

Influence of Digital Experiential Marketing for a Sustainable Customer Relationship: with Special Reference to the Luxury Cosmetics Sector in India

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ABSTRACT

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This paper aims to provide light on the domains of experiential marketing, traditional marketing, and digital marketing. It also attempts to identify the gaps in experiential aspect that appears during an online shopping. The paper tries to identify the components or factors that are responsible for the optimum consumer experience while purchasing online. The purpose of this study is to investigate influence of some critical factors of digital experiential marketing (online store atmosphere, customized information, customer experience, AI effectiveness, online purchase and repurchase intention) on sustained customer relationship for the luxury cosmetics sector in India. Even though a lot of research has been done in the digital experiential marketing but there are still gaps in the literature. As cosmetics are a product where the customer places a high value on product and service experience, we will concentrate on luxury cosmetics market in India. The findings reveal that more a customer is satisfied with the overall digital experience of the product more sustainable relationship will be there between consumer and e-businesses. Providing high levels of interactivity and trust is found to be very crucial for customer satisfaction. The paper studies customer relationship by the factors like increased awareness, positive Word-of-mouth publicity, e-loyalty and customer satisfaction on the online platform and tries to outline a strategic advice for online cosmetic sector. This essay discusses a theoretical framework for digital experience marketing that is pertinent to both researchers and industry professionals. In this study, suggestions for future aspects and significant consequences are also covered.

Keywords: Digital marketing, Experiential marketing, Digital experiential marketing, online store atmospherics, luxury cosmetics, Artificial Intelligence, sustainable relationship, e-loyalty

1. Introduction:

We have witnessed a significant shift in global business trends during the previous few decades. The introduction of the Internet and improvements in computer hardware and software have given consumers access to the whole global market. The development of 4G and 5G technologies has increased speed, making online buying one of the most practical methods of shopping for customers. According to Kukar-Kinney and Close (2010), online shopping is the action of making purchases of goods or services over the internet. Customers can now shop, compare, and choose products while relaxing at home or at work without having to deal with the time and expense of making physical purchases. According to Adnan (2014), the tendency has led several companies to sell the same goods online as well. Experience supplants price and quality as the primary difference for consumers in a time when items are becoming more similar (1). This not only draws attention to them but also gives them a

significant advantage over other companies. However, having an online store alone is insufficient to draw in and keep customers; it is also crucial to research customer behavior in an online setting. It is crucial to identify and research View Statistics the vital factors that are important for drawing in and keeping online customers. Adequate studies have been conducted on identification of factors affecting online consumer behavior (Poddar, Donthu, & Wei, 2009)

2. Literature Review

Ana-Maria Urdea, Cristinel Petrisor Constantin and Ioana Maderia Pucaru says that Interactivity Design, Social Contact, Atmospherics Choice and Trust are the important digital experiential elements that help in building sustainable customer relationship.

Dr. Veto Datta says that Experiential Marketing is powerful instrument, it considers consumer as rational and emotional human being who concerned with achieving pleasurable experiences so company

need to consider new concept and approaches within the organization,

Rati Dhillon, Bhawna Agarwal and Namita Rajput (2021) says that Use frequency, Importance, Recommend or not, Integrity and reputation, Staff support, Store factors To determine the impact of experiential marketing on consumer satisfaction in the Indian cosmetics sector

Yogesh K. Dwivedi Et. Al in their study of Setting the future of digital and social media marketing research: Perspectives and research propositions says that there is Lack of appropriate scale of measurement for Digital experiential marketing, Constant change in current and emerging social media platform, B2B research required.

Kashif Abrar, Sobia Zaman and Zoya Wajid Satti says that Online store atmosphere, Customized information and Customer Satisfaction are some of the factors that influence customer's online Repurchase intention

Dr.R.Shanthi and Dr. Desti Kannaiah says that although consumers continue to purchase from a physical store, consumers feel very convenient to shop online since it frees the customer from personally visiting the store. There is much more electronic interactivity with the consumer in the form of emails and FAQs. Through FAQs, the consumer's questions on shipment, payment, product, policies and other customer concerns can be addressed effectively.

Philipp A. Rauschnabel et al. In their study of augmented reality marketing, Its definition, complexity, and future says that there is a 4 BICK framework for augmented reality marketing. the Holistic approach towards AR remains sparse and there is a need to establish marketing tools within specific industry in AR marketing.

