

Experience and Loyalty Relationship in Online Quick Grocery Shopping by the Mediating Role of Customer Satisfaction and Service Experience Consciousness

(Hızlı Servis Gıda Perakendeciliğinde Müşteri Memnuniyeti ve Hizmet Deneyimi Bilincinin Çevrimiçi Deneyim ve Sadakat İlişkisindeki Aracılık Rollerinin İncelenmesi)

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Abstract

The significance of customer satisfaction in predicting loyalty has been emphasized in a lot of academic researches, and also companies place a high priority on satisfaction by presuming that it has a direct relationship with customer loyalty. However, recent researches have been looking at potential mediators in these relationships. Since service-based sectors target high customer loyalty, supply chain performance requirements, such as order condition, delivery, and recovery become priorities in online shopping, in contrast to offline shopping. The purpose of this study is to close the knowledge gap on evolving customer expectations in the fast expanding quick grocery commerce. Our results show that the relationship between loyalty and satisfaction may be precarious. It is crucial to reduce the dissatisfaction of customers who are very sensitive to unfulfilled demands and expectations due to the quick engagement opportunities via online channels. The study examined the mediating roles of customer satisfaction and service experience consciousness on the relation between experience and loyalty. This study find that among consumers with greater levels of service experience consciousness, the impact of service experience on continuance intentions and eWOM is stronger.

Keywords:

Online Customer Experience, Customer Loyalty, Q-Commerce

Paper type:

Research

Öz

Müşteri memnuniyeti ve sadakati arasındaki ilişkinin önemi birçok akademik çalışmada vurgulanmakta ve şirketler müşteri sadakati ile doğrusal bir ilişkisi olduğunu varsayarak memnuniyete yüksek öncelik vermektedirler. Bununla birlikte, son araştırmalar bu ilişkilerde potansiyel aracılık rollerini incelemektedir. Hizmete dayalı sektörler yüksek müşteri sadakatini hedeflediğinden, sipariş durumu, teslimat ve telafi gibi tedarik zinciri performans gereklilikleri, çevrimdışı alışverişin aksine çevrimiçi alışverişte öncelik haline gelmiştir. Bu çalışmanın amacı, hızla büyümekte olan hızlı market ticaretinde müşteri beklentileri konusundaki bilgi eksikliğini araştırmaktır. Bulgular, sadakat ve memnuniyet arasındaki ilişkinin istikrarsız olabileceğini göstermektedir. Karşılansız talep ve beklentilere karşı çok hassas olan müşteriler online kanallar aracılığıyla hızlı etkileşim imkanına sahip olmaktadır ve memnuniyetsizlik seviyelerinin azaltılması büyük önem taşımaktadır. Çalışmada, müşteri memnuniyeti ve hizmet deneyimi bilincinin, deneyim ve sadakat ilişkisindeki aracılık rolleri incelemiştir. Hizmet deneyimi bilinci daha yüksek olan tüketicilerin hizmet deneyimi ile devam etme niyeti ve e-WOM davranışları arasında daha güçlü ilişki olduğu görülmüştür.

Anahtar Kelimeler:

Çevrimiçi Müşteri Deneyimi, Sadakat, Hızlı Gıda Perakendeciliği

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Introduction

The retail industry reports like Forbes, e-commerce and PricewaterhouseCoopers state that retailers' roles in the consumer journey have shifted. The pandemic intensified a trend that was already underway consumers now ask for the best price in the most practical manner (Gezici et al., 2021). From conventional brick-and-mortar businesses to storefronts in the metaverse, retailers have catered to customers wherever they are. Despite not having any physical stores, Q-commerce (Quick Commerce) grocery businesses send a large number of things to clients shortly after they place an order (digitalcommons, econsultancy.com). Since most shops offer the same product, brand, and quality at comparable prices, online grocery stores can distinguish themselves from their rivals by focusing on the customer experience and changing how customers behave (Verhoef et al., 2009). Being a new and distinct industry, online grocery shopping has a lot to teach us about the online customer experience. In current retail environment, improving the customer experience is one of the key goals. Retailers have implemented the idea of customer experience management into their mission statements (Bilgihan et al 2016).

Grocery is required for all households and individual. Transforming non-online grocery shoppers into satisfied loyal online customers is an opportunity for Q-commerce grocery retailers. This study aims to fill the gap in the literature on changing customer expectations with digitalization and retail dynamics in the field of fast consumption by investigating the relationship between customer satisfaction, customer experience and customer loyalty in retailers operating in the growing food retailing in online channels and to offer practical suggestions.

The study determined that customer service experience consciousness is the mediator of customer loyalty and online service experience. This study has used perception measurement in the form of online customer experience, as it has not been frequently used in marketing research but rather in other disciplines like value chain. The contributions of this work are outlined in summary as follows: (1) Providing a framework for the online service experience for utilitarian categories in quick commerce; (2) advising practitioners to observe loyalty aspects, including individual characteristics; and (3) developing an appropriate experiential value proposition for single channel Q-commerce grocery literature.

