Research on the Impact of New Retail Consumer Experience on Purchase Behavior

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Abstract. The new retail is a new exploration of the transformation and upgrading of China's retail industry, through the consumer perspective to study the influence of the new retail consumer experience on consumer behavior. Enhance the consumer experience and satisfy consumers' perceived value. In this study, extensive research on existing research has provided a new understanding and management basis for companies to improve consumer satisfaction, and merged their findings into a new retail consumer experience shopping model. The model describes how to increase purchasing power in a new retail environment.

1. Introduction

For the past few years, the growth rate of China's mobile Internet consumers has slowed down year by year, and the total size of online retail consumers has stabilized. In the stock market, the effect of relying on low-price strategies to attract more consumers will become worse and worse, so consumer stickiness and repurchase rate are more important. While traditional physical stores and online retailers are looking for a new way to shop, Ma Yun proposed “new retail” at the Hangzhou Yunqi Conference in October 2016 to drive consumer purchasing power. The retail industry concept has shifted from low-cost retail to experiential retail, emphasizing that new retailing places more emphasis on the consumer experience. New retailers need to release their spending power by deepening the potential demand of consumers. All of this requires companies to better understand consumers and provide consumers with a better experience. Current scholars have separately analyzed the consumer experience from the online environment or the offline environment, but there is no in-depth research on the online and offline consumer experience, but the online and offline deep integration is “new retail” core. In this paper, the new retail is defined as the enterprise to meet the consumers' online shopping, entertainment and social experience needs, based on the technical support of mobile Internet, big data, cloud computing and artificial intelligence, using the dual advantages of traditional business super and e-commerce to rebuild the organic linkage system of consumer, goods, place (supermarket) and platform (website/app). New retail takes consumer value as the core and provides better consumer experience, which can make retail return to order and reduce the whole social cost. Enterprises can share online and offline data, reduce operating costs and improve operating efficiency. The purpose of this paper is to develop an online and offline integrated consumer experience model based on the existing literature. This paper will help to fully understand consumer needs in the new retail environment.

2. New Retail Consumer Experience

2.1 Consumer Experience in Physical Retail Environments

At present, many consumers, managers and scholars have realized the importance of experience, which is characterized by satisfying consumers’ psychological or personal needs. For consumers, they are more concerned about the experience provided by the store, and they are willing to pay for
it. For managers, the appealing experience is what they try to create, manage and sell. For academic researchers, experience is considered to be different from the unique contributions of services and commodities. With the diversification of purchase channels and ways, how to satisfy the online and offline experience of consumers and the interaction between online and offline experience is the focus of current research. Since Holbrook and Hirschman (1982) [1] first recognized the consumer experience dimension, many studies have emphasized the need to delve into the role of consumer experience in marketing.

Nowadays, with the increasing capacity of consumers and the changing service pattern, retailers must provide an unforgettable shopping experience to retain the original and attract new consumers. When consumers decide to shop in the physical store, the stimulation in the physical store causes physical, affective, cognitive and social reactions of consumers. Based on the existing research of scholars, this study analyzes the influence of physical, affective, cognitive and social interaction on consumer experience in the real retail environment. It is defined as physical experience, affective experience, cognitive experience and social experience. The following sections give a theoretical definition of the type of experience for each response.

2.1.1 Cognitive Experience

Cognition is generally understood as people's ability to deal with information obtained from perception and subjective characteristics [2]. Therefore, individual cognition of things is learning, if there is enough persuasive content for individual stimulation. Individuals can release strong and lasting attitudes towards things [3]. Using different stimuli in a physical retail environment provides consumers with a complete cognitive experience to awaken consumers' minds, allowing consumers to think, awaken creativity, and inspire curiosity and inspiration. Consumers can stimulate this kind of spiritual activity through direct experience of the provided items. Through the combination of cognitive or experiential object information, consumers gain novelty, relevance, and learning content. The application of new technologies such as big data, Internet of Things, artificial intelligence, and intelligent robots in the new retail field has stimulated consumer curiosity, such as Hai Di Lao Hot Pot Smart Restaurant, Unmanned Store, Brush Face Payment, Robot Parking, etc. The experience of new technologies meets consumers' desire to explore and change consumers' past perceptions.

2.1.2 Affective Experience

The affective system is conceptualized as a “valence feeling state,” and mood and emotion are integral to its composition [4]. There is a clear difference in the intensity of emotional reactions, from strong positive or negative emotions to mild positive or negative emotions [5]. When studying the consumer experience, it is more appropriate to focus on emotions than on mood. Emotions are related to the objects that stimulate them and are stronger [6]. Emotions help to create an affective experience, which is defined as the inner attraction or resentment of an event, object or situation. When consumers experience the products, environment and services of new retail stores, they will make consumers feel comfortable, satisfied, happy, full of hope, enthusiasm, excitement, surprise and other emotional performances. Consumers in the store to stimulate the consumer's emotions, which in turn generate an affective experience, the affective experience is part of the consumer experience in the physical retail environment, thereby affecting consumer response to new retail brands or stores.

