

What Makes People Loyal to Apple Products

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ABSTRACT

This study aims to analyze (1) the effect of emotional experience on brand loyalty on Apple users. (2) the effect of cognitive experience on brand loyalty on Apple users. (3) the effect of lifestyle congruence on brand loyalty on Apple users. (4) the effect hedonic motivation on brand loyalty on Apple users. The population in this study were all Apple users and the sample in this study were Apple users who bought and used Apple products. The sample size in this study 281 respondent. Data was collected through the distribution of online questionnaires and data processing was carried out through SmartPLS software. The result of this study indicate that (1) Emotional experience has a positive and significant effect on brand loyalty on Apple users. (2) Cognitive experience has no positive and no significant effect on brand loyalty on Apple users. (3) Lifestyle congruence has positive and significant effect on brand loyalty on Apple users. (4) Hedonic motivation has positive and significant effect on brand loyalty on Apple users.

Keywords: Emotional experience; cognitive experience; lifestyle congruence; hedonic motivation; brand loyalty

INTRODUCTION

Technological progress is something that cannot be avoided in this life, because technological progress will run in accordance with the progress of education. Keeping up with the progress of education. Keeping up with the times and the rapid development of science and technology today, helps humans in carrying out various activities. The existing technology is not only used for communication purposes, but also used to find information, entertainment and even become a source of income for some people. Therefore, the world's major companies are using technology as a means to increase productivity and efficiency. For example is Apple .

Apple Inc. is a technology-based multinational company headquartered in Cupertino, California. It is a sovereign nation among the world's "bigfour" technology companies. Apple manufactures hardware, software and online service for its customers. Hardware provided includes iPhone, iPad, macbook air, macbook pro, iMac, iMac pro, smartwatch and Apple TV digital media player, software provided includes IOS, macOS and iTunes, and in online service including iTunes store and ios apps store, mac app store, apple music, and iCloud. Apple is a company that did not enter the top 5 companies with notebook products/ laptop/ netbooks that have the most number in the world in 2018. But experienced an increase in 2019 and managed to be in 2019 and managed to be in 4th position with 7.7% and in 2021 Apple decreased by 1.4% and remained in 4th position with 6.3%. And on the data tablet PC's Apple does not get the top 5 but in 2019 Apple products that Apple iPad managed to occupy the level 3 with 7.1% of users and by 2020 Apple iPad again down and is at the level of 4th with 5.9%. On Apple products iPhone can be seen that in 2018, 2019, 2020 did not become the top 5 users. People need for smartphone is very high, but the low purchasing power of Indonesia people and also the high price of products become obstacles for Indonesian people to have a smartphone. In mp4/mp3 player data can be seen that Apple iPod product in 2018 ranked 5th at 11.4% and increased to rank but decreased to 10.8% and decreased to 10.8% and decreased by 0.6% and again rose to 3rd place at 11.9% and increased by 1.1% and rivaled by Samsung and Polytron.

LITERATURE REVIEW

Brand loyalty

Commitment to a particular brand, built around consumer satisfaction and leads to the maintenance and purchase of that brand (Ballantyne et al., 2006). Brand loyalty, an important factor of brand performance, is defined as consumers' attachment to a brand and their commitment to buy back (Chung & Kim, 2020). From the explanation of experts can we conclude that brand loyalty can affect the sense of commitment and repurchase from the product it self.

The brand loyalty indicator in this study was adopted from previous research conducted by (Kataria & Saini, 2020).

1. Will buy my current brand when I buy from this product category
2. Planning to continue buying my current brand
3. The quality of my chosen brand is superior to others
4. Willing to pay a higher price for the brand regardless of the same quality from competitors
5. Will prescribe this brand to my acquaintances
6. When asked about this product category, my brand name immediately comes to mind.

Emotional experience

Emotional experience is the consumer's emotional response to stimuli (Hansen, 2005). CX is emotionally entertaining, and generates a sense of fun according to (Tynan & McKechnie, 2009). (Rose et al., 2012) regard CX's affective state as the moods, feelings, and emotions produced by the customer's affective system. Emotional experience can be used as a personal decision to buy each product, or as an emotional experience that is a good experience, which has been felt before in the product.

