer experience has become a key difference for long-term business advantage in this environment. This study assessed consumer perspectives on new shopping experiences and research into different new shopping models or modes. Data was collected from 240 customers and retailers in Greece using a survey questionnaire. It was found out that new shopping models have a positive impact on consumer shopping experience. It was revealed that the different perspectives of customers towards the shopping models and modes positively influence consumer's shopping experiences. The study showed that several features of internet buying improve the way consumers feel about their purchasing experiences. Creating realistic language through consumer shopping has shown to be an efficient and effective method that has yielded significant data in the past. The results indicate that in order for customers to keep up with the various evolving trends in the retail industry, they need to pay more attention to the new shopping methods.

**Keywords:** New shopping experiences, Consumer perspectives, new shopping models and modes

## **1. Introduction**

Researchers that are interested in shopping behavior have increasingly turned to techniques created to accurately depict customers' experiences in a range of retail environments in recent years (Lin, 2006; Singhi et al., 2022). Moreover, some studies have concentrated on creating and improving the methodologies to be applied by academics looking at shopping behavior (Kelly et al., 2020; Wei, 2021). Shopping with customers is a method that has the most potential for academics interested in the retail environment's contextually, texture, native viewpoints, and outliers (Bilgihan et al., 2016; PwC, 2019). Researchers are increasingly interested in the expansion of global online retail footprint (Rose et al., 2012). In Greece, online shopping is expected to increase at a compound annual growth rate (CAGR) of over 40% from 50 million in 2015 to 175 million in 2025 (Muller et al., 2020). According to Al Adwan et al. (2021), the emergence of digital natives, shifting urban consumer lifestyles, and improved infrastructure in terms of logistics, bandwidth, and Internet-ready gadgets are the key drivers of this phenomena. Digital presence is crucial for brands and organized retail to connect with and engage the consumers (Matz, 2021; Rose et al., 2012). How to increase an online shopper's "stickiness" to a certain online merchant is one of the issues businesses confront in the intensely competitive online retail environment in Greece (Daroch et al., 2021; Matz, 2021; Ramya & Ali, 2017). Online customer experience (OCE) has become an important difference for long-term competitive advantage in a market with plenty of alternatives and little consumer loyalty in this situation (Shankar et al., 2011). According to Zhao (2015), online merchants have made OCE a priority and a public corporate objective. As a consequence, researchers who have shopped with consumers have often been more interested in studying customers' mental processing of in-store information than on understanding actual shopping behavior per se (Daroch et al., 2021; Eun-Jung, 2020). Nonetheless, past studies contend that shopping with consumers is an appropriate method for researchers who want to document real prepurchase and buy experiences, maybe even more appropriate (Högskolan pa, 2016; Pwc, 2021).

Although some studies have been centered on refining methodologies for studying shopping habits (Kelly et al., 2020; Wei, 2021), a significant gap lies in the broad investigation of the consumer journey, with a focus on cognitive processing rather than actual shopping behavior (Daroch et al., 2021; Eun-Jung, 2020). The retail environment is experiencing a fundamental transformation, notably with the spike in worldwide online retail presence, illustrated by the strong development in Greece's online shopping business (Muller et al., 2020). The extant body of literature concedes that this shift is influenced by digital natives, changing urban consumer habits, and enhanced infrastructure (Al Adwan et al., 2021). But the understanding of how these variables affect the subtleties of consumers' offline and online purchasing experiences is still lacking. In addition, there are now additional opportunities and problems due to the worldwide internet retail boom, which is best illustrated by the considerable increase in Greek online purchasing. However, previous research tends to focus the mental processing of in-store information rather than comprehending the holistic customer journey, especially in the digital arena (Daroch et al., 2021; Eun-Jung, 2020). The lack of empirical studies on online customer experience (OCE), particularly in areas like Greece, highlights a significant gap in the current understanding of consumer perspectives in online retail environments, as OCE becomes an increasingly important factor for long-term competitive advantage (Shankar et al., 2011). (Trevinal & Stenger, 2014). Furthermore, maintaining and increasing the loyalty of online customers is a special challenge given the competitive environment of online shopping, particularly in the Indian industry. Businesses are facing an increase in "stickiness" in the online domain, but research on actual shopping behavior is often lacking (Daroch et al., 2021; Eun-Jung, 2020), with a greater emphasis on mental processing than on recording actual prepurchase and buy experiences. By thoroughly evaluating consumer viewpoints on novel shopping experiences and concentrating on newly developing shopping models and modes, this study seeks to fill these current gaps in the literature. The study generally focused on analyzing consumer perspectives on new shopping experiences and research into new shopping models and modes.

This study majorly assessed consumer perspectives on new shopping experiences and research into new shopping models and modes. The specific objectives include the following;

1. To find out the new shopping models and their impact consumer shopping experience
2. To establish the different perspectives of customers towards the shopping models and modes
3. To establish the effect of online shopping aspects on customer experiences

The study was guided by the following research questions

1. What are the different new shopping models and their impact consumer shopping experience
2. What are the different perspectives of customers towards the shopping models and modes
3. What is the effect of online shopping aspects on customer experiences

The study tested the following hypotheses

**Hypothesis One (H1):** New shopping models have a positive impact on consumer shopping experience.

**Hypothesis Two (H2):** The different perspectives of customers towards the shopping models and modes positively influence consumer's shopping experiences.

**Hypothesis Three (H3):** Aspects of online shopping have a positive effect on consumer's shopping experiences

By supplying evidence of the potential significance of internet marketing, the study's findings may be helpful to small retail enterprises. The study's findings point to effective internet marketing tactics that may be applied to facilitate customer decision-making and the development of connections between consumers and small retail firms. According to research, business owners who establish an online presence can take advantage of free publicity, increase sales, and strengthen local economies.

