Study on Customer Experience Dimension Based on Online Shopping reviews of MI's Products

Lin Wang ^{1,2,*}, Huijie Tang ^{1,2}, Dong Liu ^{1,2} and Caiyan Xing ^{1,2}

¹ School of Business and Management, North eastern University, Shenyang 110819, China

² School of Management, North eastern University at Qinhuangdao, Qinhuangdao 066004, China

Corresponding Email: wanglin05vip@163.com

Abstract. This study has selected sorts of comments about MI's products from its customers' as research objects, then we used the theory of Rooting to analyze those objects, and explored the Customer Experience Dimensions' type, characteristics and the way to impact others. The results come as follows: First of all, the Customers Experience Dimensions are consisted of nine major categories defined as Value Perception Experience, Sensory Experience, Quality Assurance Experience, Parts Experience, Purchase Experience, Service Experience, Brand Comparison Experience, Compensating Experience, Brand Reliance Experience respectively. Secondly, we put these nine major categories above all to compare the conclusions with the previous research, then we analyzed and integrated them, and finally obtained seven major categories containing Purchasing Website, Product Rendering, Delivery Experience, Transaction Convenience, Safety and Security, Brand Reliance, Marketing Communications respectively. In addition, we have conducted a further investigation to draw three types about the Customer Experience named Function Experience, Purchasing and Service Experience, and Brand Experience. Last but not the least, this paper has definitely provided the basis theory of how does the Customer Experience affect the Brand Loyalty for future research, as well as guided a definite orientation.

1 Introduction

With the creation of MI and the rapid development of the recent six years, a lot of small brands have begun to rise in the field of mobile digital industry, follow the various models of MI. So how to further improve the loyalty of MI users becomes increasingly important. According to the comprehensive analysis of documents and the data collected by questionnaire, we find the elaboration about the customer experience dimension is not perfect. Therefore, the specific research on the customer experience dimensions has an important guiding significance for the enterprise.

2 Theoretical review

Although the customer experience is developing, there is still not a uniform definition about it until now. Considering that the process of consumption involves experience, Lofman divided the customer experience into 6 dimensions: thought, emotion, feeling, scene, action and evaluation [1]. Pine II and James H•Gilmore divided customer experience into Education, Entertainment, Escape and Aesthetic [2]. Josko Brakus divided customer experience into 5 dimensions from cognitive theory. They're Emotion, Intelligence, feeling, social communication and body [3].

Besides the overseas scholars have studied the customer experience from various angles, domestic scholars also put forward some different views.

Chen Jian Xun thought customer experience should be divided by the level of warm when consumers were shopping. From negative experience to height experience, there are No experience, Low-degree experience and Moderate experience [4]. Song Wei divided B2C customer experience into 3 dimensions: Brand, Emotion and Function[5]. The specific topic of each dimension is shown in Table 1.

Table 1. The Dimensions of customer experience.

Dimension	Element	Measurement
Brand Experience	Brand Building	The experience of brand names, brand identity, brand reputation and brand awareness
	Marketing Communication	The experience of sales and advertisement
Emotion Experience	Relax	Feel relaxed and alleviate the pressure and trouble when experience
	Pleasure	Feel pleased or excited and bring surprise when experience
Function Experience	Website Experience	The experience of page design of website, product information, site speed and stability, the convenience of browse and purchase, security mechanism
	Product Experience	The experience of the price, quality, package and kinds of product
	Service Experience	The experience of pre-sale service, after-sale service, logistic service, paying and personalized service

3 Research method

3.1 Sample selection

The sample in this research comes from the comments put forward by online purchasers of MI. In the process of sample's data collection, we mainly adopt the following methods. First of all, formal researching channel is needed, which means we collect assessments of MI users through formal channels. Secondly, the comments we collect must be both comprehensive and focused. Thirdly, it is significant to ensure the representativeness of sample as well as the randomness of comments. Lastly, we neither add any personal subjective factors nor modify any original users' comments in the process of entire collection.

3.2 Theoretical sampling

When using the above methods to do our collection, we have got 1742 messages of comments on purchasing. Moreover, in the stage of data organization, We have got 870 pieces of effective comments, which is the basis of our following analysis.

3.3 Grounded theory research method

Our research is on account of the criteria and the process of grounded theory, research tool is selected from ROST Content Mining, a content mining software system, designed by professor Shen Yang. As shown in Figure.1.

Fig. 1. The standard and process of Grounded theory.

4 Research result

4.1 Open code

In this section we will encode the original statement openly. Then, we form 25 categories, as shown in Table 2.

Table 2. Preliminary coding categories table.

