

# Conceptual Framework for Web Customer Satisfaction Experience

Sarwat Farrukh, Rezian-na Muhammed Kassim, Farrukh Malik, Shahid Khan,  
Muhammad Farrukh Iqba

**Abstract—** This study examines the role of customer web experience involve application of knowledge from the marketing and computer interaction. In the current age, due to the advertising clutter, incessant messages, plentiful information, consumer's purchase decision making has become problematic and challenging. Therefore, it is a need for a platform where customers and businesses get together solution for each other. In the present paper, the solution to the problem was given, as Web customer Satisfaction Model as a platform was introduced with web customer experience dimensions that linked to the customer satisfaction. Proposed Web Experience Dimensions discussed in this paper consist of interactivity communication, credible information, and reliability, e-word of mouth, alternatives and perceived easy. This conceptual paper contributes to the conceptual framework of web experience dimension that leads to satisfaction. Implications of the model add to the body of knowledge and e - marketing management practices.

**Index Terms—** Customer, web customer, satisfaction model, experience.

## I. INTRODUCTION

In busy life, people rely on easily available information so websites that may help them to get required updated information. Information reliability is another factor in consumers' decision-making process. "Too much choice or too much information can be paralyzing. It makes customers feel overwhelmed". "Today distracted consumers, bombarded with information and options, often struggle to find the products or services that will best meet their needs" (DalleMule and Lucker, 2011). A careful and thoughtful information searching is the main part of decision-making (Jansin and Mann 1977).

Consumers more efficiently can reach to product information that ultimately saves their money, effort and time (McGaughey, Mason, 1998). Customer deal with ecommerce or online reline with interactivity communication, credible information, reliability, word of mouth, alternatives and perceived Easy when making online transaction of purchasing goods and services and empirical studies give

evidence that link with customer satisfaction. Satisfaction could be termed as a type of attitude evaluation in comparison with the performance either perceived or expected (Nesset et al., 2011). Most researchers believe that satisfaction is the result of cognitive as well as effective processes (Oliver, 1997).

## II. PROBLEMS OF THE STUDY

The problem of this age is not only to deal with the customers but the main issue is; how to give evaluate customer online purchase experiences and satisfaction (Szymanski and Hise 2000). However, the online customer online purchasing experience depends on Web site information provided from the buyer side and heavily depends on technology and system and the e-store. Customer been bombarded by heavy information and create confusion. Therefore, the modern era has not only brought confusion for customers but for marketers too. Meanwhile, it has become difficult to make strategies which can generate customer satisfaction (Szymanski and Hise 2000). Since last decade, media cost has been dramatically increased, and on the other hand, due to the clutter, it has become difficult to gain the attention from the customer with relate to issues of online purchasing such as interactivity communication, credible information, reliability, word of mouth, alternatives and perceived easy that lead to satisfaction. In shot, today's reality is that time has changed and now companies have to deal with "NEW" customers. Innovations and technology have changed the habits of customers and internet has totally revolutionized all the means of communication between companies and customer.

## III. OBJECTIVE

The main objective of this research is to develop the conceptual model of Web Customer Satisfaction Model a platform where customers could make a safe pre-purchase decision. In developing the conceptual framework

Dimension such as interactivity communication, credible information, reliability, word of mouth, alternatives and perceived easy that lead to satisfaction are noticeable during the customer's online experience of safe purchasing decision, and also for the companies. This study attempts to cover this gap by integrating various factors that influence the WCS.

Sarwat Farrukh, Limkokwing University of Creative and Innovation, Malaysia

Rezian-na Muhammed Kassim, Universiti Teknologi MARA, Malaysia

Farrukh Malik, Limkokwing University of Creative and Innovation, Malaysia

Shahid Khan, Limkokwing University of Creative and Innovation, Malaysia

Muhammad Farrukh Iqba, Cyberjaya University College of Medical Sciences

#### IV. REVIEW OF LITERATURE

Jean Donio', Paola Massari, Giuseppina Passiante, (2006) Purchase behavior i.e the behavioral aspect of customer loyalty, proved positively as well as significantly linked with customer profitability. Customer satisfaction was seen to be positively linked with customer profitability but it was considered statically insignificant. Satisfaction at part of the customer followed by trust and commitment were seen positively and significantly linked with purchase attitude. Significantly, customer trust followed by customer commitment emerged as the most vital variables positively and significantly associated with purchase behavior. The positive impact of satisfaction is revealed in all types of loyalty (Shukla and Babin, 2013). Research on various factors influencing customer satisfaction and loyalty has resulted into vital progress especially during the last few years (Szymanski and Henard, 2001; Oliver, 1999).