Margaret Meiling Luo, Ja-Shen Chen., Russell K.H. Ching b & Chu-Chi Liu in their examination of the effects of virtual experiential marketing on online customer intentions and loyalty says that VEM variables (Sense, Interaction, Pleasure, Flow and Community relationship), Shopping orientation (Economic, Convenience and IT usage), Online browsing and. Online purchase intention are the factors that influences customer loyalty.

Saeed Shobeiria, Ebrahim Mazaherib and Michel Laroche says that customer online experience can be improved through website involvement by focusing on Customer ROI, Service Excellence, Esthetics and playfulness of the website.

Abdul-Muhmin, A. G. (2010). Says that there is a role

of satisfaction, attitude, and online retailers' performance on the Repeat purchase intentions in online shopping.

Anderson, R. E., & Srinivasan, S. S. (2003) gives a contingency framework for e-satisfaction and e-loyalty.

Ballantine, P. W. (2005) says that interactivity and product information has an important role in consumer satisfaction in an online retail setting.

Ha, H. Y., & Janda, S. (2014) studies the effect of customized information on online purchase intentions and finds out that Customized information has a direct effect on both satisfaction and trust. The effect of satisfaction on purchase intentions is mediated by attitude toward web site.

Orel, F. D., & Kara, A. says that there is a positive and significant relationship between self-checkout service quality and customer satisfaction and ultimately customer loyalty However it is important for provider of SCS to investigate their customer experiences and evaluation of such technologies. They should identify the factors that influence satisfaction or dissatisfaction of the customers and should not introduce it just because everyone else is doing it.

Gao, L., & Bai, X, in their study apply the concept of web atmospheric cues (conceptualized as site informativeness, site effectiveness and site entertainment), flow state and purchase intention and satisfaction by applying the S-O-R framework. the results support that there is directional linkage among the model's variables.

Li, C.; Pan, R.; Xin, H.; Deng, Z. researches Artificial Intelligence Customer Service on Consumer Attitude and Its Impact during Online Shopping and says that the main reasons AI customer service is so popular that it is fulltime responsive, absolutely neutral, more objective, and represents a future trend. Nevertheless, 28.5% of consumers are still resistant to AI chatbots, mainly because they are not as relevant, effective, and smooth as a human customer service agent.

Paz, M.D.R.; Delgado, F.J. in their study of Consumer Experience and Omni channel Behavior in Various Sales Atmospheres says that a virtual store environment (online retail sales site) evidently lacks certain features of brick-and-mortar retail settings (such as three of the five senses: smell, taste, and touch), but it has other advantages (such as flexibility in time and space) which combine to make it an ecosystem significantly different from conventional retail environments, with highly promising research opportunities for the fields of neuro marketing and neuroscience applied to business.

Petit, O.; Velasco, C.; Spence, C focuses on Digital sensory marketing for Integrating new technologies into multisensory online experience. According to them recent progress in the field of human–computer interaction means that online environments will likely engage more of the senses and become more connected with offline environments in the coming years. This expansion will likely coincide with an increasing engagement with the consumer's more emotional senses, namely touch/hap tics, and possibly even olfaction Forward-thinking marketers and researchers will therefore need to appropriate the latest tools/technologies in order to deliver richer online experiences for tomorrow's consumers.

Swapana, M.; Padmavathy, C explore the conceptual model and describe the essential elements of online shopping experience. They proposed a model called OSE (Online shopping Experience Model). The factors that were found to be influencing online shopping were Motivation, Convenience, service quality, website and accessibility.

Schmitt, B.; Zarantonello, L, in their article say that experiences can be, should be and must be trusted. Experiences are not only helpful in making good decisions but they are also enriching our daily lives. However more research is needed on the process by which specific cues in experiential touch points create specific consumer experiences and the process by which experiences impact consumer behavior.

Barari, M.; Ross, M.; Surachartkumtonkun, J studies what are the Negative and positive customer shopping experience in an online context and says that that while customer priority in a successful shopping context is affective experience, in a service failure the customer priority moves from an affective to a cognitive experience. Similarly, compared to cognitive experience, affective experience has a higher impact on customer satisfaction and positive word of mouth in a successful shopping context, while in an unsuccessful shopping context cognitive experience has higher impact on dissatisfaction and negative word of mouth.