1. Literature Review and Conceptual Background

Research on online service quality shows that customer expectations have not yet been formed sufficiently (Zeithaml, 2000, Zeithaml and Malhotra, 2002). The expectation disconfirmation theory is the foundation for the theoretical framework surrounding customer experience and service quality (Parasuraman et al. , 1985, 1988). In some studies, the theory of reasoned action was also used to quantify service performance while removing client expectations from quality criteria (Cronin and Taylor, 1992). The technology acceptance model also is used to describe the interactions between external factors, perception, attitude, experience, intention, and consumer behavior in online customer experience and service quality research studies

across a variety of industries. Recovery processes in case of service disruptions have been shown to play a crucial role in the success of online retailers, having a direct relationship with factors such as trust, repurchase intention, loyalty and word of mouth communication. (Blodgett, Hill and Tax 1997).

Csikszentmihalyi (1977) described the experience as "the holistic sensation that people feel when they act with total involvement". This definition has now been used, tested, and applied in a wide variety of contexts. People shift into a mode of experience while they become focused in their activity when they are in flow. This mode is characterized by a narrowing of the focus of awareness, which eliminates unimportant impressions and ideas, a lack of self-consciousness, a responsiveness to specific goals, and a sense of control over the environment (Jawaid and Satish, 1994). However, according to Halldorsson et al (2007), there is no single and accepted theory of supply chain management, so practitioners have played a major role in shaping theory. In order to integrate various key business areas within the company as well as between the suppliers and customers, key industries like retailing and manufacturing (Kotzab and Otto, 2004) have practical implications for supply chain-related processes (Boyer et al 2004; Boyer and Hult 2005). They produce a flow of goods, services, and relevant information, add value for customers, and enhance the chain's overall efficiency and the customer experience (Narasimhan and Das, 2001). The consumer purchasing habits are investigated as a part of marketing, and their primary goal is to explore how consumers select, acquire, use, and discard things, as well as the influence of past experiences, pricing, and branding (Kotler and Keller, 2012). Like logistics services, online customers also expect accurate information quality and order ease in the processes so the Mentzer, Flint, and Hult (2001) model for logistics service quality serves as a useful model to make a concept for e-service experience which shows the flow of products and services. The parameters used to assess the quality of the process and outcome are significantly impacted when a service provider and customer are physically apart (Lovelock, 1983, Bienstock, Mentzer, and Bird, 1997), so we used product, process and recovery as an experience constructs in the study. As the research objective is theory testing and confirmation, we used covariance based structural equation modeling as an appropriate method.

1.1. Online Customer Experience

Customer experience has been researched in marketing when Mehrabian and Russell discussed the experiential marketing in 1974. Holbrook and Hirschmann (1982) proposed that consumption contains experiential characteristics to understand how businesses produce experiential marketing by having customers sense, feel, think, act, and interact with a firm and its brands. It is made up of a series of encounters that take place between a customer and a brand. To compete by giving customers a positive experience, which businesses must manage the customer journey throughout the purchasing process with all its components (Akdeniz et al., 2013). The internet opened up a completely new way for customer experience and response. After purchasing, the customer experience continues until the product is consumed or returned. In the past,

companies focused to emphasize customer experience based on the assumption of that "satisfaction leads to loyalty." However, they prioritize providing customers with experiences that go above and beyond basic satisfaction in order to increase consumer engagement. With a specific "customer experience" description, several firms have made providing excellent customer service a priority.

Collier and Bienstock (2006) see the transaction's outcome quality favorably as a result of its process quality. Customers assess a Web site's functionality, ease of use, privacy, information accuracy, and design while placing a purchase. Evaluations of customer satisfaction are influenced by how well the transaction's overall experience turned out. So that process quality can be utilized as a meaningful metric for the online customer experience in addition to outcome and recovery constructs as used in this study to measure online customer experience (Pranic and Roehl, 2012).

1.2. Satisfaction and Service Experience Consciousness

1.2.1. Online Customer Satisfaction

Groceries are tangible as a service, which introduces the additional element of product quality, so the online environment could change the importance and nature of the customer experience and overall customer satisfaction. Online retailers focus on improving the customer experience, decreasing the expenses related to their employees and stores, achieving customer retention, and bringing technological advancements into their business. Customers feel satisfied when they are in a physical store or retail setting when they are purchasing offline.

The decision-making process for online buyers is significantly influenced by consumer satisfaction, which influences their repurchase behavior and boosts repetitive purchases (Gupta and Kim 2010; Zhou and Duan, 2016). According to Iqbal et al. (2018), customer satisfaction may be defined as a response characterized by the favorable consideration received from the service experience. The issue with Q-commerce is that the customer's door is where the proof of the claim is made when it is being delivered. The customer's cumulative experiences with a product, service, or recovery over time lead to psychological indicators that shape satisfaction judgments. The nature of the business and customer experience dynamics in quick grocery differ from brick and mortar or omnichannel formats. So the first hypothesis related to direct relations in the study is:

H₁: There is a positive relationship between service experience and satisfaction in Q-commerce grocery

Companies view customer satisfaction as a primary goal of marketing, the definition of customer satisfaction is related to the product or service's judgment of delivering a satisfied level of consumption-related fulfillment. According to Oliver (1980), "the concept of satisfaction refers to a post-choice evaluative judgment of a specific, purposeful decision..