## 2. Literature Review

### 2.1. Theoretical review

Numerous studies have examined the evolution of e-commerce, but theoretical research on the subject appears to be in its infancy, particularly when considering theories related to consumer behavior (Pantano & Di Pietro, 2012; Singhi et al., 2022). Based on the Theory of Reasoned Action, most current research on online buying appears to incorporate significant aspects of online buying from a theoretical perspective (Zhao, 2015). Significant flaws in TRA were pointed up by Kim et al. (2012), who also pointed out that the relationship between the consumer's actions and objectives in multiple-choice scenarios is not adequately addressed. Nonetheless, from the perspective of theoretical orientation, the formality of attitude has historically sparked discussion (Eze & Bello, 2016; Rose et al., 2012). According to Al Adwan et al. (2021) and Stávková et al. (2008), the theory of attitudes (TRA) is founded on the unidimensionalist approach, which suggests a causal flow between attitude components to account for coherence between concepts of cognition (beliefs), affect (attitude), and conation (behaviors). Still, as numerous previous studies have demonstrated, when consumers are presented with multiple goal scenarios, they use heuristic decision-making processes because of their limited rationality and knowledge asymmetries (Dixon & Marston, 2005; National Australia Bank, 2017; Suherman, 2022). This study builds a novel shopping decision theory on the basis of Cognitive Continuum Theory (CCT), which is based on the tripartite perspective.

### 2.2. Customer experience (CE)

According Shankar et al. (2011), CE might be a differentiator in a crowded and competitive industry, and any marketing strategy that wants to have an influence on the consumer must incorporate it. The effectiveness of modern marketing, according to Lee et al. (2018), depends on "staging experiences that sell" since consumers currently live in a more evolved version of the previous commodity-based and service economies known as the "experience economy (Bäckström & Johansson, 2006; Otnes et al.,

1995). Schmid & Axhausen (2017) created the term "experiential marketing" in response to this focus on CE, which denoted a significant shift in emphasis from the traditional product-centric "features-and-benefits" to a more comprehensive "pleasant experience," which involves both affective emotions and cognitive thought (Ramya & Ali, 2017; Schmid & Axhausen, 2017).

The term "total customer experience" (CE) was defined by Hervé & Mullet (2009) as "the takeaway capacitive sensing by people's encounters with products, services, and businesses, a perception produced when humans strengthen sensory information. They went on to say that the firm should place appropriate "clues" in the customer's buying environment to create the desired emotional aspect of exp. Enhancing the shop environment with cognitive and affective signals can boost CE and customer loyalty (Eze & Bello, 2016; Zhao, 2015). The importance of CE as a vital element in the value creation process has been emphasized by other academics, which has aided in the clarification of its numerous components, including sensory, emotional, cognitive, pragmatic, lifestyle, and relational (Eun-Jung, 2020; Schmid & Axhausen, 2017). As a multifaceted concept, CE may be interpreted in a variety of ways that reflect the subjectivity that is inherent in the process. For instance, it might be described as "the internal, subjective response that customers have to any contact, direct or indirect, with a company. Throughout the course of a purchase, use, or service, the customer often establishes direct contact. In most cases, indirect contact comprises unplanned encounters with company personnel. This experience is shaped by several factors such as the service interface, the retail atmosphere, word-of-mouth recommendations, news stories, and customer evaluations ( Mostaghel et al., 2022). CE happens when consumers and businesses interact at all possible points of contact. Matz (2021) noted that customer experience is the end result of a string of responses brought on by a customer's interactions with a service, a company, or a part of its structure. This experience, which is utterly individualized, implies the customer's participation at several levels (Man & Qiu, 2021; Stávková et al., 2008). A more recent definition of CE describes it as a "multidimensional concept focusing on a customer's cognitive, emotional, behavioral, sensory, and social responses to a firm's offerings throughout the customer's whole purchase experience"(Daroch et al., 2021; Suherman, 2022; Zhao, 2015). However all of the researchers agreed that the importance of CE as a strategic differentiator was crucial to defining the customer-company dynamics in a competitive environment (Högskolan pa, 2016; Shankar et al., 2011).

### **2.3. Online customer experience (OCE)**

OCE is a critical strategic differentiation for an online retailer's success, according to existing research (Lee et al., 2018; Man & Qiu, 2021). A feeling of self-awareness, intrinsic enjoyment, and frictionless online navigation are characteristics of the psychological concept of "flow," which served as the foundation for the original OCE model (Daroch et al., 2021). According to Hervé & Mullet (2009), OCE is a "psychologically subjective response to the e-retail environment" and "a complex, comprehensive, and subjective process originating from interactions between customers and the online environment. An examination of the literature reveals that there aren't many empirical investigations on OCE, despite the fact that there are a few notable pieces in this topic (Trevinal & Stenger, 2014). This is particularly true in Greece, where OCE as a study area is yet unexplored despite the country's tremendous rise in online shopping. Hence, the current study intends to create and experimentally evaluate a conceptual framework where OCE has both cognitive and emotional components, based on past work in this area (Pantano & Di Pietro, 2012; Smink et al., 2019).

The state "experienced during online navigation" and "related with thinking or conscious mental processes" is referred to as "cognitive experience in online shopping" (CEOS). Nevertheless, further OCE study revealed that interaction speed and abilities had little statistical bearing on OCE. Online flow was previously defined in terms of telepresence, challenge, abilities, and interaction speed (Chatzitheodoridis et al., 2023; Hervé & Mullet, 2009). An older iteration of CEOS, telepresence refers to how the consumer utilizes the Internet as a medium and how they assess their online and physical surroundings at a particular moment. This background information helps us understand how much a

consumer engages in "virtual reality" (Steuer, 1992) and how an online transaction may unintentionally cause time to pass. Telepresence has a favorable effect, according to OCE literature already in existence. Based on the body of current literature, this study makes the assumption that telepresence is a need for the cognitive aspect of online consumer interactions "(Eun-Jung, 2020).