The emotional experience indicator in this study was adopted from previous research conducted by (Tyrväinen et al., 2020):

1. feeling emotionally involved in using the product
2. using the product makes me
3. reuse myself when using the product
4. using products helps develop personal values

Cognitive experience

Cognitive experience refers to the state of flow during the buying process (Hoffman & Novak, 2009). Flow refers to the state enjoyment, commitment, and concentration (Huang, 2006) the leads to positive subjective experiences (Hoffman & Novak, 2009) Cognitive experience of consumers is an advantage for companies to obtain target value for consumers and increase sales.

The cognitive experience indicator in this study was adopted from previous research conducted by (Tyrväinen *et al.*, 2020):

1. Get inspiration and new ideas when using the product
2. Using products increases curiosity and thirst for knowledge
3. it's fun to test the product

Lifestyle congruence

Lifestyle concepts describe the needs and desires of everyday consumers, as well as describe the mechanisms that position brands in terms of how they enable consumers to pursue the desired lifestyle (Ronald D. Michman, 2009). Therefore, lifestyle alignment describes the extent to which brand consumption supports the unique lifestyle expressed by consumers through activity (Manthiou et al., 2018). From the definition of experts can be concluded lifestyle congruence is a picture of the lifestyle of consumers in the environment and there is also the possibility of consumers to pursue the lifestyle they want.

The lifestyle congruence indicator in this study was adopted from previous research conducted by (Kataria & Saini, 2020):

1. My personal lifestyle is reflected by this brand
2. My lifestyle is in accordance with this brand
3. My current lifestyle is well supported by the current brand

Hedonic motivation

In the context of technology, hedonic motivation is defined as pleasure or pleasure that use technology (Tyrväinen et al., 2020) meaning that when buying products, consumers prioritize the value of social needs for pleasure, happiness and aesthetics rather than the value of needs. (jin, B., Kim, 2003) defines motivational shopping as a driver that guides consumers to market to meet their needs. So defined hedonic motivation is the motivation that encourages consumers to meet their pleasure, happiness, aesthetic needs by prioritizing social value over the value of their needs.

The hedonic motivation indicator in this study was adopted from previous research conducted by (Tyrväinen et al., 2020):

1. Use fun products
2. Easy to use the product
3. Using the product is very entertaining

Research Model and Hypotheses

Emotional Experience and Brand Loyalty

The variable "emotional experience has a significant positive effect on brand loyalty". The results of this study in accordance with those put forward by (Chaudhuri & Holbrook, 2001), in the study stated that positive emotions such as happiness and joy, have been shown to increase brand loyalty. It has a significant and significant impact on brand loyalty. By having a strong emotional experience it will have an impact on the level of loyalty to Apple products. This is also supported by the expert opinion of (Lee et al., 2009) suggest that consumer emotions play a major role in describing loyalty.

H1 : Emotional experience has a significant effect on brand loyalty

Cognitive Experience and Brand Loyalty

Lifestyle Congruence and Brand Loyalty

Lifestyle branding is a social scenario where customers will buy a brand that suits their desired lifestyle (Kataria & Saini, 2020). Lifestyle marketing experts believe that there is a clear link between consumer lifestyle and brand loyalty (Solomon, 2015; Ekinci et al., 2013). Nam et al. (2010) It was also found that lifestyle and brand loyalty are closely related. If the brand can improve the customer's lifestyle, repeat purchases will occur (Kataria & Saini, 2020).

H3 : Cognitive experience has a positive and significant effect on brand loyalty

Hedonic Motivation and Brand Loyalty

(Kuikka & Laukkanen, 2012) believes that hedonistic products have a common impact on the brand loyalty process. Loyalty is an attitude that gives rise to positive feelings towards a brand in buybacks over time (Yuen & Chan, 2010)). This is important to create loyalty, enabling customers in profitable segments by providing customer satisfaction (Thaichon & Quach, 2015)

The results of the study (Lumintang, 2013) showed that the higher the motivation of the consumer hedonistic, the higher the excessive and the shopping style of a consumer. This is because, shopping today is no longer just an activity to meet the needs of life but also has become a lifestyle.

