ABSTRACT
Based on comprehensive empirical research, customer experience has been identified as a crucial element within the realm of marketing. The impact of the company's products on its customers has been observed and analysed. However, there are certain hypotheses regarding the correlation between customer experience and consumer behaviour that have not yet been addressed. The author employed both theoretical and practical methodologies to examine the relationship between the components of customer experience and customer purchase intention. As a result, the SPSS model demonstrated the presence of a positive correlation between the variables.

KEYWORDS: Customer experience, consumer behavior.

INTRODUCTION
Narayen, CEO of Adobe asserted that “Customer does totally not buy commodities, they are looking for purchase new experience”. The terminology of customer experience (CX) has been appearing in recent years to be substituted for “customer service” and has faded away.

In the digitalization economy, customers have expected to be able to serve novel experiences derived from product or service. Those consequences have reflected through the customer experience index. Hence, there is no doubt that CX has played an important role in the success of companies when it has been supporting marketers measuring many facet indexes of customers. Relying on the methods of secondary data collecting and analyzing, the author focused on investigating the ingredients of CX as well as how they affect the performance of CX (Johnston and Kong, 2011). Moreover, there has been cloudy about the correlation between CX and customer purchase intention yet. Therefore, the author chose the title “Measuring and impacting customer experience on customer behavior intention” to analyze. The outline has two parts: firstly, the part mentioned empirical studies, elements of CX as well as merits to measure the effectiveness of it. The second part is applying and exploring customer purchase intention basing on CX (Becker and Jaakkola, 2020).
Therefore, there is an interlink between customer experience and customer behavior. More particular, existing positive correlation among at least three-factor of customer experience and consumer purchase intention.

I. Customer experience

In the era of digitalization nowadays, the CX has played an important role in achieving success of companies across all frontiers (Peppers, D; Rogers, M, 2005). Besides, CX is also one of the mainstays in modern marketing (Lemon & Verhoef, 2016) bringing the added-value for the customer to be able to effect on decision making or loyalty (Srivastava, 2016). According to James Allen of Harvard Business School marked on his report that accounted for 80% of businesses state that they offer a great customer experience. However, on the contrast side, just having around 8% of customers can recognize those new experiences (Meenakshi Sharma and D.S. Chaubey, 2014).

In theory, customer experience expresses the huge impacts as well as interactions between consumers and companies. Therefore, there have been many researchers have profoundly explored all facets of CX to help managers have portrayed a perspective tendency of the customer. One of the first authors pioneering stage to research CX issues, (Schmitt, 1999) referred that CX is analyzed on five dimensions such as cognitive, affective, social or relational, behavioral, and sensory. Besides, (Verhoef, 2009) realized that CX is based on the customer's cognitive, affective, emotional, social, and physical responses. Furthermore, there are a number of studies related to CX’s argument that show a point of view in affecting-factor to CX (Dhruv Grewal, 2009; Schmitt B., 2012; Isabelle Brun, 2017).

In practice, most companies focus on addressing customer experience management based on two aspects to be emphasized which are rational (business-to-business) and emotional (business-to-consumer) experience (Klaus, Maklan, 2013). In addition, according to (Meyer, 2007)), customer experience can be illustrated as a customer’s internal and subjective response to direct (based on purchasing and utilizing process) or indirect (relying on commercial, advertising, etc) interactions with a product or a service. Thereby, the most crucial content of customer experience is the answer to this question: what could customers get in exchange? This inner relationship illustrates customer satisfaction when they recognize what is on the quality and how much they are willing to pay for the acquisition. However, the appearance of customer experience derives from amending the quality of service, undoubtedly, they tailor and offer a new valuable guide for enhancing the interactions between people and agencies. All given experiences are upon the extent of the gap between customer satisfaction and customer expectation (Gerritsen B.H., 2014). Such as a component of CX, customer satisfaction derives from comparing among existing-emotional and pre-expectation before (Paul J, 2016).
1. The fundamental knowledge of Customer Experience

Over the decades, CX has been evaluating to be able to bring the new wind of competition. Achieving a good experience is very significant because it displays the satisfaction of consumer (Liljander, V. and Strandvik, T, 1997), affects customer loyalty (Mascarenhas, 2006), impacts expectations (Flanagan, 2005) as well as supports the emotional and brand (Pullman, 2004).