The word "challenge" in the context of online surfing refers to the user's degree of anxiety in connection to the relationship between the perceived complexity of the medium and his or her competency with web browsing (Otnes et al., 1995; Sun, 2021). It has been shown that website design influences how usable it is viewed, which in turn influences attitude and behavioral intentions (Eze & Bello, 2016; Zhu et al., 2018). Challenge, functioning as an antecedent, favorably effects both the cognitive experiential state of the online flow experience and the experience of the flow itself, according to recent research in the area of OCE (Mostaghel et al., 2022). Telepresence and challenge have been recognized as OCE antecedents by earlier academics. One cognitive component (flow) and four antecedents—skill, challenge, focused attention, and telepresence/time dilation—were utilized to construct OCE (Daroch et al., 2021; Terblanche & Boshoff, 2004).

Otnes et al. (1995) rejected the earlier hypothesis and, using evidence from the literature, defined OCE as having cognitive and emotional components. As antecedents, telepresence, challenge, competence, and interaction speed were taken into account (Bhattacharya et al., 2019; Matz, 2021). The substantial length of time that had elapsed between the two trials, they said, had allowed online consumers' skill levels to increase and the interaction speed of online shopping websites to improve, and this had caused the later event (Daroch et al., 2021; Mostaghel et al., 2022). Suherman (2022) employed challenge and telepresence as antecedents of the cognitive component of OCE and found that telepresence was significantly correlated with OCE, although challenge and telepresence were not. As a result, in keeping with prior research in this field, the present study sought to look at how telepresence and challenge serve as markers of cognitive experience while buying online (Suherman, 2022).

Except for the early studies on OCE, it is often thought that OCE has an emotional component (Fall Diallo et al., 2013). An emotional connection is created between the consumer and the product, service, brand, or business via the use of affective experience in online shopping, which "involves one's affective system through the development of moods, feelings, and emotions"(Man & Qiu, 2021). Research shows the customers in Greece have a higher risk perception toward shopping online in general and toward a specific online retailer in terms of dependability, security, and privacy (Daroch et al., 2021). Retailer credibility, is "the degree to which consumers trust a business can create and provide items and services that suit their requirements and desires. Antecedents such as Authorised Economic Operator Security and Safety (AEOS) is essential in deciding the customer's emotional reaction to the store, which in turn affects their choice to visit the website again and make another purchase from that merchant (Kalogiannidis et al., 2023; Kalfas et al., 2023; Hart et al., 2007; Massara, 2020).

Daroch et al. (2021) noted that due to the rise of online social media, today's customers are more vocal, demanding, and ready to express their thoughts about a product, brand, or business - both favorable and bad. As a result, marketers are focusing on electronic word-of-mouth (eWOM) in an attempt to influence the buying experience (Daroch et al., 2021; Zhao, 2015). The usage of eWOM by marketers as a marketing tactic on social media platforms is so active (Hervé & Mullet, 2009). eWOM refers to any positive or negative statement made by potential, actual, or former customers about a product or company, and is made available to a multitude of people and institutions via the Internet (Zhao, 2015). eWOM affects people's decisions when they shop online by providing information on what to watch on television, what stocks to buy, what gives products value, how likely it is to be recommended, and the reputation of websites (Dixon & Marston, 2005; Pantano & Di Pietro, 2012). Nielson (2015) highlighted the importance of eWOM, especially for first-time online customers.

OCE is cumulative in nature; hence, a positive online retailer-related buying experience leads in positive electronic word of mouth about the particular retailer's reputation from delighted consumers (Hervé & Mullet, 2009). According to Rose et al. (2012), positive electronic word of mouth from other

individuals affects the emotional states of online buyers, which in turn benefits OCE. Online customer happiness, a judgment that a product or service feature, offered a satisfying degree of consumption-related fulfillment, including levels of under- or over-fulfillment," results in more favored marketing outcome factors (Daroch et al., 2021; Sai Vijay et al., 2019). While making purchases online, satisfaction formation is influenced by cognitive and emotional experience and acts as a mediating element that affects the urge to make more purchases online (Papaevangelou et al., 2023; Kalogiannidis et al., 2022; Hervé & Mullet, 2009).

## **2.4. Shopping Models**

In marketing and retailing, the study of customer journeys and the path to purchase has a long history. The depiction of a consumer's buying trip has been the subject of several models over the years, ranging from the simple purchase funnel model to the more complex Consumer Decision Journey (CDJ) model (Otnes et al., 1995). This significant area of research inquiry has recently seen a resurgence. In contrast to prior emphasis on the marketing strategy viewpoint of customer journeys in the 1980s, the idea of customer experience is the major focus of modern work (Daroch et al., 2021). Although increasingly taking into consideration the viewpoint of the customer and the role of technology in purchasing behavior, consumer models focus on the purchase stage of a stylized buying process and are relatively unsolvable (Stávková et al., 2008). Possibly not all shopping experiences result in a purchase, and many shopping experiences aren't even driven by a desire to make a purchase (Dixon & Marston, 2005). Moreover, and this is crucial, none of the models take into account the very different demands or objectives of customers on different trips (Eze & Bello, 2016; Huseynov & Özkan Yıldırım, 2019). During the last 20 years or more, there have been a number of major changes that have rocked the retail industry and changed how companies must see their consumers. These modifications have drastically changed how consumers browse and make purchases, presenting new chances and difficulties for marketers to persuade consumers to make more purchases (Roukos et al., 2011; Chatzitheodoridis et al., 2013).