H4 : Hedonic Motivation has a positive and significant effect on brand loyalty.

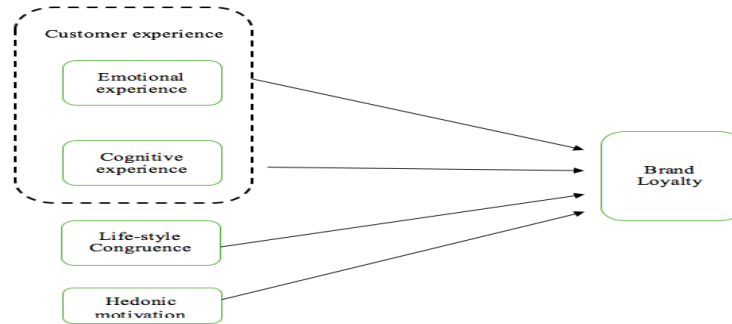


Figure 1. Research Model

METHODS

This type of research is quantitative descriptive research. The research data is sourced from primary data which collected directly by the researcher. The research data were collected through questionnaires which were distributed randomly online with google forms. Data analysis using PLS and classified on the measurement model and structural model testing. In the measurement model using validity testing which in this study uses two ways of measuring validity, namely convergent validity and discriminant validity. After testing the validity, a reliability test will be carried out as seen from Cronbach's alpha and composite reliability values, as well as the structural model by testing r square, goodness of fit to see the influence and direction of the relationship between variables and assess the significance between variables. There are 5 variables in this study, there are 4 exogenous variables (x1 = emotional experience, x2 = cognitive experience, x3 = lifestyle congruence, x4 = hedonic motivation) 1 endogenous variable namely brand loyalty.

RESULTS AND DISCUSSION

This research uses multivariate analysis with structural equation modeling (SEM). The use of structural equation modeling (SEM) is able to analyze unobserved variables (variables that cannot be measured) and calculate the measurement error. In this research The SEM approach used is based on the partial Least Square (SEM-PLS). This approach is able to efficiently used for small sample sizes. The SEM-PLS approach is causal modeling that maximizing the criteria for the variation of the latent variable that can be described by the predictor. A analysis is carried out using the SmartPLS software. Look the example below:

In the measurement model test (outer model) the validity and reliability of the instrument are tested measurement. The validity test is carried out to show the extent to which the measuring instrument is able to measure what it wants to measure, the validity test has the aim of measuring the quality of the instrument used and shows the validity of an instrument and how well a concept can be defined by a measure (Hair et al., 2018). The validity test is measured by convergent validity where the value of the loading factor is received must be greater than 0.7 and the average variance extracted (AVE) value must be greater than 0.5. The validity test of this research has met the minimum score for the construct validity test. The result for outer loading can be seen in Table 1.

Tabel 1. Outer Loading 1

	Emotional experience (X1)	cognitive experience (X2)	Lifestyle congruence (X3)	hedonic motivation (X4)	Brand loyalty (Y)
X1.1	0.806				
X1.2	0.814				
X1.3	0.833				

XI.4	0.775			
X2.1		0.86		
X2.2		0.901		
X2.3		0.841		
X3.1			0.936	
X3.2			0.949	
X3.3			0.886	
X4.1				0.92
X4.2				0.872
X4.3				0.891
Y.1				0.802
Y.2				0.812
Y.3				0,754
Y.4				0,712
Y.5				0.871
Y.6				0.851

Source: Primary Data 2021

Based on Table 1, the outer loading value of all large variabel indicators is obtained from 0,7, then the convergent validity of all indicators is said to be valid.