1.2.2. The consumer's service experience consciousness

Customers have more flexibility of choice on the internet, which also enhances their value proposition (Pires et al., 2006). Customers, particularly the younger generation, are more demanding in their dealings with shops because they are reluctant to compromise on quality since they are empowered and engaged. Therefore, unsatisfied clients are more prone to disregard the value propositions of service providers. The consumer's service experience consciousness parameter (CSEC), which indicates a higher level of discontent, displays the consumer's traits related to their demanding behavior toward service providers. Unmet demands and expectations by the customer may be to blame for dissatisfaction with a product or service. High CSEC does cause "comparison behavior" among customers during the decision-making process, even while empowered customers have pleasant experiences and relationships with a merchant (Wathieu et al, 2002). Improved repurchase intentions as a result of a positive service experience (Bleier et al., 2018, 2019; Barari et al., 2020). However, switching intention and eWOM behavior may be connected to customer dissatisfaction caused by high CSEC.

According to earlier studies based on the regulatory focus theory (Higgins, 1998), a successful shopping experience will involve a preventative focus that is active and a customer's cognitive attention that is larger in order to avoid an unfavorable experience. The self-regulatory mechanism will switch from prevention to promotion once the degree of cognitive experience has been reached since the customer is more likely to engage in emotional buying activities. Customers focus more on emotional rather than the cognitive benefits of products while shopping online because the necessary level of cognitive benefits is typically attained (Chitturi et al., 2008). Customers who shop for needs have a larger tendency to engage in WOM offline than online (Zhang et al, 2019), and in a successful circumstance, the experience has a greater impact on customer satisfaction and word of mouth (Rose et al., 2012). However, in the event of a failure, the customer's attention will be drawn more to the cognitive experience because of the objectives that the customer "must" achieve. Additionally, destruction of the cognitive experience has a greater negative influence on customer discontent and bad word of mouth than destruction of the emotive experience. So the second direct relation hypothesis is:

H₂: There is a positive relationship between service experience and consumer's service experience consciousness in Q-commerce grocery

In e-commerce research relevant to a variety of contexts, including fashion, banking, grocery, electronics, food delivery, etc., increased satisfaction has been shown to be an antecedent to higher levels of usage intention (Rose et al., 2012). Depending on the customer's level of service experience consciousness, service failures in retailing may result in varying levels of customer dissatisfaction (Zeithaml, 2000). Therefore, in addition to satisfaction, the study explored the role of CSEC in mediating between online service experience and behavioral reactions.

1.3. Online Customer Loyalty

1.3.1. Electronic word of mouth (eWOM)

According to Westbrook (1987), the term "Word of mouth" (WOM) refers to informal consumer communications that are "directed at other consumers about the ownership, usage, or characteristics of specific goods and services and/or their sellers." A pleasant encounter with a product, a brand, or a retailer has been connected to positive WOM, whereas a negative one has been linked to negative WOM (De Matos et al 2007; 2008). As the importance of the virtual environment for making purchases grows, researchers started looking into online loyalty and extended the concept of traditional loyalty to consumers' online behavior. However, relationship marketing literature generally assumes that higher satisfaction levels enhance customer loyalty and lead to repeat purchases, positive word of mouth, and referrals. Customers can show their loyalty in the online environment by sticking with a service, encouraging others to use it, or responding to requests from businesses for product reviews (Casal_o et al., 2008). Several studies have examined the WOM in retail settings as a result of customer satisfaction, service quality, store image, store equity, or various store attributes (such as layout, atmospherics), since positive or negative WOM is highly related to consumers' behavioral intentions and consequently affects sales and profits (Brown et al., 2005; Richins; 1983, Riquelme et al., 2016). So the third direct relation hypothesis is:

H₃: There is a positive relationship between satisfaction and eWOM in Q-commerce grocery

eWOM has grown significantly in relevance in marketing literature and is a modern interpretation of WOM for the digital age that includes online evaluations, recommendations, and opinions. (Cantallops and Salvi, 2014; Chang et al. 2015). The research demonstrates that when intrinsic enjoyment is reduced, lower levels of satisfaction do not increase the intention to continue, but they do increase the intention to write online reviews. We investigate continuance intentions and electronic word-of-mouth (eWOM) intentions as the two dimensions of loyalty According to Thakur (2019). satisfaction has a variable role in the link between service experience and eWOM. Users share their personal experiences with products on eWOM that correspond to their unique preferences and usage circumstances (Zhou and Duan, 2016).

Researchers also notice significant roles for novel constructs such as customer experience, shopping focus, promotional activities, website interactivity, and engagement (Ashraf et al., 2016; Chou et al., 2015). Studies also revealed that there was no difference in the likelihood of recommending the service to others for online and offline consumers and that there was no significant difference between positive word-of-mouth behaviors for on and offline subjects. Our fourth direct relation hypothesis is:

H₄: There is a positive relationship between consumer's service experience consciousness and eWOM in Q-commerce grocery

1.3.2. *Continuance intention Customers*

Consumers prefer online shopping because it saves time and offers ease of use whenever and wherever they choose (Oliver, 1980). It has been noted that, due to its convenience, online grocery shopping was very popular throughout the pandemic. Customers now have the option to purchase groceries at their own discretion and convenience, thanks to quick grocery shopping. Convenience has been recognized as a crucial factor in evaluating the customer experience and customers' likelihood to make repeat purchases. According to Polites and Karahanna (2012), people who are satisfied with a behavior they are already engaging in are more likely to continue, in order to reduce the risks of confronting the undesired consequences of stopping. According to Oliver (1980), the expectation confirmation theory (EC) framework explains why consumers plan to make next purchase. Before making a purchase, buyers establish an initial anticipation of a particular good or service, which they later accept and use. They develop opinions regarding its performance after intake. In order to compare its perceived performance to their initial anticipation and gauge the degree to which it confirms that assumption, they evaluate it. They then develop a sense of satisfaction, or affect, based on the degree of confirmation and the expectation that served as the foundation for that confirmation. Finally, satisfied customers develop the intention to repurchase, but unsatisfied customers stop using the product after a while, so consumer satisfaction leads to favorable intentions about future online use. According to Anaza and Zhao (2013), better levels of customer satisfaction are associated with higher levels of repeat intention. Researchers investigate the relationship between satisfaction and continuance intentions in mobile commerce environments as mobile devices become more widely used to access online platforms.