ID	Category	Annotation (article)	percentage	Typical source statements (original concept)
N01	Satisfaction	113	12.99%	Put it down ; I am quite satisfied
N02	Customer service experience	96	11.03%	Is patient ; It's why eat cat customer service
N03	Relation between clues	82	9.43%	Help colleagues to buy ; For my father bought it
N04	Buying experience	65	7.47%	Rob times didn't get the 4G version of the move ; It's hard to take
N05	Logistics experience	58	6.67%	Express fast ; The delivery speed of the slowest ever
N06	Comparing experiences	48	5.52%	Wins on price is not high, the system works a little better than Huawei ; The strongest signal is not red rice
N07	Experience product attributes	47	5.40%	Feels good ; Not press
N08	Brand perception	42	4.83%	Millet mobile phone is good ; Shop big guests
N09	Accessories gift experiences	30	3.45%	Nothing was sent, and sent a shell with foil, at least ; Buy back even the headphone cable is not open
N10	Payment experience	26	2.99%	The address to fill a fault, do not give change ; Took a couple of things, why should a single pay the freight
N11	Return experience	25	2.87%	Please return they refused to apply ; Buying the wrong type of refunds but it was too difficult

N12	Experience of product defects	24	2.76%	Bought 4 M 4, double 11 split ; The back of the phone has received scratches
N13	Product feature experience	24	2.76%	Serious sound, no video;Sound good
N14	Value for money experience	24	2.76%	Value for money ; Price / performance king
N15	Brand loyalty-aware	23	2.64%	Buy millet things, has become a habit ; From M 1 to M 4
N16	Exchange experiences	21	2.41%	Order Shun Feng Express, so why go after replacement post ; Replacement of the speed is very fast
N17	Quality of Experience	21	2.41%	Cargo is true; control, sooner or later, nobody would buy it
N18	Rice injury experience	17	1.95%	Loyalty rice noodles have a problem, customer service has been not to answer ; For the millet consumed all
N19	Packaging experience	17	1.95%	Packaged very carefully and tightly ;The product in a Fedex box, not securely fastened
N20	Accessories experience	16	1.84%	Bad cable ; Cable cannot be recharged
N21	Purchase channels experience	15	1.72%	It's hard to get the official website ; Flagship store quality is absolutely reliable!
N22	Graphic describes the experience	14	1.61%	Prettier than the picture; I don't feel so nice in the picture
N23	Risk Perception experience	10	1.15%	Broken screen cannot buy the official website of insurance ; Don't see broken screen when buying insurance option, there is no hint to buy!
N24	Promoting sales experience.	7	0.80%	Forget to use coupon, unhappy ;A \$20 coupon when you buy useless
N25	Turn powder experience	5	0.57%	The first transfer from Apple powder bought millet mobile phone ; You don't have to buy Apple, good affordable price

4.2 Spindle coding

Based on the original statement and part of the document definition above, we have these categories categorized into 9 categories and defined them, as shown in Table 3.

Table 3. Table of 9 main categories.

Fundamental category	Correspondence category	Meaning of category
Value perception experience	Product function experience	The use of hardware and software products, such as the use of feelings
	Cost performance experience	The comparison of the performance of the product or service, the price matching degree
	Promotion experience	On the way of brand sales, profits, limited coupons to attract customers when purchasing experience
Perceptual experience	Comparison of picture and text description	Perception of the actual situation of the product or service and the picture and text comparison
	Product attribute experience	The use of product configuration, parameters, process and other aspects of the experience
	Packaging experience	In the receipt of goods, the packaging of the product, the exquisite degree of perception
Quality assurance experience	Quality experience	The quality of the product to buy the environment, genuine feeling
	Risk perception experience	The product accident insurance purchase, return shipping fee dispute feeling
Accessories experience	Experience of giving away	In the purchase of the main products, the feelings of the business as a gift to other parts of the behaviour

Buying experience	Accessories experience	In addition to the purchase of the main products, the use of free accessories for the feeling
	Purchasing channel comparative experience	The comparison of the different channels to buy the brand products
	Panic buying experience	Feelings of the brand by letting users buy the way to allocate existing products
Service experience	Customer service experience	Customer service recovery rate, processing efficiency, service attitude and logistics speed, attitude
	Logistics experience	On the brand's courier service attitude, as well as the delivery speed and other aspects of the experience
	Exchange experience	After receiving the goods are not satisfied, to apply for a replacement, replacement of a series of process experience
	Return experience	After receiving is not satisfied with the product, for the application to return, return and a series of processes, such as the feeling
	Payment experience	In the purchase order, payment of postage, fill in the address, and other aspects of the experience
Brand comparative experience	Perceived brand awareness	Users of the brand has a certain understanding or awareness of the use of products
	Comparative experience	Through different brands, the same brand of different series or the same series of different models of the use of product experience comparison
	Powder transfer experience	From other brands of loyal users to the brand loyalty user experience
Compensation experience	Rice injury experience	As a brand loyal user, because there is no expected service or product experience feelings
	Product defect experience	Experience in product defects, defects, functional / design defects, etc.
Brand dependent experience	Satisfying experience	A comprehensive evaluation of the satisfaction of product identification, complaints, complaints and so on.
	Relationship experience	Feelings of people who have a certain social relationship with buyers to buy the brand's products
	Brand loyalty perception	As a brand loyal users in the purchase process of a series of feelings

4.3 Determination of the dimensions of customer experience

This paper compares previous results with 9 experience categories in Table 3, analysis and integrates them, we get customer shopping experience. They are functional experience, buying and service experience and brand experience. Specific such as Table 4.