##### A. Interactive

A good relationship between technology provider and its customers is vital and the interactive elements must be managed efficiently to prolong the business. Interactivity is defined as "the extent to which users can participate in modifying the form and contents of a computer environment in a real-time" (Laurel, 1986). Interactivity is, "the mutual mediated interaction and considered an important influence in developing online consumer relationships and business experiences", (Ha and James, 1998; Merrilees, 2002). They considered information collection and connectedness important aspects of interconnectivity. Connectedness refers to "the feeling of being able to connect to the material world and to widen individual's experience" whereas information collection is "a web site's capability to provide and collect essential information for consumer transaction". Interactivity which is the blend of social media and direct marketing can be a possible solution to avoid dissonance. On Marketers perspective, Modern techniques of interactivity can be utilized for giving consumer satisfaction as well as for gaining the competitive edge by getting loyal customers. Now in this age of communication, it's very easy for the customers to get all details about the products before buying. They get not only information but they also seek other customers' post-purchase reviews. Based on empirical evidences following hypothesis can be framed:

H1= There is significant effect of interactivity on customer satisfaction.

##### B. Credible and useful Information

Many studies show a positive relationship between information on customer satisfaction and also positive impact of E-information on E-satisfaction. Information is a prime underlying factor behind trust and is perfect for evaluating WOM communication. In this regard a consumer believing online information as credible has no reason to forego adoption (Cheung et al., 2009; Sallam & Wahid, 2012). There is higher level of customer satisfaction and more enriching web experience, if web sites provide novel, relevant

and quality information with animated graphics, reliable text and videos (Wang, Hong and Lou, 2010). Ives et al. (1983) suggested that customer satisfaction may be enriched by their perceptions related to the influence of the information available online in the subject of online shopping. Forman et al. (2008) also found that reviewers who share their demographical information have positive influence on others. Lee et al. (2000) also found that comprehensive information has a positive impact on decision making process. While, Loiacano et al (2007) found strong evidence that a positive correlation exists between evaluations of information fit to task and tailored info with consumer intentions to re-visit and re-purchase. Little has been found in the literature; online information puts positive influence on satisfaction. Therefore studies conducted the relationship between information and customer satisfaction.

H2= There is significant and positive impact of relevant and credible information on customer satisfaction

##### C. Reliability

A research was done in 2014 by Sanjuk and Ghalib in Saudi Arabia on banking sector. It was concluded in the research that service quality or reliability has impact on customer satisfaction but people more rely on technology. Online services are more convenient for customers and they rely on that more than humans serving them 24/7 Sanjuq, G. (2014). Minh, N. H. et al. (2015) there is empirical evidence that reliability has positive impact on customer satisfaction. A research done in Vietnam on three star hotels showed proved that people rely on services and it leads toward customer satisfaction. Selvakumar, (2015) concludes in the research that there is positive relation between reliability and Customer satisfaction. Asadpoor, and Abolfazli, (2017) also concludes that reliability has stronger impact on customer satisfaction but little have been found and the impact of reliability on customer satisfaction of online purchasing (Khan, et al., 2017).

H3: There is significant and positive impact of Reliability on customer satisfaction.

##### D. Electronic Word of mouth (E-word of mouth)

Ali Yayli found out in 2012 shows the results that the web site with online reviews has a positive relationship with reliability, popularity and internationality of the web site. Further significance of reviews has a positive relationship with influencing online purchase decisions of the buyers before the purchase. Past evidence shows a strong positive connection between WOM and customer satisfaction (Kamtarin, Milad, 2012) but not in electronic word of mouth and satisfaction. In traditional method, higher consumer satisfaction level will encourage other consumers to purchase. Hence, word-of-mouth acts as the basic indicator of success for the company. Purchase decisions, which are mostly influenced by consumer satisfaction act as the inspiration of future purchase. Therefore, good service leads to higher consumer satisfaction, which in turn leads to higher future sales (Kim and Lee, 2011).

Past studies related to consumer satisfaction show that past experiences with the firm can influence consumer's

behavioral responses to current encounter. Bolton and Drew also found that current customer attitudes towards the company are directly influenced by past experiences and prior attitudes (i.e., overall quality) (Nikbin et al., 2011). Not surprisingly, research has found that a positive WOM as a result of high consumer satisfaction (Swan and Oliver 1989). Hence, it is quite clear that the satisfaction-WOM-link exists. Therefore the study proposes the Hypothesis between E-WOM and Customer Satisfaction.

H4= There is significant and positive impact of E-word of mouth on customer satisfaction.

#### E. Alternatives

There are many studies who report a relationship between consumers and levels of alternatives. Individuals and consumers generally who use different platform to shop has report a higher level of satisfaction (Mols, 1998; Wallace et al., 2004). Hence, it can be easily seen that overall consumer satisfaction is the product of quality of purchase and availability of alternatives (Montoya-Weiss et al., 2003).