There are numerous studies have been released on CX, there are the different definition of customer experience. However, it is not easy to define completed customer experience. According to (Temkin, 2008) revealed that customer experience stems from a set of interactions between consumer and product or service. Moreover, followed (Richardson, 2010) on Harvard Business Review that CX has been grappled with a definition for several years. Occasionally, CX is defined based on digital experiences and interaction, in other cases, it is focused on retail and customer service. However, the recent literature have analyzed customer experience on multi-dimension such as cognitive, emotional, behavioral, sensorial, and social responses (De Keyser, 2015). In summary, most of CX can be traced back to the touchpoints of the customer gets in contact with those who provide product or service (Rekettye, 2019) because there have a positive CX is making consumer does re-purchase (customer retention), but also saving three-time expenditure to recommend new segment (Bhattacharjee, 2016).

In order to have an overview experience of customers, based on the research of (Temkin, 2008) mentioned the elements under companies’ angle generating a good experience environment for customers. Regarding good halo effect is a great importance of interaction between customer and companies, need to obsess what customer is looking for and its expectation for a specific product.

In business, the company should provide what customers need, not what they are good at. It is the first determinant in achieving the experience process of consumers. Next to, always amending the brand to absorb customer’s perception by reinforcing or expanding marketing activities to message to consumers.

The last but not least, treat customer experience as a competence, need to attempt originates from all member for company’s development.

In a nutshell, the ultimate aim of CX is to make customers feel satisfied and comforted when using a product or a service to commit to this brand. According to Acquia Report (2018), every touchpoint of the customer decision journey must be well for people to be willing loyal to your brands. However,
the loyal formation is somewhat fluctuated and fragile to be based on CX. Following the report, fifty-four percent of the consumer does not commit a long time with their using-brand, while, seventy-six percent denotes that they will change other brands if they are served a bad experience. Therefore, customers prefer goods that make them feel satisfaction and convenience as they expected.

CX is a result of the interactive process between consumers and companies at the beginning they perceive the brand, look for the information, consider, purchase, post-purchase, and re-buy (it is also known as customer journey map). Besides, CX is also reflecting the feeling of the user through advertising, buying, shipping as well as customer service.

2. Measuring the extent of customer experience

The term customer experience has been appeared constantly frequency in recent years not only at the marketing sector but also in other areas as well. The appearance of CX seemingly to substitute for “customer service” faded away. There is no doubt that CX is investigated as one of the most important ingredients generating the success of an enterprise because consumers do not purchase goods, they purchase experiences (Shantanu Narayen, CEO of Adobe).

According to a report of HubSpot APAC (2019), around 66% of customers have transferred to new providers owing to inappropriate experience. Hence, companies need to recognize that the consumer is not loyal with you, they just to be loyal to your created-experience for them. Thereby, there are more people satisfies, there is more to be able to attract and then, the brand is going to be well-known and trustworthy.

Experience has been regarded as a relationship between a person and specific subject. There are many challenges for measuring the experience of customers due to externalities as well as multi-dimension. In a traditional way, the experiences of customers have known as the responses of customers have been evaluating throughout the indicators of satisfaction, loyalty, purchase intentions, etc. Based on the empirical literature, there have been many kinds of measurements to assess the effectiveness and efficiency of customer experience.