The following are some of emergent changes here:

Changes in knowledge: Customers have simple, ongoing access to a number of information sources on brands and goods, which has improved their knowledge of the possibilities on the market (Ahmed et al., 2021; Deloitte, 2020). Customers often have greater knowledge about new items and pricing than the salespeople hired by stores (Kalogiannidis et al., 2023; Eun-Jung, 2020).

Changes in lifestyle: New types of entertainment now compete with shopping for customers' free time and money as their lives have become busier and more complicated. The information flow has accelerated due to rapid globalization, which has also internationalized consumer preferences and brought attention to the influence of social variables on purchase behavior (Zhao, 2015).

Technological changes: Technological developments (such as the internet, mobile technologies, social media, and shopper-facing technologies) have opened up new channels and outlets for customers to purchase, which has enabled academics to glean valuable information on consumers' purchasing behaviors (Loizou et al., 2015; Papadopoulou et al., 2021).

Structural changes: Brand availability and product selections have both grown significantly (Rose et al., 2012). In addition, the current boom in omni channel shopping has fundamentally altered how merchants design and implement their marketing strategies as well as how consumers purchase, necessitating simultaneous consideration by customers of their product, brand, and channel choices (Kalogiannidis et al., 2023).

## **2.5. Needs-Adaptive Shopper Journey Model**

A framework based on the preceding guiding principles, the market's evolving changes, and the relative strengths and weaknesses of the current models is shown in Figure 1. With the welfare of the consumer at its core, the framework is fundamentally a needs-adaptive model. The fact that shopper well-being is

at the core of our needs-based approach reinforces our emphasis on the importance of seeing shopping through a consumer-centric lens and the benefit of focusing on customers' needs.



Fig.1: The needs-adaptive shopping model

*Adapted from Lee, L., Inman, J. J., Argo, J. J., Böttger, T., Dholakia, U., Gilbride, T., Vanitersum, K., Kahn, B., Kalra, A., Lehmann, D. R., McAlister, L. M., Shankar, V., & Tsai, C. I. (2018).*

The needs-adaptive shopping journey paradigm is shown in this picture. The model's focus on the significance of seeing shopping through a consumer-centric lens and the need of concentrating on consumers' needs is highlighted by the fact that shopper well-being is at its center (Chatzitheodoridis et al., 2013). The many cognitive and behavioral stages that a consumer could go through throughout the purchasing process make up the central ring of the model. The last four sets of components that affect a consumer's purchasing process are bordered by the model in the outermost ring: the shopper's psychology, company and store activities, societal impact, and technology (Ramya & Ali, 2017).

The many cognitive and behavioral stages that a consumer could go through throughout the purchasing process make up the central ring of the model. Since space limitations prevent a thorough treatment of each, we briefly touch on them here to emphasize their theoretical underpinnings and functions in the buying process. While making significant purchases, consumers go through these phases in a logical order (Chatzitheodoridis et al., 2013). A chronic inclination of the customer or a specific contextual element, such as a unique product or unusual presentation, may be the cause of the consumer's feeling intrigued, which expresses a higher degree of interest about a specific aspect of their shopping experience (Daroch et al., 2021; Singhi et al., 2022).

Consumers may decide to enter a state of inactivity before going on to a more active stage may be compelled to do so because the retailer's delivery procedures include a delay (Stávková et al., 2008). The critique and share states, which include active participation by consumers in social venues to involve others in their buying experiences, are becoming more and more significant (Hervé & Mullet, 2009). Customers could, for instance, publish a critical product review on a retailer's website, discuss a particularly great dining experience on Facebook, or go to a sample sale with close friends (Fournier 1998). The model in figure 1, is surrounded by four groups of factors explained below.

Consumer psychology. During shopping, the customer may go through a variety of cognitive and behavioral states. These moods are often influenced by the shopper's predetermined objectives or by environmental elements present in the shopping environment. The chronic dispositions and other psychological characteristics of consumers might also influence these objectives and motives (Hervé &

Mullet, 2009). For instance, customers who visit a store with a specific buying objective are less likely to be swayed by in-store promotions and to wander and make impulsive purchases. Another example is how customers' psychological demands may influence how much time they spend in various shopping channels (such as in-store vs online) (Fall Diallo et al., 2013; Rewatkar, 2014).

**Retailer/Firm Actions.** Companies and retailers may use specific marketing tactics or strategies that affect how customers feel, think, and act while they shop, whether they relate to the marketing mix's elements of price, product, place, and promotion or to other consumer touchpoints or elements of the in-store environment (Hernandez, 2020). Peer-to-peer/social research has shown that taste testing is effective in driving customers to private labels rather than national brands at grocery stores. Social aspects may have a significant impact on a consumer's shopping experience and final purchases, whether it be via the sales personnel, other customers, or just their presence. The rapid expansion of social media has highlighted the importance of social influence in how and what customers buy (Man & Qiu, 2021; Ramya & Ali, 2017).

**Technology.** A number of channels (including brick-and-mortar, internet, and mobile) as well as changes to the in-store experience have all contributed to how dramatically technology has changed how customers buy (Jawaid & Karim, 2021).

### 3. Methodology

The study utilized a quantitative research methodology that helped to obtain a deeper understanding of consumer perspectives concerning new shopping experiences in regard to different new shopping models and modes. The study was also based on a descriptive research design which greatly helped in analyzing the current events in regard to consumer perspectives on new shopping experiences. This design helped to collect and analyze data systematically and consequently better perspectives in regard to how consumers see novel buying experiences, investigate new models and modes of shopping, and evaluate the effects of online shopping. Therefore, quantitative tools, particularly questionnaires, were used to collect data from selected consumers or retailers in Greece.