Madhu B and Deepak Verma in their paper, which is based on secondary data, i.e extant literature and internet sources acknowledge that business can really benefit from digital marketing such as search engine optimization, search engine marketing, content marketing, influencer marketing, content automation, e commerce marketing, campaign marketing, social media marketing, social media optimization, e mail direct marketing, display advertising, e-books, optical disks, gaming are becoming more and more common in our advancing

technology.

Esmailpour, M.; Mohseni, Z. In their article propose that behavioral experience, cognitive experience, affective experience, sensory experience and social experience have positive impact on consumer purchase intention.

Kawaf, F.; Tagg, S The construction of online shopping experience: A repertory grid approach, this paper explores what an online shopping experience is as constructed by consumers, using their own words. Adopting Kelly's (1955) personal construct theory (PCT), twenty-three repertory grid interviews are conducted and analyzed using multi-coder qualitative content analysis. The findings highlight the fluid nature of experience and its construction (emotional, perceptual, situational and behavioral).

Rita, P.; Oliveira, T.; Farisa, A in their analytical results showed that three dimensions of e-service quality, namely website design, security/privacy and fulfillment affect overall e-service quality. Meanwhile, customer service is not significantly related to overall e-service quality. Overall e-service quality is statistically significantly related to customer behavior. Future research should consider a variety of product segments and/or other industries to make sure that the measurement works equally well.

Yoganathan, V.; Osburg, V.S.; Akhtar, P advocates that there is a need for Sensory stimulation for sensible consumption and introduces Multisensory marketing for e-tailing of ethical brands. They say that multisensory marketing is a powerful technique for enhancing consumer experience.

Elliot, S.; Fowell, S. in their study found that consumers' expectations of convenience, customized service and access to a wider variety of products were realized in 70% of cases. However, consumer concerns about security, ease of use, levels of service and overall cost pose significant constraints on growth. On the basis of these findings a more integrated approach to research in Internet shopping is proposed.

Cleff, T.; Nadine, W.; Jing, X. studies the effect of online brand experience on brand loyalty and says that although online brand experience lacks physical presence such as a store, it still has the possibility to create a virtual brand experience through visual, audible, gaming or community-based features, which in turn can lead to improved brand image and to behavioral and attitudinal brand loyalty.

Ghahtarani, A.; Sheikhmohammady, M.; Rostami, M. studies the impact of social capital and social interaction on customers' purchase intention, considering knowledge sharing in social commerce

context and says that structural capital, cognitive capital, relational capital, interpersonal interactions, perceived benefits and information/knowledge sharing behavior all positively influences purchase intentions.

Vikas, A.; Deepa, S.; Justin, P discusses Does digital footprint act as a digital asset and Enhancing brand experience through remarketing.

Al-Maghrabi, T.; Dennis, C takes efforts to find What drives consumers' continuance intention to e-shopping and finds that perceived usefulness, enjoyment and social pressure are determinants of continual online shopping intention.

Sheehan, D.; Hardesty, D.M.; Ziegler, A.H.; Chen, H studies Consumer reactions to price discounts across online shopping experiences.

Rauschnabel, P.A.; Felix, R.; Hinsch, C studies Augmented reality marketing and tries to find out How mobile AR-apps can improve brands through inspiration. According to them, etailers can use machine learning knowledge to create personalized promotion according to customer experience, loyalty and perceived motivation

Khalifa, M.; Liu, V says that Online consumer retention is a result of interaction between online shopping habit and online shopping experience.

Katawetawaraks, C.; Wang, C.L. in this study provides an overview of online shopping decision process by comparing offline and online decision making. They also identify the the factors that motivate online customers to decide or not decide to buy online. They find out that marketing communication process differ between offline and online consumer decision.

Bridges, E.; Florsheim, R. in present research suggests that utilitarian flow elements that facilitate shopping may indeed increase purchasing. However, hedonic elements of flow are found to be unrelated to online buying, although they are positively related to outcomes associated with pathological Internet use. Results suggest that online buying may be increased by providing website characteristics that serve utilitarian goals rather than offering hedonic value.

Zhou, L., Dai, L., & Zhang, D. (2007) in their Online shopping acceptance model: A critical survey of consumer factors in online shopping, classifies consumer factors examined in online shopping acceptance research. These factors are Consumer Factors – General Consumer demographics, Internet experience, Shopping Orientation and Shopping and Online i.e., Online shopping experience.