In 1994, (Kotler P., 1994) published the “triangle model” for exploring three-relationship such as company - employee, employee – customer, and company - customer through interactive marketing activities. Furthermore, (Parasuraman A, 2000) also used this model to interpret the relationship along with company, employees, and customer based on technology. Customer experience measurement has played an enormous role in estimating the overall experience of the customer. In recent years, recognizing the importance of customer experience, hence, there are a huge number of researchers have been launching different measurements of customer experience.
According to (Brakus J.J., 2009) illustrated customer experience basing on four-standard such as: sensory, affective, intellectual, and behavioral. The result of the studies showed the relationship along with experience and personality, satisfaction, and loyalty. While (Klaus, P, & Maklan, S, 2013) launched other approaches to evaluate the experience quality of customers via the following aspects like moments of truth, outcome focus, peace of mind, and product experience.

There are diverse measuring approaches and indexes of CX have been developed coincidently. For example, Customer Satisfaction Score (CSAT) has been known as traditional merit to approach the degree of customer satisfaction and general service. CSAT’s indicator has five-level to express. For the enterprise, CSAT’s number reflects exactly your brand’s standards. Hence, you can improve and reinforce business strategy for each of period.

In 2003, Reichheld published another metric assessing customer experience, which was NPS (Net Promoter Score), is a balance to measure satisfaction and the level of customer willingness to continue using products, services and recommend it to others. Because of its efficiency, this indicator is largely used across the marketing field particularly. NPS is an interval ten-point scale to accomplish the number of promoter and detractor: $\text{NPS} = P - D$:

+ $0 < \text{NPS} < 6$: customers are detractor.
+ $7 < \text{NPS} < 8$: customers are passives.
+ $9 < \text{NPS} < 10$: customers are promoter.

Moreover, (Dixon, 2010) had introduced another metric being the Customer Effort Score (CES), indicates drawback in customer service making customer feels un-satisfaction. This indicator helps companies can find out a bottleneck for amending their service to make it better. Although, there are diverse measuring approaches, they have concentrated on too much intuitive, instead of analyzing theoretical development. Regarding (De Haan, 2015) provided another metric, this approach considers two facets, that are scope and transformation of the metric.
Effects of Customer Touch Points have been assessed familiarly via each stage of customer’s entire purchase journey (pre-purchase, purchase, and post-purchase) and other touch-point (Homburg, 2015) reflecting on the final purchase consequence. An experience can be built up via collected - touchpoints in different phases of the process of customer’s decision or purchase journey (Pucinelli, 2009). As a consequence, touch point effects can be endogenous in customer experience as well as a spillover effect on purchasing (Li, 2014; Anderl, 2016). Furthermore, some of the touchpoints have seem like a personal nature and it is obviously target of suppliers to make a customer satisfied with the service of the company (Rekettye, 2019)

Recognizing customer experience and customer journeys have interrelated and interdependent. Besides, through these touchpoints, customers can interact with firms and achieve receivable experience within the process from quality to customer service. This series is a prerequisite for consumer’s experience under multi-dimension to evaluate the scale of satisfaction, engagement, or loyalty. Hence, in order to admit the need of users as well as how to make it well are critical steps to be impressive for consumers.
In his research, (Bolton, 2016) revealed the challenges of the customer experience must confront in competition. The expectation of customers is mainly standard to assess the extent of satisfaction. Customer satisfaction depends on the difference between expectation and reality. Moreover, customer satisfaction affects engagement and loyalty because of according to the report, if companies focus on expanding new customers, it will spend more seven-time than maintaining old and exist-customers. Therefore, keeping customer retention is a further target of customer satisfaction.

As a result, there have assured that good consumer satisfaction creating positive for your brand. However, how to estimate and measure good customer experience? The measurement of customer satisfaction does not ease to know they comfort or not with your service, the important thing is how the company takes advantage of its development. The customer experience is formed by the customer journey and those touchpoints affect consumer behavior. Therefore, in the next part, the author concentrated on analyzing and measuring affecting-criteria to customer experience.