Table 2. Output AVE 1

	Average Variance Extracted (AVE)
Brand Loyalty	0.644
Emotional Experience	0.652
Cognitive Experience	0.753
Lifestyle Congruence	0.801
Hedonic Motivation	0.854

Source: Primary Data 2021

According to Table 2, the found that the AVE value of all variables are above 0,5, then the convergent validity is said to be valid.

Table 3. Cross Loading Model 1

	<i>Emotional Experience (X1)</i>	<i>Cognitive Experience (X2)</i>	<i>Lifestyle Congruence (X3)</i>	<i>Hedonic Motivation (X4)</i>	<i>Brand Loyalty (Y)</i>
X1.1	0.806	0.556	0.534	0.5	0.547
X1.2	0.814	0.552	0.355	0.431	0.468
X1.3	0.833	0.472	0.537	0.397	0.524
X1.4	0.775	0.587	0.51	0.45	0.425
X2.1	0.577	0.86	0.47	0.468	0.471
X2.2	0.569	0.901	0.541	0.464	0.494
X2.3	0.588	0.841	0.514	0.459	0.529
X3.1	0.585	0.546	0.936	0.448	0.554
X3.2	0.556	0.521	0.949	0.471	0.616
X3.3	0.531	0.564	0.886	0.429	0.556

M.1	0.511	0.492	0.433	0.92	0.684
M.2	0.441	0.441	0.361	0.872	0.65
M.3	0.525	0.501	0.512	0.891	0.659
Y.1	0.491	0.46	0.499	0.591	0.802
Y.2	0.459	0.437	0.476	0.673	0.812
Y.3	0.446	0.372	0.413	0.569	0.754
Y.4	0.451	0.389	0.59	0.507	0.712
Y.5	0.538	0.556	0.527	0.638	0.871
Y.6	0.561	0.542	0.497	0.585	0.851

Source: Primary Data 2021

Table 3. shows the score (correlation of the variabel to the indicator is higher than the score (correlation) of the variable to other indicators. It can be concluded that all indicators tasted in the study were declared to have discriminant validity. That can be concluded that all indicators are valid.

Table 4. Cronbach Alpha dan Composite Reliability

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
brand loyalty	0.888	0.915
cognitive experience	0.835	0.901
emotional experience	0.822	0.882
hedonic motivation	0.875	0.923
lifestyle congruence	0.914	0.946

Source: Primary Data 2021

Based on Table 4. shows that the variable has good reliability or is able to measure its construct. A variable is said to be quite reliable if it has a Cronbach alpha value > 0.6 and composite reliability is > 0.7 (according to Wetrs et al. 1974 quoted from Sofyani & Umy, n.d.).

	R Square
Brand Loyalty	0.658

Table 5. Nilai R Square 1

Source: Primary Data 2021

Based on Table 5 showing that the r square value of the brand loyalty variable is 0.658, this value states that the loyaty brand variable can be explained by the variable emotional experience, cognitive experience, lifestyle congruence and hedonic motivation of 65.8%. The remaining 34.2%.

Table 6. Nilai Goodness of Fit

	Saturated Model	Estimated Model
SRMR	0.06	0.06
d_ ULS	0.689	0.689
d_ G	0.398	0.398
Chi-Square	556.589	556.589
NFI	0.831	0.831

Source: Primary Data 2021

Based on Table 6, the Standardized Root Mean Square Residual (SRMR) is below 0.10 or 0.08, namely 0.06 this reflects that the model has a good fit between the correlations. The Normal Fit Index (NFI) produces a value between 0 and 1. The closer to 1 the better / more appropriate the model formed then on this model NFI is worth 0.831 which means close to 1.