Gupta, P., Yadav, M. S., & Varadarajan, R. (2009) says that there are issues relating to trust development

in the electronic marketplace, their research suggests that factors such as site design and navigability are among the factors that impact trust perceptions.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009) Say that brand experiences affect consumer satisfaction and consumer loyalty positively. The 12-item brand experience scale captures in a reliable and stable way four dimensions of brand experience: sensory, affective, behavioral, and intellectual.

Brunner-Sperdin, A., Scholl-Grissemann, U. S., & Stokburger-Sauer, N. E. in this paper argues that consumers prefer online settings that are high in sense-making and exploration potential as they make consumers feel good and increase their confidence level. The results of two empirical studies indicate that the holistic perception of online settings enhances emotional reactions and leads to desired behavioral outcomes.

E.C.Sung et al.in their study of Consumer engagement via interactive artificial intelligence and mixed reality demonstrate that the quality of AI (i.e., speech recognition and synthesis via machine learning) associated with an augmented object increases MR immersion associated with spatial immersion, MR enjoyment, and consumers' perceptions of novel experiences. Collectively, these increase consumer engagement, and positively influence behavioral responses—specifically, purchase intentions and intentions to share experiences with social groups. Overall, findings from this study show that interactive AI and MR technology open new avenues to promote consumer engagement.

A.R. Smink et al.in their article Shopping in augmented reality: The effects of Spatial presence, personalization and intrusiveness on app and Brand Responses says that spatial presence and perceived personalization can explain positive persuasive responses towards AR apps. Their study shows that, For the app that augmented the user's face with virtual products, perceived personalization enhanced purchase intentions, while perceived intrusiveness had negative persuasive consequences. For the app that showed virtual products in one's surroundings, spatial presence enhanced purchase intentions, and no negative persuasive consequences were found

Joachim Scholz and Andrew N. Smith says that While AR can play a valuable role in integrated marketing programs, little is known about the practice and how to execute effective AR programs in the marketplace. They develop eight actionable recommendations - described with the acronym ENTANGLE - marketing managers can use to design immersive AR

experiences that maximize consumer engagement

2. Need For The Study /Gaps In The Literature Review

1. There are many review articles in the fields of digital marketing that are progressively more popular, attracting great attention due to their several benefits to the consumers.
2. In the papers, researchers focus mostly on topics such as online customer behavior, online customer experience and online customer satisfaction. Only a few studies have examined the effective experiential determinants that enhance consumers' involvement in an online store and create sustainable customer relationships.
3. Experiential marketing methods create memorable experience and positive WOM publicity, primary evidence on this phenomenon is lacking in Indian Scenario.
4. Brand experience and emotional responses to luxury cosmetics itself are under explored.
5. The study is not industry specific, Future studies may investigate this with respect to a particular industry
6. Holistic approach towards AR remains sparse.
7. Lack of established marketing tools within specific industry

3. Objectives:

The paper aims to achieve the following objectives

- 1) Examine the effective experiential determinants that enhance consumers' involvement in an online store and create sustainable customer relationships.
- 2) Study a specific industry i.e. luxury cosmetic sector which is absent in the existing literature
- 3) Takes a Holistic approach towards Augmented Reality (AR)

4. Hypothesis Design

On the basis of review of literature explained above, the study proposes following hypothesis pertaining to relationship between virtual store atmosphere and online repurchase intention.

H1: There is a positive relationship between online store atmosphere and sustainable customer relationship

H2: There is a positive relationship between customized information and sustainable Customer relationship

H3: There is a positive relationship between online purchase and repurchase intention and Sustainable customer relationship.

H4: There is a positive relationship between customer online experience and sustainable Customer relationship.

H5: There is a positive relationship between AI effectiveness and sustainable customer Relationship.

5. Methodology

The methodology includes the empirical study focusing on the factors influencing adoption of digital marketing strategies in cosmetics industry. The study included primary data and respondents were randomly collected. A random sample of 200 online shoppers was taken and a questionnaire was mailed to them, out of which 140 responded. The data collected was analyzed using SPSS tool.

Instrument

An online questionnaire, containing the input variable items from the conceptual frame work will be used in google form format. A pilot questionnaire having 22 questions and covering various items has been made see the viability of the study. The items of the questionnaire will be used to measure the dependent and independent variables discussed in the stud

Sampling Technique: simple random sampling

Sample Size: 140 respondents.