Customer satisfaction is found to be a key factor in repeat purchase intentions in studies of mobile shopping (Hung et al., 2012; Handa, M., & Gupta, N. 2014). So the fifth direct relation hypothesis is:

H₅: There is a positive relationship between satisfaction and continuance intention in Q-commerce grocery

This study explores the two dimensions of loyalty as e-WOM and continuance intentions according to Thakur (2019). Therefore, sixth direct relation hypothesis is:

H₆: There is a positive relationship between consumer's service experience consciousness and Continuance intention in Q-commerce grocery

In consumer decision models, it is frequently used by researchers to examine the confirmation-disconfirmation paradigm (Swan and Oliver 1989, Bhattacharjee, 2001). Previous studies in the field of services discovered that, either directly or through the mediating influence of satisfaction, service quality exhibits positive associations with some behavioral intentions (Cronin, et al 2000, Kumar et al 2020)

Findings showed that quality, security, and satisfaction all had a significant impact on respondents' intentions to use an e-service, demonstrating the importance of satisfaction in predicting loyalty. Customer satisfaction fully mediates the effect of service quality on behavioral intentions in banking and mass services (Casal_o et al.,

2008; Pandey and Chawla, 2018; Yu et al 2017). So first two hypotheses related to mediating roles in this study are:

H₇: Satisfaction mediates relationship between Service experience and eWOM in Q-commerce grocery

H₈: Consumer's service experience consciousness mediates relationship between Service experience and eWOM in Q-commerce grocery

However, some authors point out that the relationship between satisfaction and continuance intention is not always linear and that other constructs, including price, experience, culture, retail brand, and media engagement, may have an impact on it (Anshu, et al. 2022; Ashraf et al. 2016). Another important criterion for retailers that affects their propensity to make another purchase might be effective recovery. The customer's complaint may change into their satisfaction and turn into a loyal customer with the aid of an effective and efficient recovery. According to research, a key result of an improved online consumer experience is repeat purchase or repurchase intention (Chiu C., et al, 2012; Toufaily, 2013). According to the Rose et al (2012) study's findings, the shopping experience influences the likelihood of making another online purchase. The customer's intention to make another purchase is largely influenced by their experiential condition (Mittal and Kamakura, 2001)

So other two hypothesis related mediating roles in this study are:

H₉: Satisfaction mediates the relationship between service experience and continuance intention in Q-commerce grocery

H₁₀: Consumer's service experience consciousness mediates relationship between Service experience and Continuance intention in Q-commerce grocery."