The study's target population was the different consumers and retailers from Greece. The sample size was 240 respondents who included the different consumers or retailers of different products in Greece. The sample size was calculated using the formula below based on the target population of 22000 customers in the Greece business industry which a sample of 240 respondents was determined as shown below;

$$n = \frac{N}{1 + Ne^2}$$

Where,  $N$  = target population

$n$  =Sample size

$e$  =the level of precision of measurement (acceptable error margin)

From the target population of ( $N= 240$ ) and error margin was considered at a level  $e = 0.05$  e. Thus,

$$n = \frac{22000}{1 + 22000(0.05)^2}$$

$$n = 240$$

Simple random sampling methods, such as stratified sampling, were applied. Essentially, stratified sampling is a probability sampling approach where the target population of the study is divided into discrete subgroups, or "strata," and a proportionate number of the strata are then randomly selected for

the final sample. The final sample of the study was taken from the strata using simple random sampling process after the target sample had been defined using stratified sampling.

A survey questionnaire was e-mailed to the different selected participants to collect data concerning the consumer perspectives on new shopping experiences and research into new shopping models and modes with a focus on Greece. A questionnaire saves costs since it covers a large number of respondents rapidly and gives them the freedom to answer freely about touchy subjects without fear of the researcher's disapproval or judgment.

The analysis of quantitative data collected from the different local leaders from Kozani city was done using Statistical Package for Social Sciences (SPSS). The data were presented using descriptive statistics in the form of frequencies and percentages. Regression analysis helped to establish how the three independent variables (new shopping models and modes, consumer shopping perspectives, and online shopping) predict the level of change in the dependent variable (consumer shopping experiences). ANOVA statistics of adjusted R<sup>2</sup> values and beta values were also obtained to help analyze the different study variables. The rationale of conducting the ANOVA test (Analysis of variance) was conducted to establish whether the regression model was a good fit for all the data collected using the questionnaire. ANOVA helped to establish whether the three independent variable of this study could collectively and significantly predict consumer shopping experiences. Furthermore, the t-tests were performed to test the individual significance of each independent variable in predicting consumer shopping experiences. The study utilized multiple linear regression below

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon \dots \dots \dots 1$$

Where;

Y = Consumer shopping experiences

β<sub>0</sub>= constant (coefficient of intercept);

X<sub>1</sub>= New shopping models and modes

X<sub>2</sub>= Consumer shopping perspectives

X<sub>3</sub>= Online shopping

ε = Represents the error term in the multiple regression model

β<sub>1</sub>..β<sub>3</sub>= Represents the regression coefficient of the three independent variables, which helped in determining the level of influence that the independent variables (New shopping models and modes, consumer shopping perspectives, and online shopping) on the dependent variable (Consumer shopping experiences). The hypotheses of the study were accepted at P>0.05 based on a 5% (0.05) level of significance

## 4. Results

The different demographic characteristics of study participants are presented in Table 1

Table 1: Showing the demographic characteristics of participants

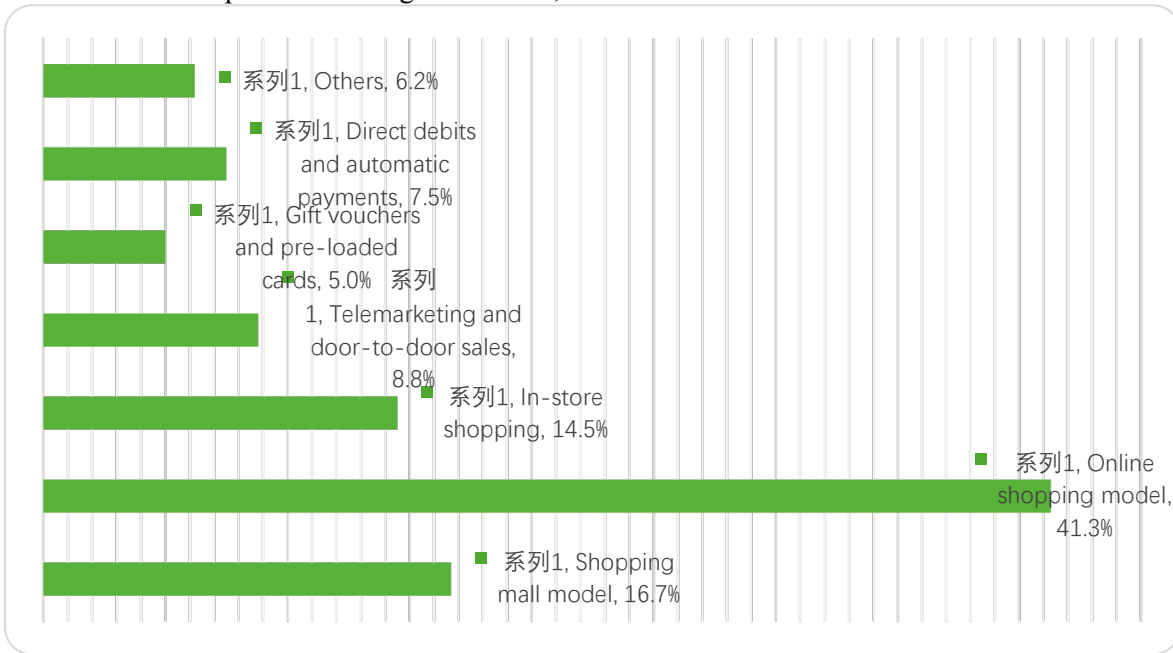
Background Characteristics	Frequencies	Percentages (%)
<b>Sex</b>		
Male	148	61.7
Female	92	38.3
<b>Years spent in business in Greece</b>		
Below 5	59	24.6
5 to 10	112	46.7
Above 10	69	28.8
<b>Education level</b>		
Certificate	19	7.9
Diploma	47	19.6
Degree	174	72.5

<b>Total</b>	<b>240</b>	<b>100</b>
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Source: Survey (2023)

The results in table 1 show that majority of the study participants (61.7%) were males, and only 38.3% were females. Most participants (46.7%) had spent 5-10 years in business, and the least number of participants (14.6%) had spent below 5 years. Concerning the level of education, most of the study participants (72.5%) had degrees, and the least number of respondents (7.9%) had certificates.