2.1.3 Social Experience

In a physical retail store environment, the interaction of consumers with other participants constitutes a social interaction, which is created by consumers and other members in a social environment. When a consumer visits a store, the store provides a social place to interact with the consumer, who can socialize with other people (employees or shoppers) at the store. Social identity is a part of personal self-concept, which involves the individual's understanding of belonging to a social group, as well as the evaluation of this sense of belonging emotion [7]. Therefore, social identity is the result of complex cognitive and emotional processing. The cognitive and emotional
processing process provides consistency and structure for the psycho-social motivation of the subject [8]. Social identity contributes to organizing the individual’s experience in a social world (Behaviour in one group and towards others in the group, regulates self-image, and even relationships with the physical environment). Based on this theory, the social component of consumer experience in the new retail environment is based on the interaction between individuals and social environment, as well as the quality and intensity of the relationship with other people. In the new retail environment, the social component is a system that customers establish by interacting with store members and forming a social relationship with the store. This relationship can be divided into two categories: customer-employee and customer-customer. From expressing opinions to accepting suggestions, the interaction between customers and employees is an integral and continuous process. The interaction between customers ranges from offering suggestions to receiving opinions, which realizes the interaction between customers and customers [9].

2.1.4 Physical Experience

Physical experience is the physiological response of consumers in a specific environment. This response can be described as a state of comfort / happiness or discomfort / lack of happiness. Comfort is the state of physiological pleasure and harmony between the individual and the environment, as well as the subjective well-being of the individual to the environment [10]. Therefore, the environment can stimulate the physiological response of consumers, thus affecting the comfort or discomfort of consumers. The experience of interaction between environment and customers will also affect consumers' emotions [11]. Because the environment can stimulate the physiological response of consumers, thus affecting their comfort or discomfort. In the new retail environment, the physical component of consumer experience is based on the physiological response of consumers to the new retail environment. This reaction to happiness / comfort or sadness/discomfort is caused by the atmosphere of the new retail store [12]. The atmosphere of the new retail store is composed of store design, display mode and aesthetic feeling.

![Figure 1. Consumer experience in physical retail environments.](image)

2.2. Consumer Experience in Online Retail Environments

In recent years, with the development of e-commerce, more and more consumers are shopping by using various devices. How websites and apps can appeal to consumers, enhance the consumer's shopping experience, and interact with consumers is the focus of future research. Consumers using the website or APP for online shopping experience refers to the subjective, internal reaction and behavioral response(senses, emotions, thoughts, actions, and connections) of the consumer caused by the website or APP-related stimuli(Commodity, page design, sound). Given the importance of the online environment in almost all businesses, Enterprises are committed to creating competitive advantages and consumer loyalty by creating a good consumer experience [13]. It is therefore essential to understand the consumer experience. Smart-phone applications and shopping web pages must be designed according to consumer expectations and requirements so that these designs can engage and interact with the business. Kim [14] found the importance of the consumer experience
in terms of functionality and enjoyment by investigating the participation of mobile consumers. Mpinganjira [15] summarizes the consumer experience in an online retail environment as a website response, visual appeal and content quality. But according to Anil Bilgihan [16], online social interaction has a significant influence on the consumer experience in online retailing. Based on scholars' research, a consumer experience model in an online retail environment was established.

2.2.1 Website/App Responsiveness Experience

Website responsiveness is a reflection of system quality [17]. Low responsiveness means that consumers have to wait a long time to access the pages and information they want. Sometimes a website becomes completely unresponsive, and consumers may have a negative influence on the quality of the experience of the website. Findings in qualitative research indicate that respondents believe that the ability to get immediate feedback when using the Internet is a necessary condition for their experience. System quality also has a direct positive influence on behavior [18]. Roschk [19] found that system quality is defined by the reliability of the website, the ability to quickly access the website, and the responsiveness to consumer needs. System quality has a significant influence on the loyalty of retail website consumers.

2.2.2 Website/App Visual Appeal Experience

A website’s visual appeal is about the perceived attractiveness of the site [20]. According to Lee and Jeong [21], one of the important criteria that people use to assess the e-servicescape is its visual appeal. Visual appeal is thus a key component of website quality. It has to do with font, colors, and graphics. Past research, including that of Mpinganjira and Arcand [22], shows that the visual appeal of commercial websites—particularly online shopping websites—has a positive effect on website users. This includes the level of enjoyment experienced while using the website, and its perceived hedonism value [23]. The aesthetic appeal of websites has also been found to have a significant effect on 'stickiness' and loyalty to websites. Consumers use the images, videos, texts and future VR technologies provided by the merchants when they browse the website/app. For example, the virtual fitting clothes "fit" the virtual clothes on the virtual body model, and preview the effect of the clothes worn on the body, so that the consumers can more truly experience the actual feelings in the physical store.