The huge number of past researchers also found a positive link between satisfaction and multi-channel usage for online purchase. They further argue that satisfaction is higher if more alternatives are available as compared to single-channel (Hitt and Frei, 2002; Kumar and Venkatesan, 2005; Mols, 1998; Thomas and Sullivan, 2005; Shankar et al., 2003). Thus, it is hypothesized that the evaluative process would

elicit consumers' intent to purchase and their behavior of information inquiries.

H5= There is significant and positive relation between alternatives and customer satisfaction.

#### F. Perceived Easy

It is evident by the study of Surma Mukhopadhyay (2014); found that that perceived ease of use has a positive impact on trust and satisfaction. Consumer satisfaction, in online transaction depends on convenience, delivery time and charges, and on product and service introduction. In traditional offline market, complaints are often considered the source of information (Tse and Wilton, 1988). As complaint management is considered an important and vital source of consumer satisfaction, every complaint should be recorded with quality (Cho et al., 2001). Coker, (2013) also found in the research that ease of web surfing has positive relation with customer satisfaction. On the other hand Sharma and Baoku, (2013) founds that ease of use of technological based web 2.0 has positive effect on customer satisfaction yet need to explore more in others industry . Therefore the study proposes the following hypothesis

H6= There is significant and positive affect perceived easy on customer satisfaction.

Interactivity communication

### V. RESEARCH MODEL

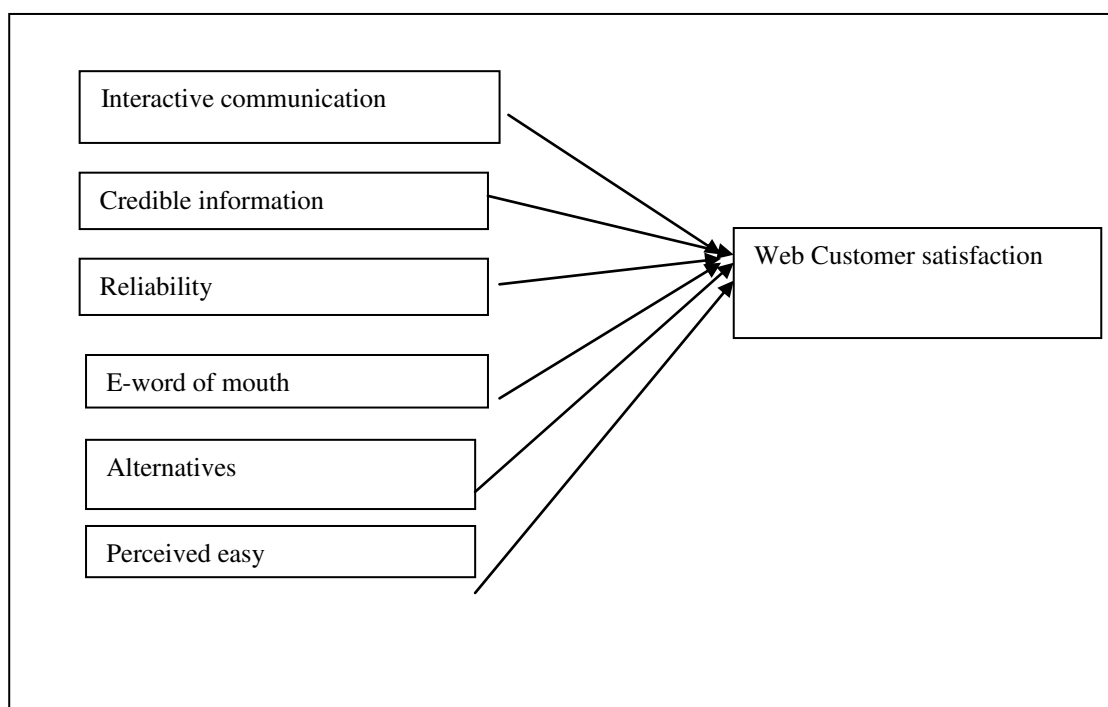


Figure 1; the conceptual framework of Web Customer Satisfaction

## VI. DISCUSSIONS AND FUTURE RESEARCH

The present study was to develop the conceptual framework based on the existing literature reviews. Due to incredible increase of Internet users in the last decade has changed traditional business to e-commerce. In addition, the use of digital technology mediums like websites is increasing the potential business. This fact has laid the base for this study to fill the gaps in the web-customer satisfaction and to propose an integrated theoretical model to find its relationship with web-customer satisfaction. These studies fill the gap in the literature and further tested and quantify other researchers to build a new model for the future study about web-customer satisfaction. Once the complete model is tested, a structural equation modeling will be used in the future to determine the significant relationships between variables in this theoretical model.

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