The study found out new shopping models and modes their impact consumer shopping experience, and the results are presented in Figure 2 below;



Source: Primary data (2023)

The results in Figure 2 show that the majority of the study participants (41.3%) provided Online shopping model as the new shopping models/modes, followed by Shopping mall model (16.7%), In-store shopping (14.5%), shopping through telemarketing and door-to-door sales (8.8%), then shopping through Direct debits and automatic payments (7.5%), and the least number of participants (5.0%) provided other new shopping models and modes such as shop-in-shop shopping model, shopping through credit cards, and shipping through auctions.

The study established the different perspectives of customers towards the shopping models and modes, and the results are presented in Table

Table 2: Opinions on perspectives of customers towards the shopping models and modes

	<b>Agree (%)</b>	<b>Disagree (%)</b>
Customer perception is influenced by both direct and indirect interactions with a particular product or service	75.6	24.4
Consistency of the model in offering quality shopping experiences influences consumer purchasing decisions	53.5	46.5
Ease of using a new shopping mode influences consumer perspectives towards shopping	70.7	29.3
Some consumers have a complex buying behavior due to limited knowledge on emerging shopping modes	58.4	41.6
Cognitive perspectives of consumers relate to environment and social experiences of shopping modes	55.3	44.7

Source: Primary data (2023)

The results in table 2 show that the majority of the study participants (75.6%) agreed that Customer perception is influenced by both direct and indirect interactions with a particular product or service. The largest number of respondents (53.5%) agreed that Consistency of the model in offering quality shopping experiences influences consumer purchasing decisions. Furthermore, more than half of respondents (70.7%) agreed with the notion that Ease of using a new shopping mode influences consumer perspectives towards shopping. Also 58.4% of the study participants agreed that some consumers have a complex buying behavior due to limited knowledge on emerging shopping modes. Finally, 55.3% agreed that Cognitive perspectives of consumers relate to environment and social experiences of shopping modes.

The study sought to establish the effect of online shopping aspects on customer experiences and the results are presented in Figure 3

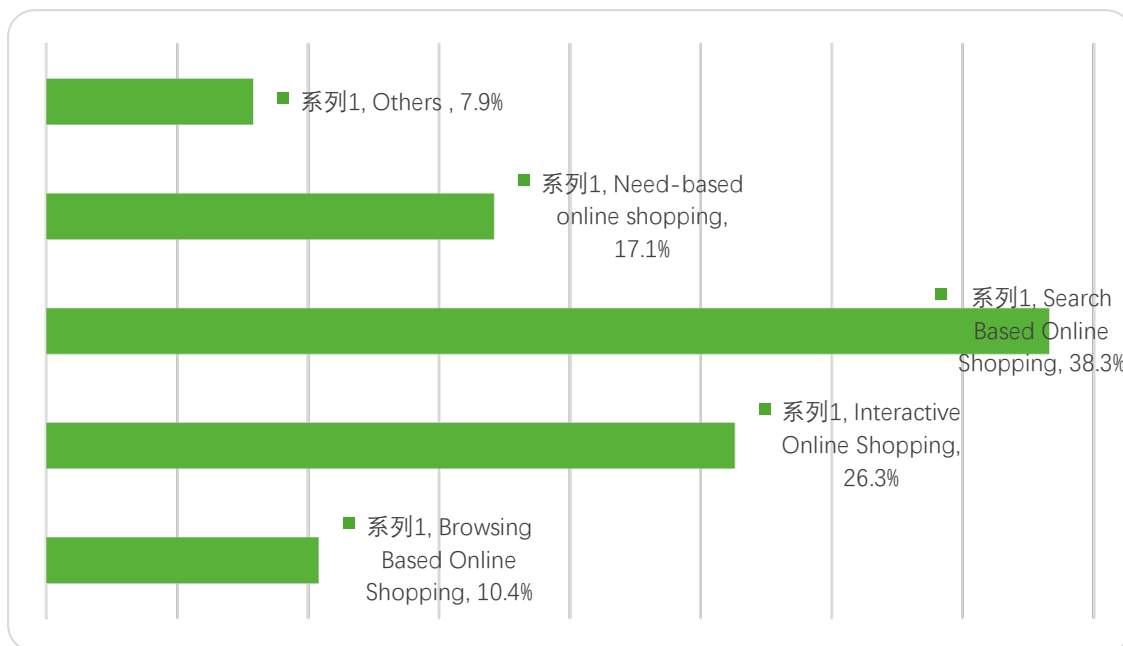


Fig.3: Showing aspects of online shopping

Source: Primary data (2023)

According to the results in Figure 3, the most common aspect of online shopping is search based online shopping (38.3%) followed by interactive online shopping (26.3%), Need-based online shopping (17.1%), then Browsing Based Online Shopping (10.4%) and the least number (7.9%) mentioned other aspects of online shopping.