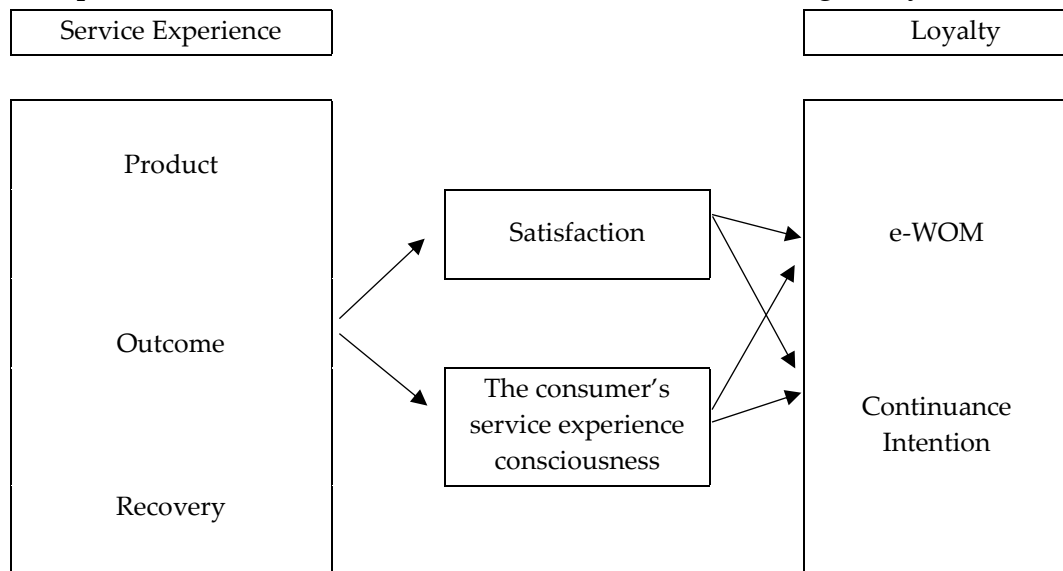


Figure 1. Model of the Study

2. Methodology

2.1. Procedure and Measurement

Responses in the research were collected through an online 5 likert survey made by Ikon consulting from 215 participants who shop from Q-Commerce grocery shops (ie getir, istegelsin etc.) between May-Jun 2022. Data collected in the research were analysed using SPSS for Windows 22.00 and AMOS 24.0. Confirmatory factor analyses of the service experience, satisfaction and loyalty scales, convergent validity, discriminant validity, composite reliability, and internal consistency analyses have been calculated in the study. Path analysis and structural equation modelling with the variables observed in the analysis of the research model were analyzed and the bootstrap (n=2000) method was used to test the mediation hypotheses in the model. The constructs and the scale items for the consumer's service experience consciousness (CSEC) were adopted from previous studies developed by Osakwe and Chovancova, and Bhattacharjee's scale used to measure continuance intention. The electronic word of mouth (eWOM) scale was adopted from Brown, Barry, Dacin & Gunst (2005) and other scales used in the study are taken from Collier and Bienstock's "satisfaction in e-retailing" study. Product quality, Outcome quality and recovery scales used in the study are taken from Collier and Bienstock's "satisfaction in e-retailing" study (2006). The scale items for CSEC were adopted from previous studies developed by Osakwe and Chovancova (2015), and the Bhattacharjee (2001) scale used to measure continuance intention. The electronic word of mouth (eWOM) scale was adopted from Brown et al. (2005)

The survey was based on Yıldız Technical University ethical committee confirmation and approval process, including all disclaimers and declarations. Responses in the research were collected through an online survey made by Ikon consulting from 215 participants who shop at Q-commerce single channel grocery shops (i.e., Getir, Istegelsin, etc.).

2.2. Findings

In many respects, models that test mediator or moderator variables form the basis of structural equation modeling. The research model shown in Figure 1 was tested using path analysis with observed variables through the AMOS program version 24.0 (Kline 2005). As the Sobel tests often do not meet the normal distribution assumption, the indirect effects significance in the model was tested with the bootstrapping method (using at least 2000 resamplings for 95% Confidence Interval (CI)) which has been recommended in recent years (Preacher and Hayes, 2004).

According to the survey data shown in Table 1, while men represented 49.8%, women used Q-commerce grocery at a rate of 50.2%, which is align with Turkish grocery market customer segmentation. It is seen that the rate of 21-30 ages is 17.2%, 31-40 ages 25.1%, 41-50 ages 41.9% and 51 years and older 14.0% which is accurate with the income statements, population, and technological availability.

Table 1. Demographics of Respondents

		n =215	%
Gender	Female	108	50,2%
	Men	107	49,8%
Age	20 y/o or below	4	1,9%
	21-30	37	17,2%
	31-40	54	25,1%
	41-50	90	41,9%
	51 or over	30	14,0%

To understand the importance and amount of grocery and consumer goods purchase ratios in all purchases, respondents were asked about their regular purchases by categories, the load of grocery and textiles were highest, align with industry realities.

Table 2. Respondents online purchases by categories

	n = 215	%
Consumer Goods	170	17,5%
Textile	175	18,1%
Books and stationery	122	12,6%
Technology	100	10,3%
Furniture	77	7,9%
Cosmetics	98	10,1%
Household appliances	33	3,4%
Design Luxury	26	2,7%
Restaurants	168	17,3%
Total		100,0%

To examine the confirmatory factor analysis of the scales used for the research, Chi-Square (χ^2), corrected with the degree of freedom value (Chi-Square value/Degrees of Freedom), other goodness-of-fit indices, and standardized residual (residual) covariance matrix tests were conducted and the results evaluated.

In Confirmatory Factor analysis, as the sample size increases, the Chi-Square (χ^2) value becomes higher, especially in samples larger than 200, and the statistical significance level of the Chi-Square (χ^2) test becomes low. (Fornell and Larcker, 1981), In the confirmatory factor analysis evaluation of the scales used for the research and whether the overall tested models are suitable, Chi-Square (χ^2) value corrected by degrees of freedom (Chi-Square value/Degrees of freedom), other goodness of fit indices and standardized residual. The decision was made as a result of examining the values in the covariance matrix.

Table 3. Model fit ratios (Meydan 2011)

Index	Good Fit	Acceptable Fit
χ^2 / df	$0 \leq \chi^2/df \leq 2$	$2 < \chi^2/df \leq 3$
goodness-of-fit index (GFI)	$\geq 0,90$	0,85-0,89
comparative fit index (CFI)	$\geq 0,97$, $\geq 0,95$
standardized root mean squared residual (SRMR)	$\leq 0,05$, $06 \leq SRMR \leq ,08$

root mean square error of approximation (RMSEA)	$\leq 0,05$	$,06 \leq RMSEA \leq ,08$
approximation (RMSEA)RMSEA		

In the confirmatory factor analysis applied for the service experience construct, there are 3 dimensions: product, outcome, and recovery, with 8 items. All factor loadings were bigger than 0.50 (between 0.66-0.96), there was no item removed item from the analysis. Since the model fit values were found as ($P < 0.05$), χ^2 (27.622), χ^2/df (1.625), the fit index values of the model are within acceptable limits, for GFI (0.970) and CFI (0.987), SRMR (0.0553), and RMSEA (0.054). Therefore, the construct validity of the scale is ensured. Service Experience (SE) factor loadings are also shown below:

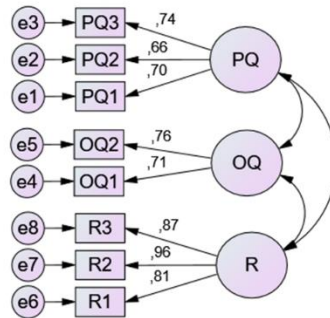


Figure 2. Service Experience (SE) factor loadings

In the confirmatory factor analysis applied for customer satisfaction and consumer service experience consciousness (CSEC) with six items. All factor loads were bigger than 0.50 (between 0.50-0.95). There was no item removed item from the analysis. Since the model fit values were found as ($P < 0.05$), χ^2 (31,293), χ^2/df (2,407), the fit index values of the model are within acceptable limits. For GFI (0.962) ve CFI (0.969), SRMR (0.0795), RMSEA (0.079) it is seen that the construct validity of the scale is ensured. Lastly, for the loyalty with 2 dimensions as continuous intention and e-wom with 6 items, all factor loads were bigger than 0.50 (between 0.59-0.89), There was no item removed item from the analysis.

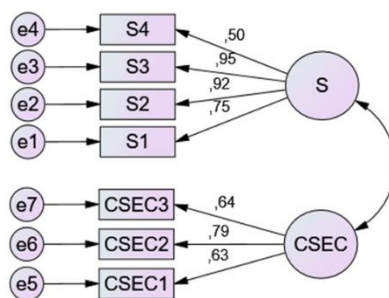


Figure 3. Satisfaction (S) and Customer Service Experience Consciousness (CSEC) factor loadings

Lastly, for the loyalty with 2 dimensions as continuous intention and e-WOM with 6 items, All factor loads were bigger than 0.50 (between 0.59-0.89), There was no item removed item from the analysis. Since the model fit values were found as ($P < 0.05$), χ^2 (19.843), χ^2/df (2.480), the fit index values of the model are within acceptable limits For

GFI (0.973) and CFI(0.984), SRMR (0.0652), RMSEA (0.078) the construct validity of the scale is ensured.

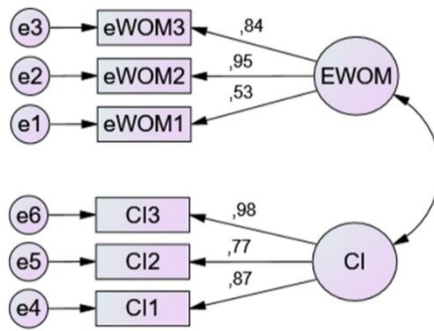


Figure 4. Loyalty factor loading (CFA)

As shown in table 5, the composite reliability condition for the scales is $CR \geq 0.70$ and is met. The average variance extracted ($AVE \geq 0.50$) is expected to confirm convergent validity. But if the overall composite reliability $CR \geq 0.70$, then results for $AVE \geq 0.40$ are also acceptable (Fornell, C. and Larcker, 1981) since the average variance extracted values ($AVE \geq 0.40$) were found for all variables, the necessary condition is met for convergence validity. The square root results of average variance extracted (AVE) values calculated for discriminant validity. Since the values are higher than the correlation values in the same row and column, it is understood that discriminant validity is provided.

Table 5. Convergent and divergent validity values calculated from the standard factor

Factors	Mean	SD	SE	S	CSEC	eWOM	CI
Service Experience	37,905	,62569	(,766)				
Satisfaction	39,338	,55867	,670**	(,798)			
CSEC	41,781	,62748	,305**	,272**	(,689)		
eWOM	36,286	,80965	,138*	,132	,342**	(,793)	
CI	42,694	,63933	,440**	,440**	,317**	,232**	(,876)
Cronbach's Alpha (CA)			,851	,525	,805	,892	
Composite reliability (CR)			,870	,729	,829	,908	
The mean explained variance (AVE)			,638	,475	,630	,768	
*** $p < 0.001$ ** $p < 0.01$ * $p < 0.05$							

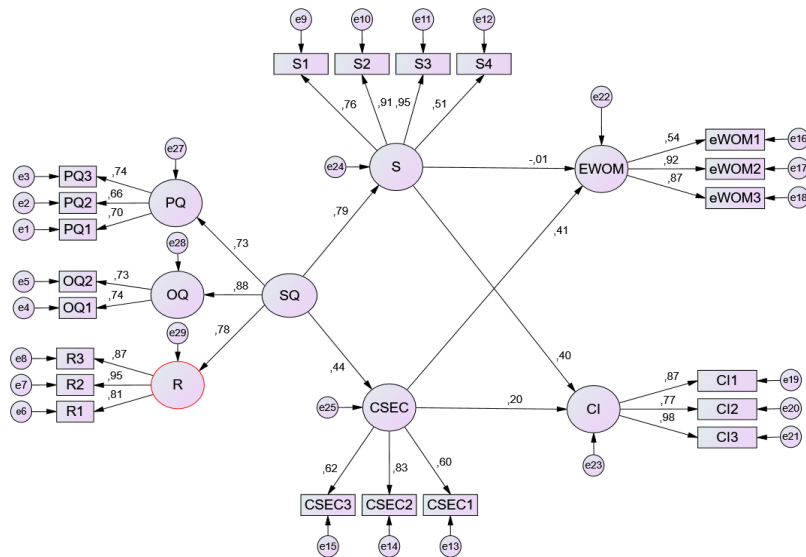


Figure 5. Mediator model path analysis with calculated variables

e1-23: error in observed variables, squares: observed variables, circles: latent variables, numbers on the arrows indicate path coefficient between the latent variables to the observed variables