3. Impact of customer experience on customer outcomes
Basing on empirical and extant marketing pieces of literature have been condensed, unquestionably, the impact of customer experience is not only business strategies of the company but also spreading out over consumer behavior. One CX is whether good or not bringing various causalities for both sides. Those outcomes may be a customer’s satisfaction, engagement, loyalty, advocacy, retention,

Sources: author’s collection

Source: (Bolton, 2016)
etc.

(Bolton, 2016) has analyzed the relationship built by consumer experience. The degree of satisfaction or dissatisfaction is the important consequence of customer experience (Joshi, 2018) through receiving new added-value (Bolton et al, 2018). There is no doubt that the extent of customer satisfaction depends on accumulating of a sequence of experience, moreover, Meyer, and Schwager (2007) also figured out that satisfaction results of good CX minus bad CX.

Furthermore, Chen (2018) considered the gap between consumer expectation and reality experience reflecting satisfaction’s characteristics. Besides, customer engagement is also a merit to evaluate the behavior of consumers for their used-good. However, it is unlikely other merits such as NPS (Net Promoter Score), ACSI (American Customer Satisfaction Index), and the latest trend, CES (Customer Effort Score). According to the report Customers 2020 by Walker Information (2013) showed four-ingredient illustrating the extent of engagement that are product usage, sentiment, involvement, and competitive activity.

In addition, two more options are customer loyalty, and advocacy can be the results owing to the effect of customer experience. (Y Yi, 2009) computed that customer satisfaction and loyalty always are parallel coincidence but also reflect the reaction of consumers. The loyalty is associated with an attitude and behaviour as well as largely depended upon the extent of customer experience (Verhoe, 2016), if the experience is negative and customer is dissatisfied, thereby, the customer switches to other providers.

Sources: Author’s collection
II. The relationship and interaction of customer experience on customer behavior intention

As a result, every activity of companies has been offering to customer illustrating the extent of experience for their products and services. Moreover, it also affects psychological customers in all purchasing processes to decide in the next time. Consumer behavior in purchasing process relied on their own cognitive and emotional feeling. In addition, consumers also pay their attention to expectations of how well the services are looked for and the decision to re-buy it or not after using it (Wayan et al, 2019).

There seems to have interdependence and interrelation between customer experience and consumer behavior ambition when all experiences show fewer or more effects on the final purchasing decisions. Customer experience is a key determinant of consumer behavior and an important strategic objective for service firms. The customer implements an observable journey before making a final purchase decision. The journey will investigate with a funnel metaphor filtering on potential brands (Rekettye, 2019).

Although, as far as we know that the ultimate decision is fundamentally affected by at least two-facet. What is the interaction between a person and representative subject such as company (it is so-called directly impact), agent and so on, and indirect interaction, customer-driven marketing (commercial, word of mouth, etc). Additionally, there are numerous stands that customer experience is a primary basic factor to be predictable customer behavior, particularly customer purchase intention. Having many hypothesizes has been released on closed-correlation between CX and consumer behavior, however, it has been not proved yet.

The participation of many experts, professionals, and scientists in analyzing CX’s issues has been summarizing that CX seemingly is a new weapon in the competition of competitive advantage. However, there have limited authors studying the interaction between CX and the behavior of consumers. In spite of, the process of a consumer making a purchase decision is pretty similar and to be exemplified by customer journey phases. The purpose of buying reflects real purchase behavior of customers interacted with many externalities.

(Susan Rose, 2011)
Both customer experience and consumer behavior intention originate from the benefits of consumers. Despite, Lohse (1999) asserted that the purchase intention of consumers is influenced by the degree of the consumer experience. More particular, there has been able to have a difference along with the purchase power of consumers if basing on the customer experience scale (Kenneth K. Boyer, 2006)- investigating over 2,100 customers). In the recent study, according to Zi (2011) examined that experience does to influence largely the satisfaction through customer decision journey, subsequently, 330 observed - sample scale investigated in this study to consider customer purchase intention. However, one restriction of this study is just analyzed three-aspect (sensory, emotion, and society) on total of five dimensions of customer experience. Under directly or indirectly interactions, those three-factor might affect to customers not only their benefits or interest but also appraisal of the correlation of each of them on customer behavior intention (Von Wallpach, 2013; Kim, 2013).