Measurement

Table-1 shows number of items for measuring each variable and sources of these items and which recent studies have validated these scales. The variables were accounted for by using 5 point Likert scale indicating: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

Data Analysis Method:

SPSS method.

6. Data analysis of Cosmetics for digital marketing using SPSS

Descriptive Statistics

	Mean	Std. Deviation	Analysis N	Missing N
website_des	3.7426	.97370	136	0
Sense	3.5515	.98748	136	0
interaction	3.4412	1.04538	136	0
pleasure	3.5882	.94650	136	0
pers_inf	3.4926	1.04702	136	0
stop_pur_inconsistent_e	3.3382	1.16886	136	0
xp				
tech_not_help	3.2426	1.15146	136	0
not_auto	3.2206	1.10682	136	0
slow_tech	3.2794	1.00142	136	0
prod_not_avail	3.5515	1.07373	136	0

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.867
Approx. Chi-Square		512.169
Bartlett's Test of Sphericity	df	45
	Sig.	.000

Communalities

	Initial	Extraction
		n
website_des	1.000	.502
Sense	1.000	.645
interaction	1.000	.475
pleasure	1.000	.603
pers_inf	1.000	.632
stop_pur_inconsistent_e	1.000	.532
xp		
tech_not_help	1.000	.636
not_auto	1.000	.797
slow_tech	1.000	.569
prod_not_avail	1.000	.397

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.630	46.298	46.298	4.630	46.298	46.298	3.391	33.911	33.911
2	1.160	11.599	57.897	1.160	11.599	57.897	2.399	23.986	57.897
3	.854	8.537	66.434						
4	.711	7.113	73.547						
5	.566	5.662	79.209						
6	.559	5.593	84.802						
7	.462	4.624	89.426						
8	.443	4.431	93.857						
9	.315	3.149	97.006						
10	.299	2.994	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
website_des	.618	-.346
Sense	.746	-.298
interaction	.627	-.287
pleasure	.744	-.225
pers_inf	.768	-.205
stop_pur_inconsistent_exp	.729	-.037
tech_not_help	.606	.519
not_auto	.614	.648
slow_tech	.702	.278
prod_not_avail	.623	.097

Extraction Method: Principal Component Analysis

a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
website_des	.702	.092
Sense	.776	.207
interaction	.674	.145
pleasure	.731	.264
pers_inf	.738	.294
stop_pur_inconsistent_exp	.607	.405
tech_not_help	.176	.778
not_auto	.106	.886
slow_tech	.397	.642
prod_not_avail	.441	.450

Extraction Method: Principal Component Analysis
 Rotation Method: Varimax with Kaiser Normalization
 a. Rotation converged in 3 iterations

Component Transformation Matrix

Component	1	2
1	.802	.597
2	-.597	.802

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Correlations

		purchase _online_s ix	sense	interac tion	pleasu re	entertain ment	website_ des
purchase_onlin e_six	Pearson	1	-.056	-.130	-.152	-.096	-.064
	Correlation						
	Sig. (2- tailed)		.515	.133	.079	.266	.464
Sense	N	135	135	135	135	135	135
	Pearson	-.056	1	.494**	.578**	.440**	.488**
	Correlation						
	Sig. (2- tailed)		.515	.000	.000	.000	.000
	N	135	136	136	136	136	136
	Pearson	-.130	.494**	1	.410**	.332**	.316**
	Correlation						

interaction	Sig. (2-tailed)	.133	.000		.000	.000	.000
	N	135	136	136	136	136	136
	Pearson Correlation	-.152	.578**	.410**	1	.481**	.415**
pleasure	Sig. (2-tailed)	.079	.000	.000		.000	.000
	N	135	136	136	136	136	136
	Pearson Correlation	-.096	.440**	.332**	.481**	1	.450**
entertainment	Sig. (2-tailed)	.266	.000	.000	.000		.000
	N	135	136	136	136	136	136
	Pearson Correlation	-.064	.488**	.316**	.415**	.450**	1
website_des	Sig. (2-tailed)	.464	.000	.000	.000	.000	
	N	135	136	136	136	136	136