The established different aspects of consumer experiences and results are presented in Table 3

Table 3: Showing aspects of consumer experiences

Statement	Agree (%)	Disagree (%)
Enjoying great customer services enhances consumer experiences	83.7	16.3
Enjoying loyalty incentives consistently enhances consumer experiences	64.3	35.7
Everyone likes brands that become more used to us as consumers the longer we do business with them.	54.6%	45.4%
A company establishes a distinctive reputation for itself when it can consistently provide high-quality goods and services.	44.8%	55.2%
Enjoying consistency of quality online or in-store products enhances consumer experiences	70.5%	29.5%

Source: Primary data (2023)

The results in table 3 show that the majority of the study participants (83.7%) agreed that enjoying great customer services enhances consumer experiences. It was agreed by 64.3% agreed that enjoying loyalty incentives consistently enhances consumer experiences. Furthermore, 54.6% agreed that everyone likes brands that become more used to us as consumers the longer we do business with them. However, many participants (55.2%) disagreed with the fact that a company establishes a distinctive reputation for itself when it can consistently provide high-quality goods and services. Finally, the largest percentage of respondents (70.5%) agreed that enjoying consistency of quality online or in-store products enhances consumer experiences.

Regression analysis at multiple levels helped understand the level to which the different independent variables (New shopping models and modes, consumer shopping perspectives, and online shopping) predict the dependent variable (Consumer shopping experiences). The value of R-Square confirms an 82.6% level of change brought by the three independent variables on the consumer shopping experiences.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 <sup>a</sup>	.826	.801	.23104
<sup>a</sup> . Predictors: (Constant): New shopping models and modes, consumer shopping perspectives, and online shopping				

The one-way ANOVA was performed to determine if the linear regression model matched the data well or whether the three independent variables were excellent predictors of the dependent variable. Since  $F(3, 237) = 280.316$ ,  $p < 0.05$ , the model has been deemed a good match for the data.

Table 5: ANOVA analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.240	3	17.182	280.316	.000 <sup>b</sup>
	Residual	4.138	237	.046		
	Total	39.378	240			
<sup>a</sup> . Dependent Variable: Consumer shopping experiences						
<sup>b</sup> . Predictors: (Constant), New shopping models and modes, consumer shopping perspectives, and online shopping						

The unstandardized coefficients of the model were examined with a view of understanding consumer perspectives on new shopping experiences and research into new shopping models and modes. The coefficient of intercept 0.826 indicates that consumer shopping experiences may experience a 89.2% negative or positive change provided the different aspects of New shopping models and modes, consumer shopping perspectives, and online shopping are at zero. The beta coefficient of new shopping models and modes is 0.411, indicating that a unit change in shopping models and modes would lead to a 41.1% change in consumer shopping experiences. Similarly, the beta coefficient of consumer shopping perspectives is 0.302, implying that a unit change in consumer shopping perspectives would lead to a 30.2% change in consumer shopping experiences. Finally, a unit change in aspects of online shopping would lead to a 19.1% change in consumer shopping experiences.

Table 6: Regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.826	.149		.818	.415
	New shopping models and modes	.411	.095	.819	10.580	.000
	Consumer shopping perspectives	.302	.131	.107	1.174	.014
	Online shopping	.191	.205	.216	1.091	.018
a. Dependent Variable: Consumer shopping experiences						

The t-test was used to test the research hypothesis, which was done by looking at the p-value of the multiple linear regression table. The null hypothesis was rejected when the p-value was less than the significance level of 0.05 as below;

The p-value for new shopping models was 0.000, and therefore, hypothesis H1 was accepted since the p-value < 0.05. Therefore, new shopping models have a positive impact on consumer shopping experience as stated in *Hypothesis One (H1)*. The p-value of perspectives of customers towards the shopping models and modes was 0.014, and therefore, hypothesis H2 was accepted since the p-value < 0.05. Therefore, the study confirmed that the different perspectives of customers towards the shopping models and modes positively influence consumer's shopping experiences. The p-value of aspects of online shopping was 0.018, while the p-value was < 0.05. Therefore Aspects of online shopping have a positive effect on consumer's shopping experiences as stated in hypothesis three.

## 5. Discussion

This study assessed the consumer perspectives on new shopping experiences and research into new shopping models and modes. The study findings showed that new shopping models have a positive impact on consumer shopping experience. Prior research revealed that customers' online shopping creativity and prior online experiences can affect their future purchase intentions (Kim et al., 2012). Customers with various aims may behave differently on a website while purchasing online and may perceive different relative benefits when doing so (Hervé & Mullet, 2009). In contrast, this study's findings indicate that there was no correlation between perceived interaction and the following factors: online shoppers' inventiveness, prior online experiences, and website-browsing objectives. The objectives of website visitors, their level of innovation while purchasing online, and their prior online encounters did not interact at all (Daroch et al., 2021; Smink et al., 2019).

It was revealed that different perspectives of customers towards the shopping models and modes positively influence consumer's shopping experiences (Pantano & Di Pietro, 2012; Sun, 2021). This article has shown that there are significant disparities between merchants' and customers' perceptions of what constitutes delightful experiences and how these could be created in shop settings when consumers' in-store experiences are in focus. While businesses place a high priority on coming up with innovative methods to improve customers' in-store experiences, consumers continue to mostly rely on conventional values when describing memorable in-store encounters (Accenture, 2021; Bilgihan et al., 2016). The consumers that participated in the survey therefore shown an expanded usage of technology solutions, a focus on hybridizations between different kinds of trades, as well as an increased concern for design features. The customers, on the other hand, pay more consideration in their descriptions of the remembered experiences to elements like layout, pricing, selection, personnel, etc. It is even more intriguing to see how uniform the businesses' depictions of the in-store experiences that customers want to have. The supermarket superstore's retailer is the only one to significantly stray from the stereotype of today's experience-driven customer (Dixon & Marston, 2005; Liqin, 2018; Lockett & Lockett, 2018).