<table>
<thead>
<tr>
<th>Variables</th>
<th>Unstandardized beta coefficients</th>
<th>T-value</th>
<th>Sig-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sensory experience</td>
<td>0.056</td>
<td>1.699</td>
<td>0.101</td>
</tr>
<tr>
<td>Emotional experience</td>
<td>0.066</td>
<td>4.022</td>
<td>0.000</td>
</tr>
<tr>
<td>Social experience</td>
<td>0.147</td>
<td>2.959</td>
<td>0.005</td>
</tr>
</tbody>
</table>

Using statistics to estimate the regression along with variables and the result is described among the dependent variable is purchase intension and independent variables including sensory experience, emotional experience, and social experience.

Can be seen some figures out and we just concentrate on some important numbers like sig-value of T-value (notably: confidential interval 95%) to conclude the below:

- The sig-value of sensory experience = 0.101 > 0.05, must reject H0, which means that sensory is not positive for purchase intention
- The sig-value of emotion = 0.000 (it is so small but it is not zero) < 0.05, meaning positive relation with purchase intention
- The sig-value of society = 0.005 < 0.05 meaning positive relation with purchase intention

Although not all three dimensions have been a positive effect on purchase intention. However, the
author estimates again sensory experience on purchase intention with the condition upon mediating by emotional experience, ultimately, the result is positive. Therefore, therefore, the three-ingredient of customer experience has been positive co-operation with consumer’s purchase intention.

4. Case study

Every time Apple’s the event of launching a new product, it always gets a lot of attention from huge amounts of panic - fan in the world. In fact, thousands of people are ready to camp out overnight at Apple Store to become the first person possessing this latest smartphone band. Apple achieves huge success in technology frontiers and deserves to be worth-while one billion-dollar company for its attempts and visions. To achieve today success, it has suffered and confronted many challenges and difficult things stemming from competitors. Although, Apple is a typical familiar exemplar used in a number of case studies or researches, its achievements are a wonderful example expressing its location on the peak of mountain nowadays throughout the operational approach as well as taking care of customer experience, satisfaction, retention, and so on.

![Market Monitor Q4 2019](image)

It can be seen in the tables above, which showed the market share and annual growth for the top of smartphones in the world until quarter fourth, 2019. As a consequence of business conditions, Apple stands on the first of the list while it has to face various challenges from externalities. Achieving triumphs, describing with the right manners and appropriate approaches have continuously brought it forward successes.
The success of Apple derives from its prominent philosophy, especially, Steve Jobs used to say: “You have to start with the customer experience and work backward to the technology”. Brings added-value for consumers and especially, generates novel experience to match customer expectations and that is a basic principle for fans to commit to being loyal with this brand. According to Business Insider: Apple is known as one of some companies possessing awesome customer service in the world because their strategy always focuses on customer-centric, people will be the core of circle and this company will be moved around it to make it is bright up.

As this approach, Apple can even touch at the heart of customers and it also is an efficient tactic of the company toward sustainable development. Therefore, this company’s position is the obvious result.

This study is surveyed in three-country: UK, U.S, and Australia to evaluate the retention of users for smartphone brands based on 3,000 people. As a result, Apple locates on the first list accounted for 76% stated that their customer is willing to re-purchase the new Iphone’s generation in the future. Followed are Samsung and LG respectively.