PQ:Product Quality, OQ: Outcome Quality, R: Recovery, S: satisfaction; CSEC: Customer Service Experience Consciousness; e-WOM: Eelectronic Word Of Mouth; CI: Continious Intention

The model values are within acceptable limits as, χ^2/df : 2.091, GFI: 0.871, CFI: 0.936, SRMR: 0.06512, RMSA 0.07100, hypothesis test results in the table of direct effects as follows, all regression coefficients were found to be significant except the relation of satisfaction dimension on online word of mouth communication variable

Table 6. The values of the regression parameters in the model

Factors			Estimate	Std Estimate	Z	P	Hypothesis
SE	→	S	,835	,788	6,700	***	Accepted
SE	→	CSEC	,588	,439	4,204	***	Accepted
S	→	eWOMM	-,014	-,013	-,174	,862	Not accepted
CSEC	→	eWOM	,341	,413	4,003	***	Accepted
S	→	CI	,468	,398	5,368	***	Accepted
CSEC	→	CI	,189	,203	2,617	,009	Accepted

***p<0.001 **p<0.01 *p<0.05 Z:critic ratio P:Test Probability value

SE:Service Experience, S: satisfaction; CSEC: Customer Service Experience Consciousness

Table 7. Indirect effect values calculated for mediator hypotheses

Hypothesis	Indirect effect	Lower	Upper	P	Result
SE→S→eWOM	-,012	-,156	,177	,941	Not accepted
SE→CSEC→eWOM	,391	,227	,607	,001**	Accepted
SE→S→CI	,111	,028	,256	,023*	Accepted
SE→CSEC→CI	,200	,082	,403	,004**	Accepted

*p<0.05 **p<0.01 1: Bootstrap method (n=2000) coefficients.

SE:Service Experience, S: satisfaction; CSEC: Customer Service Experience Consciousness; e-WOM: Eelectronic Word Of Mouth; CI: Continious Intention

3. Conclusion

The most recent and contemporary method of purchasing goods is online. By 2023, it is expected that the worldwide retail e-commerce sector is expected to reach more than US\$6 trillion. With an estimated revenue of over US\$23 billion by 2023, Turkey is the 18th-largest market for retail e-commerce, according to *ecommercedb*. Despite accounting for a very small portion of total sales for now, the next wave of e-commerce, known as Q-commerce is primarily about to be fast.

The customer's initial expectation of an e-retailer's proficiency with the online shopping experience is set by evaluations of process quality (Collier and Bienstock, 2006), as well as the post-purchase experience contribute to the repurchase intention (Park et al., 2012). The delivery of large, low- value-to-weight-ratio commodities items is commonly regarded as one of the most challenging tasks in e-commerce, so using online grocery shopping as the center industry creates significant operational challenges. Since groceries are among the most popular and readily available consumer goods, competition there is particularly fierce (*oosga.com*, *stor.ai*).

The first hypothesis, "There is a positive relationship between service experience and satisfaction in Q-commerce grocery," is accepted because it is consistent with the literature, satisfaction can be seen as a response given by the customer characterized by the positive consideration derived from the service experience (Iqbal et al., 2018). Customers focus more on the emotive rather than the cognitive benefits of products while shopping online because the expected level of cognitive benefits is typically attained (Chitturi et al., 2008). According to the consumer's service experience consciousness parameter, service failures in retail may result in varying degrees of customer dissatisfaction (Zeithmal, 2000). For this reason, second hypothesis "There is a positive relationship between Service Experience and Consumer's service experience consciousness in Q-commerce grocery" is also accepted. Individual characteristics should be taken into consideration as customers who need higher levels of utilitarian value are more likely to give online feedback. Customers who buy for needs have a stronger inclination to engage in WOM offline than online online (Scarpi et al., 2014; Schaupp and Bélanger 2005). The third hypothesis, "There is a relationship between satisfaction and eWOM in Q-commerce grocery," is therefore rejected. Customers engage in "comparison behavior" while making decisions when CSEC is high (Osakwe and Chovancová, 2015). A positive customer experience that influences better behavioral reactions (Bleier et al., 2019). It is acknowledged that the fourth hypothesis is "There is a positive relationship between CSEC and eWOM in Q-commerce grocery" because customer discontent brought on by high CSEC may be connected to switching eWOM behavior. Customer satisfaction is found to be a significant factor in repeat purchase intentions in mobile shopping research (Hung et al., 2012) The fifth hypothesis as "There is a positive relationship between satisfaction and continuance intention in Q-commerce grocery" is accepted. An important result of improved online

customer experience is repeat purchase or continuation intention (Chiu et al, 2012). According to Rose et al. (2012) the customer's intention to repeat purchase is greatly influenced by their experiential condition. According to Polites et al. (2012) High CSEC customer dissatisfaction may be related to switching intention behavior. Therefore, the sixth hypothesis that "There is a positive relationship between consumer's service experience consciousness and continuance intention in Q-commerce grocery" is accepted.