Table 4. Determination of the dimensions of customer experience.

Customer experience dimensions	Main category	Subcategory
Feature experience	Buy website	Web site design
		Classified display
	Product rendering	Product quality
		Product price
		Product information
Purchase and service experience	Delivery experience	Graphic description
		Packaged experiences
		Accessories gift experiences
	Transaction convenience	Buying experience
		Ordering experience
		Customer service experience
	Safety and security	Logistics experience
		Return and exchange experience
		Accident insurance
Brand experience	Brands rely on	Relationship experiences
		Brand experience

Marketing communications	Promotions Advertisement
-----------------------------	-----------------------------

4.4 Theoretical saturation test

Usually, in qualitative research credible degree is an important measure standard used to evaluate the quality [6]. At the same time, the validity is also used to evaluate the quality [6]. At the same time, the validity is also used to evaluate a measure of the quality of qualitative research, which can reflect the online scene clues, etc. We will use the Raw Material Inspection and Inspection and Feedback Method to verify the effectiveness of the model and the results of the study.

4.4.1 The raw material inspection

Concepts and relations are in return for the model review. That "concept" must be derived from the original data [7]. All of the selections of data in this paper are from MI's setting of formal channels for evaluation of the original users' information. It is effectively to ensure the information from the user's comments in the reliability of the dimensions of customer experience.

4.4.2 The expert evaluation method

Successively in the whole process of this research has four experts in the fields of Marketing and E-commerce, under their suggestions, eventually, we got the effective customer experience dimensions.

To sum up, using the Original Material Test, Expert Evaluation Method and the Research Results have good consistency and good validity. Therefore, this research is effective, credible and reliable.

5 Discussion and conclusions

In this study, we selected two dimensions of customer experience, which contain functional experience and service experience, into the purchase and service experience. In addition, this study can also develop the research, delivered by Song Wei, about dividing class on the dimensions of customer experience.

5.1 Theoretical significance

First of all, this study used the method of grounded theory to get customer experience dimensions: functional experience, buying and service experience, brand experience. These dimensions are constituted by seven main categories, which respectively are purchasing website, product, delivery and transaction convenience, security assurance, dependence on branding, marketing communications.

Secondly, the findings revealed a phenomenon in the period named as "experience economy" that product experience is a good way to understand a brand, what is more, a well customer experience is powerful for the brand loyalty. Therefore, according to the customer experience, we proposed the following recommendations derived from two aspects.

5.1.1 Recommendation for MI's products

In addition to designing a more simple, comfortable MI's products purchased website with the products exhibition and the category clearly, the most important thing that MI should focus on is continuing produce the offerings with good quality, even making users to scream.

5.1.2 Recommendation for service experience

The company should promise that especially unblocking the process in snapping up, promising the snapping up is fair, and if the snapping up is not success, the company should make comfort measures, like sent comfort SMS. In terms of the customer's remedies, it is allowed that according to the times of customers' buying, the waiting time, the failure times and so on, to category different customer types with varying degrees of comfort measures.

5.2 Limitations and future research directions

There are also some limitations in this study, specific description comes as follows. Firstly, the size of sample in this study is limited, the validity of the results is limited and cannot exclude the influence of the external factors. Secondly, the dimensions of customer experience have been obtained through this research and these results can be seen as a guiding role to enhance the customer's brand loyalty for MI, but how does the customer experience influence the customer's brand loyalty are not well-known.

Acknowledgements

This research is supported by funding of China's central university basic scientific research expenses Project No. N152304008.

This research is supported by funding of Northeastern University at Qinhuangdao in China, which Humanities and Social Sciences Key Project No. XNR201601.

References

1. A. Samuel, O. W. Fred, Q. Zhou, etc. AI Transformation Leadership, Innovative Behavior, and Task Performance: Test of Mediation and Moderation Processes, **25**, 1 (2012)
2. Joseph Pine II, James II. Gilmore. The experience economy. translated by XIAYELIANG(Beijing mechanical industry publishing house, 2008)
3. Joskol Brakes, A theory of consumer experiences (Columbia University, 2001)
4. CHENJIANXUN, Multiple levels of customer experience and prolong the life cycle of strategic choices (Statistics and decision making, 2005)
5. SONGWEI, B2CE-commerce customer experience impact on customer loyalty research (JINAN:SHANDONG University, 2012)
6. J.X. Wu, X.T Huang, Credit structure (Psychology Newspaper, 2012)
7. D. Trafimow, Considering Quantitative and Qualitative Issues Together (Qualitative Research in Psychology, 2014)