It's also noteworthy to notice that, when customers' remarks are of concern, in-store encounters seem to be composed of the same dimensions whether they occur in grocery shops or clothes stores (Kim et al., 2012).

The study findings imply that current theories in the field of retail management may be further refined, even if many parts of the comments made by the merchants and the customers have already been discussed in earlier literature. For instance, the methods used by retailers to produce in-store experiences go much beyond the parameters that are often mentioned when discussing in-store experiences (Högskolan pa, 2016; Terblanche & Boshoff, 2004). So, it could be worthwhile to broaden the framework presented here by paying more attention to elements like those covered by the merchants. A complexity in the relationship between the in-store customer and the shop environment is also shown by the customers, which has, to our knowledge, seldom been described in earlier literature (Dixon & Marston, 2005; Otnes et al., 1995). The findings show that consumers need to pay more attention to traditional values, such as the conduct of their employees—a factor to which they have only sometimes paid attention. It is important to note, though, that the retailers were focused on describing the cutting-edge tools they employed to improve consumers' experiences in the present, so it may have been expected that the more conventional aspects received less attention (Pantano & Di Pietro, 2012; Suherman, 2022). This suggests that the portrayal provided by the retailers may not fully reflect the attention that was actually directed to personnel from the retailers' perspective (Huseynov & Özkan Yıldırım, 2019; Smink et al., 2019). Nonetheless, it is obvious from the customers' remarks that they often express dissatisfaction with the attitudes or actions of shop employees (Pantano & Di Pietro, 2012; Schmid & Axhausen, 2017).

It is also crucial to note that just when retailers or consumers place different emphasis on different things, this does not always mean that modern customers do not want the kinds of experiences that retailers aim to elicit (Mostaghel et al., 2022; Muller et al., 2020). For instance, it's likely that customers now take enjoyable and engaging retail settings for granted, which may be the reason why components of design and presentation, for example, were not given more prominence in their statements (Shankar et al., 2011). However, even if the findings do not necessarily imply that customers do not value the kinds of experiences that retailers aim to elicit, it is evident that fundamental issues such as customer-store staff interaction, cleanliness, a sense of clarity in a store's layout, a satisfactory selection, etc. need to be taken into account first (Eun-Jung, 2020; Rose et al., 2012; Swapana & Padmavathy, 2017). Customers are more inclined to continue with a brand in the future because they are appreciative of the advantages they obtain in return for their patronage (Kalogiannidis et al., 2023).

## **6. Conclusion**

In conclusion, this research looked at consumer perspectives on new shopping experiences in regard to using different emerging models or modes of shopping. The findings showed that three factors of new shopping models and modes, consumer shopping perspectives, and online shopping greatly influence shopping experiences of consumers. It was discovered that customers' personality tendencies had an impact on how interactive they considered the website to be. Utilitarian consumers viewed the website to be more interactive than hedonic consumers. The consumers or retailers who took part in this research represent "all sorts of shoppers," and the incidents they referenced in their responses included "all kinds of shopping excursions," indicating a variety of consumer motivations. It's feasible that research that only included so-called recreational shoppers might provide a different image of what customers experienced in stores. Even though they were in the minority, some customers did express appreciation for the extra services provided in shop surroundings, such as free fruit, coffee, or water, the existence of coffee bars within the store, the ability to taste things before buying them, etc. This shows that although it may not be a top concern for the typical customer, offering exceptional service in this sense may have value. The study's findings are helpful to both online clothing retailers and other researchers because they can help them better understand how users perceive interactivity as well as users'

intentions to make purchases, return to a website, and attitudes toward it. In addition, the study identified the variables that affect how users perceive interactivity. Additionally, this research claimed that certain clothes websites' interactive features were unproductive and supposing that this ineffectiveness was brought on by the clients they were targeting, which led the apparel merchants to stop offering these features on their websites. Based on the findings of this research, it is anticipated that online clothing merchants would be able to detect the personality tendencies of their target clients and better understand their demands. Online clothing companies, for instance, may design distinct websites that cater to hedonistic or utilitarian customers. This research has investigated the real reasons for such a rise from both the merchants' and the customers' perspectives hence it adds to the body of material already available by examining retailers' and customers' perspectives on modern in-store experiences, which is considered to be more experience-oriented than before.

**Concerning the theoretical implication of this study**, the needs-adaptive shopper journey model introduced in this study adds to the theoretical knowledge of consumer behavior and shopping experiences. This model recognizes that customer interactions with shopping environments are dynamic and ever-changing, taking into consideration the impact of psychological elements and the differences in goals between individual shopping visits. By incorporating this model into the body of knowledge already available on customer journeys and experiences, the theoretical foundation for comprehending consumer behavior in the context of retail is improved. The study findings also provide important practical explanations and evidence to improve the customer experience, which has ramifications for retailers and marketers alike. It is suggested that enterprises should give priority to their digital presence in light of the identification of new purchasing models and modalities, with online shopping being the predominant choice in Greece. Retailers may adjust their strategies depending on consumers' changing wants and objectives during different shopping visits by comprehending and putting into practice the needs-adaptive shopper journey model.

Due to time and funding limitations, this study was restricted to a sample of consumers and retailers of different products from Greece. The findings of this research may be used to understand how typical college students buy for clothing online. To generalize the findings to the whole population of consumers or retailers, it is essential to expand the sample size for further research. More research with a large sample size is required in order to generalize the impacts of customer traits and intentions while exploring the different new shopping models or modes.

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