2.2.3 Website/App Social Interactions Experience

There is a lot of research on e-commerce that consumers now expect consistent quality services wherever and whenever they use them. Consumers are increasingly relying on their social relationships, social networking site opinion leaders, online recommendation engines and big data AI support to determine purchase and buyback decisions [24]. In the new retail environment, online interaction makes consumers regard themselves as a member of the community, and the potential social characteristics of this interaction form the social experience of consumers. Therefore, social interaction highlights the importance of community communication, which is considered as a social experience of new retail online social interaction. Consumers interact with each other to provide word of mouth and consumers to connect and interact with the company. With the rapid development of new retail and the popularity of social networking sites, enterprises use social means to provide positive experience for new retail consumers. Huang and Benyoucef [25] advise companies to identify their existing e-commerce and social networking application features and then add social features. At the same time, e-retailers need to add social features to their e-commerce platform or add business functions to other social networking platforms.

2.2.4 Website/App Content Quality Experience

Website content quality refers to perceived levels of relevance, timeliness, and value of the information available on a community website. Zhou [26] contended that information quality is a major component of website quality, and a significant contributor to the success of information systems. Information quality would be particularly important in online community sites, as one of the primary reasons that users access such sites is to become informed. Gao and Bai [27] pointed out that a low quality of website information content in general can undermine the user experience.
In their study they observed that information quality has an effect on flow. They attribute this impact to the fact that poor information quality can have an impact on the user experience, because users need to spend more time and energy checking information carefully. In another study focusing on travel sites, Gao and Bai [28] found that website informativeness has a positive influence on flow experience. Similarly, Hausman and Siekpe [29] determined that flow in online shopping sites is positively related to perceived website informativeness. Providing valuable information on websites is also known to help increase the chances not only of attracting users, but also of retaining them. Provision of valuable information is linked with varied positive behavioral responses, including intentions to use or to recommend a website, and the development of preference for one website over others. Kim and Niehm found that loyalty intentions are positively related to perceived information quality, specifically on apparel retailers websites [30].

![Diagram: Consumer experience in online retail environments.](image)

**Figure 2.** Consumer experience in online retail environments.

2.3 The Integration of Online and Offline Experience for Consumers in the New Retail Context

New retail is the integration of physical retail and online retail. By integrating online and offline channels, the relationship between innovative consumers, goods, commercial super, and Website/App elements. On the basis of existing scholars' research on new retail, the author summarizes the core elements and logical relationships of new retail.

Previous scholars' research examined the influencing factors of the online environment or the offline environment. However, the new retail is a fusion of online and offline. This research is a groundbreaking study of online and offline convergence based on the perspective of consumer experience. Online and offline integration means that the website/App collects the data of the website/app from the consumer and tracks the behavior of the consumer in the physical store. The online environment and the offline environment interact to merge consumer web/app data and physical store behavior to form a systematic consumer image that perceives and predicts consumers. Personalized push and precision marketing based on tags to consumers, based on consumer preference brand push related products. Consumers on the website/App can see more precise pushes. Customized services based on individual consumer needs. Enterprises based on high gross profit margins, such as suits, furniture, tea and other commodities, began to provide customized value-added services to consumers. Study how online and offline convergence can provide consumers with a quality consumer experience and a combination of online and offline experience to create a model that combines online and offline experiences. Therefore, the consumer experience of physical retail environment and online retail environment will influence each other.
3. Theoretical model of the influence of new retail consumer experience on purchase behavior

Relying on the innovation of new technologies in the retail industry, through the introduction of artificial intelligence technology, stores provide consumers with more rich consumption scenarios, making shopping more convenient, entertaining and social. The store is not only a retail terminal but also a retail process. For example, in the box horse fresh raw store, you can choose fresh food to process according to your own taste. Drinks and food consumers in the store can self-purchase and enjoy the instant enjoyment. In the past, the physical store only changed the consumer terminal into a consumption process. At the same time, consumers will choose online consumption after the consumer experience in the physical store, such as Ali, Jingdong and Amazon, and other comprehensive e-commerce platforms, through the investment or acquisition layout offline retail. E-commerce companies such as daily fresh, U shopkeepers, etc., through the "front warehouse" layout or close to the cooperative convenience store to achieve a fresh warehouse layout as close as possible to the consumer, thus satisfying "two hours up" or "one hour up" "service. Therefore, the consumer experience in the real retail environment has an impact on the purchase intention of consumers in online retail.