According to the first mediating hypothesis findings, higher levels of satisfaction leads continuance intentions, but not higher intentions to make online reviews when intrinsic enjoyment is lower. Delivery experience falls under the utilitarian aspect and has a strong influence on creating customer experience (Kumar and Anjaly, 2017; Kumar et al 2023). The role of satisfaction in the relationship between service experience and eWOM inconsistent (Tahkur, 2019). In light of this, the hypothesis that "Satisfaction mediates the relationship between service experience and eWOM in Q-commerce grocery" is rejected. Service experience shows favorable connections with some behavioral intents, either directly or through the mediating effect of satisfaction, according to prior studies in the field (Cronin et al., 2000). Several studies have found (Caruana, 2002; Olorunniwo and Hsu, 2006) customer satisfaction fully mediates the impact of service quality on behavioral intentions in banking and mass services. Service quality is an antecedent of consumer satisfaction, and consumer satisfaction has a significant impact on purchase intentions (Cronin and Taylor 1992). The conclusion that "Satisfaction mediates relationship between service experience and continuance intention in Q-commerce grocery" is approved based on the findings of the third mediating hypothesis. As mentioned before, according to Higgins (1998) during a good shopping experience, the customer's cognitive focus will be higher in order to prevent an unpleasant experience and customers who have high CSEC exhibit "comparison behavior" during the decision-making process. CSEC reveals the consumer's characteristics linked to their demanding behavior toward service providers, indicating a higher level of dissatisfaction. According to the accepted second and fourth mediating hypotheses, "Consumer's service experience consciousness mediates relationship between Service experience and eWOM in Q-commerce grocery" and "Consumer's service experience consciousness mediates relationship between service experience and scontinance intention in Q-commerce grocery," respectively.

Online retailers face a new challenge as online customers' expectations of personalized customer service rise. In addition to providing a good price, online customers need a whole service experience that includes ease, communication, speed, trust, and relationship-building. The exclusive focus of the Q-commerce business models for groceries aim less than 10 to 30 minutes of delivery. Companies use drivers to transport the groceries from their own modest warehouses located in city centers. In order to promote repeat purchases and create positive WOM publicity, researchers studied the relationship of service quality, consumer satisfaction, and purchase intentions (Bilgihan et al. 2016). Traditional literature placed a great emphasis on the

importance of satisfaction in predicting loyalty, while more recent studies have looked at potential effects. Some studies have looked into the moderating effects of demographic and behavioral characteristics such as age, gender, customer involvement, etc. (Akdeniz, et al 2013, Gezici et al 2021). By presenting findings that customer experience, e-service, and purchasing behavioral outcomes are related in Q-commerce, this study fills a unique gap in the literature on online retail, and investigates the moderating role of the consumer's service experience consciousness in the service experience-loyalty relationship. We noticed that among consumers with greater levels of CSEC, the impact of service experience on continuance intentions and eWom is stronger.

3.1. Limitations and Future Research

As it has not been frequently used in marketing research but rather in other disciplines like value chain, this study has used perceptual measurement in the form of online customer experience. However, there could be significant subjectivity and measurement hazards because of this. Future research could concentrate on measuring variables and verifying the accuracy of perceptual measurement by using objective assessment methods related to the retailer's actual. The study represents Turkish culture and industry because it was done in that country. Future research may use the paradigm in a global setting to gain cross-cultural perspectives on Q-commerce. Future research could also concentrate on the moderating impact of customer personality characteristics and other characteristics. Future studies should concentrate on the moderating effect of Internet access, as many consumers, particularly in developing nations, lack sophisticated user-end gadgets or high-speed

Contribution Rate and Conflict of Interest Statement

All stages of the study were designed by the author(s) and contributed equally. There is no conflict of interest in this article.

Ethics Statement and Financial Support

Ethics committee principles were followed in the study. There is an Ethics committee approval for the study from ethical committee of Yıldız Technical University, Date: 02.05.2022, Number: 2022.5. There has been no situation requiring permission within the framework of intellectual property and copyrights.

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Appendix

Survey Items

Service Experience	Product Quality	PQ1 – I feel safe in my transaction with the e-retailer’s Web site.
		PQ2 – This e-retailer’s Web site has good user interface.
		PQ3 – This e-retailer’s Web site has an accurate description of the products
	Outcome Quality	OQ1 – This e-retailer delivers my order on time.
		OQ2 – I received the item ordered from this e-retailer.
	Recovery	R1 – The e-retailer tried hard to resolve the problem.

		R2—I was pleased with the length of time it took for them to resolve my complaint.
		R3— The result I received from my complaint was fair.
Satisfaction		S1-In general I (am/was) happy with the service experience.
		S2-In general, I was pleased with the quality of the service this e-retailer provided.
		S3-I was satisfied with the service this e-retailer provided.
		S4-I think that I made the correct decision to use mobile application for making purchases
Customer Service Experience Consciousness		CSEC1: If I am dissatisfied with an omnichannel service provider, I will stop using the service.
		CSEC2: I am particular about customer service whenever I am buying anything
		CSEC3: A retailer who fails to deliver on his/her promise puts me off from buying items online or offline
Loyalty	Electronic Word of mouth	eWOM 1-I am likely to recommend the products I bought when the retailer asks for the review on its site/mobile application
		eWOM 2-I am likely to write a review on the site/mobile application after using the products purchased from the retailer
		eWOM 3-It is likely that I will give online feedback based on my purchases from the retailer’s website/mobile application in future
	Continuous Intention	CI1-I will use/continue using mobile shopping applications in the future
		CI2-Given the chance, I predict I will use/continue using mobile shopping applications in the future
		CI3-It is likely that I will use/continue using mobile shopping applications in the future