The successful brand is counted for a long-term period. As mentioned in how customer experience important before, Apple is also a serious concern for it. Because Apple possesses an effective customer service process and strategy playing an important role in good impressiveness in customer’s eyes. Then, good experiences are gradually accumulated through the interaction between Apple and users such as the warranty, the policy of return, design, and so on. In recent years, Apple has launched one further interesting, “Apple Trade-In” for fans can access the latest modern products of Apple via
trading old products into a new product. This initiative is an opportunity for everyone those who want to possess an Apple’s product, what a relevant strategy. Moreover, it has tried to bring as many users to come to its ecosystem as possible to let them have close experience. Besides, to release new customer service or improve function as well as design aim to address the expectation of the customer. Consequently, the retention rate of Apple’s user is higher than any brands on the market and it is a huge triumph in Apple’s successful sequences.

A recent study of BankMyCell (2019) counted the extent of brand loyalty of the US community for smartphone versions. Unquestionably, Apple, and Samsung continuously occupy the highest brand intention among US people. More particular, Apple accounted for 74.6% and Samsung was 63.9%. One interesting point in this study, basing on a hundred-point scale, on the Apple column shows that just having 12.8% of users switched to Samsung. On the other way, 17% of Samsung users are going to buy iphone respectively.

Basing on Morning Consult’s studied result, describing how people feel after using Apple’s products. This research divides four-segment including different ages to compare the rate of favorable and unfavorable of Apple’s users.
CONCLUSION

The concept of customer experience has gained significant attention in recent years. Acknowledging the significance of customer experience in the achievement of any company, organisations are progressively engaging with their customers through the means of CX to gain insights into consumer expectations. The author has compiled various perspectives on CX construction and conducted a comparative analysis of the differences observed in the studies. Furthermore, drawing upon empirical literature indicates that there is a positive correlation between CX and consumer behaviour intention. Hence, the present study employs a methodology based on existing literature to examine the complex relationship between CX and consumer purchase intention. Moreover, consumer behaviours are influenced by their experiences, emotions, and perceptions. Consequently, it is imperative for them to conduct a thorough and unbiased evaluation of CX in order to enhance operational efficiency. Narayen, the CEO of Adobe, previously posited that customers do not merely acquire commodities, but rather seek to procure novel experiences. Hence, the role of customer experience has been of considerable importance in fostering competition among different brands and contributing to their overall success.

Moreover, the Fourth Industrial Revolution has significantly impacted various aspects of individuals' lives, encompassing customer experience. As a result, the competition in customer experience will undergo transformation due to the harmonious interaction between humans and technology. It is possible that CX has outperformed conventional strategies such as content marketing and mobile marketing in terms of customer retention and financial competitiveness. In the coming years, CX is anticipated to become a significant focal point for various brands. Here is an analysis of the potential future trends in CX from a subjective perspective:
Excellent customer experience is always a competitive advantage for companies. Customer experience is one of decisional three factors to enforce consumers wants to make transactions with the company or not. Unquestionably, customer experience is a reference for all purchase decisions. Moreover, according to Peppers & Rogers, dominated - CX has demonstrated the capacity of growth better than competitors.

Consumers are ready to pay more to get an over-expectation experience: as the author cited above of Narayen, CEO Adobe asserted that “Customer does not buy commodities, they purchase new experience”. In a report of Harris Interactive on CX’s impact showed that purchasers are willing to over-pay to receive what make them joy. Furthermore, this CX has directly affected on a company in assessing process the price and turnover back of commodities.

Being able to amend CX’s efficiency through client feedback: many people have thought that the complaint is small issues in doing business, but it can be a big problem if we do not to resolve on time. By the same token, not properly dealing with the issues is the reason to push your users away. On the other way, almost enterprises have considered that instead of expanding customer acquisition, they should focus on investing in maintaining customer retention. In practice, the effectiveness of customer retention is better than customer acquisition and the amount to implement it is cheaper than seven-time customer acquisition. Moreover, feedback is a part of the amending process of CX because the purchaser will be back if they are served good experience.

Customer experience has huge spillover effect: According to Google’s report, the number of thirteen % unsatisfaction users share a bad experience with twenty more people, whereas those who have positive experience just share over ten people. Thereby, CX has as a spillover effect to other customers through word of mouth or advocacy.

REFERENCES


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