** . Correlation is significant at the 0.01 level (2-tailed).

CORRELATIONS

		website_des	sense	interaction	pleasure	performance	stop_purchase	tech_help	not_auto	slow_tech	prod_not_avail
website_des	Pearson Correlation	1	.488**	.316**	.415**	.452**	.481**	.314**	.191*	.241**	.321**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	.026	.005	<.001
	N	136	136	136	136	136	136	136	136	136	136
Sense	Pearson Correlation	.488**	1	.494**	.578**	.516**	.440**	.324**	.288**	.420**	.452**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	136	136	136	136	136	136	136	136	136	136

Interaction	Pearson Correlation	.316**	.494**	1	.410**	.497**	.356**	.187*	.267**	.426**	.303**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	.029	.002	<.001	<.001
	N	136	136	136	136	136	136	136	136	136	136
Pleasure	Pearson Correlation	.415**	.578**	.410**	1	.595**	.535**	.371**	.314**	.396**	.342**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	136	136	136	136	136	136	136	136	136	136
per_inf	Pearson Correlation	.452**	.516**	.497**	.595**	1	.492**	.318**	.359**	.482**	.415**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	136	136	136	136	136	136	136	136	136	136
stop_purchase	Pearson Correlation	.481**	.440**	.356**	.535**	.492**	1	.417**	.360**	.476**	.340**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	136	136	136	136	136	136	136	136	136	136
tech_no_help	Pearson Correlation	.314**	.324**	.187*	.371**	.318**	.417**	1	.580**	.345**	.358**
	Sig. (2-tailed)	<.001	<.001	.029	<.001	<.001	<.001		<.001	<.001	<.001
	N	136	136	136	136	136	136	136	136	136	136
not_auto	Pearson Correlation	.191*	.288**	.267**	.314**	.359**	.360**	.580**	1	.559**	.346**
	Sig. (2-tailed)	.026	<.001	.002	<.001	<.001	<.001	<.001		<.001	<.001
	N	136	136	136	136	136	136	136	136	136	136
slow_tech	Pearson Correlation	.241**	.420**	.426**	.396**	.482**	.476**	.345**	.559**	1	.407**
	Sig. (2-tailed)	.005	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	136	136	136	136	136	136	136	136	136	136

prod_not_avail	Pearson	.321**	.452**	.303**	.342**	.415**	.340**	.358**	.346**	.407**	1
	Correlation										
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	136	136	136	136	136	136	136	136	136	136

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

7. Findings and Discussion

1) KMO and Bartlett's test of adequacy shows that the sample taken is a good representative of population.

2) The descriptive statistics shows that factors like website design, appeal to senses, ease in interaction, pleasure, personalized information, good technology are critical in creating positive online experience which motivates a customer to buy the cosmetics online.

3) The component matrix shows that correlation of online purchase is significant (more than 0.5) with each component of online digital experience (website design, appeal to senses, interaction, pleasure, personalized information, good technology, automation). Thus, it can be inferred that positive experience online acts as a great marketing tool and induces the customer to buy online, making online shopping a pleasurable experience.

4) The factors that effect that contribute heavily towards the digital experience of consumers are Website design, sensory experience, pleasure during online shopping, personalized information about the product with values more than 0.7 in principal component analysis.

5) The findings suggest that the customers are willing to pay more for having better online experience and thereby it helps them to increase their willingness to buy online products from the websites that are providing better experiential marketing to the customers online.

6) The implications include the application of online experience design for the customer for sustainability and retention of the customers and also the growth through the higher sales online.

7) The results of present study confirm the statistical and significant association of all determinants of proposed conceptual framework with sustained customer relationship. This research work is among rare contributions in online consumer behavior from a particular industry context (luxury cosmetics) focusing on experienced online consumers rather than concentrating on intentions of inexperienced online buyers.

8. Conclusion

This study's primary goal is to examine the connections between online store environment, personalized information, AI effectiveness, customer experience, and online repurchase intention with long-lasting customer relationships. The findings demonstrate the relationship between the dependent variable (online purchase) and the independent variable (experiential marketing components). The study is of significant importance since it explores unique dimensions of online store atmosphere (informativeness, website navigation, entertainment and website design) and focuses on variables effecting the sustained customer relationship. The fact that the data was exclusively gathered from seasoned online shoppers who have made at least one transaction in the previous six months is another distinctive feature of this study. This research not only contributes to the existing body of knowledge, but it will also suggest some practical implications for marketers to retain their clients.

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