When consumers browse the website/App, they can understand the online store through the combination of pictures, videos, texts and future VR technologies provided by the merchant, and then choose to go to the physical store to experience the real thing before deciding whether to purchase. For example, online stores such as Three Squirrels provide consumers with better services by opening offline physical stores. Responsively transforming retail with the support of new technologies and the Internet, including picking up the goods under the online shopping platform, and ordering the online platform to the destination, and the logistics service radius and delivery timeliness after the order. Therefore, the consumer experience in the online retail environment has an impact on the purchase intention of consumers in the physical retail.

Attitude was initially defined as the level of individual affection toward a specific object or willingness to respond to certain stimuli [31]. Consumer attitude is regarded as an evaluation of the
degree to which one likes or favors performing the behavior [32]. Review the consumer behavior literature and confirm that the evaluation or attitude of customers to the product and the final adoption decision depend on their cognition of the product. The increase of purchase intention means the increase of purchase possibility. Trust, satisfaction, re-purchase intention, re-visit intention and loyalty have all been identifiable as outcomes of a positive customer experience, therefore the customer experience is considered an important area of research [33]. The focus of service research has always been on the evaluation of service quality and its impact on customer behavior. Verhoef [34] pointed out that in order to gain a competitive advantage, an organization should not only evaluate service quality but also focus on customer experience. A large number of studies have shown that the consumer entity retail environment experience will have an influence on consumer satisfaction and purchase intention, which in turn affects consumers’ purchase behavior. The consumer experience in the real retail environment will have an impact on the purchase intention of retail store consumers, and then affect the purchase behavior of consumers.

The online shopping experience can have a positive influence on consumer product perceptions, brand attitudes, and buying intentions. According to carbon and Stephan [35], the result of the customer experience is to create impressions, which are then stored in the customer's memory. Customer experience is an important research area, because the result trust, return visit intention, satisfaction, repurchase intention and loyalty of customer experience are positive. The consumer experience in online retail environment has an impact on the purchase intention of online retail consumers, and then affects the purchase behavior of consumers.

In order to satisfy the consumer experience, release consumer purchasing power, guide consumption upgrade, and build a new retail background consumer experience model of purchasing behavior. The theoretical model of this research is based on the “stimulus-response” theory proposed by American behavioral psychologist Watson. The theory holds that individual behavior is mainly stimulated by the external environment and consists of three variables: S-O-R. S-external stimulation, O-intermediate body, R-reaction behavior. Among the three variables, the external stimulus acts as the initiation point, which plays the role of awakening, promoting and stimulating; the intermediate body acts as the connection point, on the one hand, it is stimulated by the external environment, the internal emotions of the body are affected, on the other hand, the internal emotions will affect The final behavior; the response is the result of the stimulus. The reaction process of this theory is that the external environment stimulates the intermediate body and affects its final reaction. The study believes that the body in the environment itself will make positive or negative behavior, mainly because the body's emotions are affected by the external environment. In the new retail shopping experience, after the consumer contacts the relevant service scene, the experience will ultimately affect the purchase behavior. This process is consistent with the “stimulus-response” theory. Therefore, this study will follow the reaction process of this theory. The new retail experience is used as an external environment stimulus, the consumer's willingness to purchase is the intermediate body, and the consumer's purchase behavior is the final reaction building model.
4. Conclusion

Based on the rich theoretical and empirical research of online shopping and physical store shopping, this article combines online shopping and physical store shopping experience through a consumer experience perspective. Although this study proposes a variety of factors for the consumer experience, it cannot be determined to be completely detailed and comprehensive. Other studies can be used to determine whether unidentified factors have an influence on the consumer experience, thereby affecting consumers' willingness to purchase and behavior. The conceptual model constructed in this paper proposes a variety of research approaches, and can carry out a lot of creative research on the combination of online and offline. Therefore, it is necessary to pay great attention to the empirical research on consumer experience of online and offline integration. Due to the theoretical and practical limitations, based on the existing conceptual model, it is necessary to prove the rationality of the model and the correctness of the hypothesis through empirical methods.

The purpose of this study was to explore the components of the consumer shopping experience in the new retail context and the influence on purchase behavior. Based on extensive research on existing literature, various aspects and concepts of consumer online and offline shopping experience are determined. The theoretical framework constructed in this paper increases consumer knowledge and understanding of the consumer shopping experience in the context of new retail. In short, this research may be concerned by more and more scholars and managers. Obviously, the research contribution is open to academic fields and business management. In particular, it provides managers and marketers with new ideas and unique perspectives.

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