Table 7. Path Coefficient 1

	<i>Original Sample (O)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
<i>cognitive experience (X2) -> brand loyalty(Y)</i>	0.061	1.044	0.297
<i>emotional experience(X1) -> brand loyalty(Y)</i>	0.137	1.973	0.049
<i>hedonic motivation(X3) -> brand loyalty(Y)</i>	0.509	8.607	0
<i>lifestyle congruence(X3) -> brand loyalty(Y)</i>	0.257	5.313	0

Source: Primary Data 2021

1. Emotional Experience has a significant positive effect on Brand Loyalty (H1)
Based on Table 7 emotional experience obtained a significance value or p value of 0.049 smaller than 0.05 ($0.049 < 0.05$) and the original sample value of 0.137, it was concluded that the first hypothesis accepted is emotional experience positively and significantly affect brand loyalty.
2. Cognitive Experience has no positive and insignificant effect on Brand Loyalty (H2)
Based on Table 7 cognitive experience has no effect and is not significant to brand loyalty because the value obtained from hypothesis testing contained in Table 27 shows the value of P Value 0.297 or > 0.05 and the original sample value of 0.061. The results of the study identified that the second hypothesis rejected that cognitive experience has no effect and is not significant for brand loyalty.
3. Lifestyle Congruence has a significant positive effect on Brand Loyalty (H3)
Based on table 7 lifestyle congruence obtained a p value of 0 smaller than 0.05 ($0.000 < 0.05$) and the original sample value of 0.257, it was concluded that the third hypothesis accepted is lifestyle congruence positively and significantly on brand loyalty.
4. Hedonic Motivation has a significant positive effect on Brand Loyalty (H4)
Based on table 7 hedonic motivation obtained a p value of 0 less than 0.05 ($0.003 < 0.05$) and the original sample value of 0.509 then this test states that the fourth hypothesis accepted is hedonic motivation positively and significantly on brand loyalty.

Discussion

The study aims to test the effect of variable emotional experience, cognitive experience, lifestyle congruence and hedonic motivation on brand loyalty on apple product users. After conducting data analysis using PLS-SEM analysis techniques, statistical processing results are obtained to test research hypotheses, such as the following:

1. Emotional Experience is influential and significant for Brand Loyalty

The results showed that the variable "emotional experience" had a significant positive effect on brand loyalty. The results of this study in accordance with those presented by (Chaudhuri & Holbrook, 2001) in the study stated that positive emotions such as happiness and joy, have been shown to increase brand loyalty. It has a significant and significant impact on brand loyalty. By having a strong emotional experience it will have an impact on the level of

loyalty to Apple products. It is also supported by expert opinion (Lee et al., 2009) suggesting that consumer emotions play a major role in describing loyalty.

In addition, these results are also relevant to research conducted by (Razzaq et al., 2017), explaining that emotional positive results have a significant positive influence on customer loyalty (brand loyalty). So it can be concluded that the higher the emotional experience that is formed, the higher the influence of brand loyalty formed on Apple, because customers believe in positive emotions that ultimately affect loyalty.

2. Cognitive Experience does not positively affect and is not significant for Brand Loyalty

The results showed that cognitive experience variables had no effect and were insignificant on brand loyalty variables in Apple product users. The results of this study are inversely proportional to research conducted by (Brakus et al., 2009), in this study said that there is a positive relationship between cognitive experience and customer loyalty intentions. While in this study the value of cognitive experience did not have a significant and positive effect on brand loyalty that turned out to be apple product users are not too concerned with cognitive experience or knowledge experience of a product and more concerned with hedonic motivation and lifestyle congruence when going to buy this Apple product, because it can be seen the highest value is in hedonic motivation and lifestyle congruence in accordance with the facts that have been studied first by (Tyrväinen et al., 2020), who stated that hedonic motivation can affect brand loyalty and (Kataria & Saini, 2020) who found that lifestyle marketing experts believe that there is a clear link between consumer lifestyle and brand loyalty and also found that lifestyle and brand loyalty are closely related.

3. Lifestyle Congruence has a significant positive effect on Brand Loyalty

The results showed that variables stated "lifestyle congruence has a positive and significant effect on brand loyalty". The results of this study are in accordance with facts put forward by (Kataria & Saini, 2020) who found that lifestyle marketing experts believe that there is a clear relationship between consumer lifestyle and brand loyalty and also found that lifestyle and brand loyalty are closely related. If the brand can improve the customer's lifestyle, repeat purchases will occur.

In addition, previous research that also supports the results of this study is one of the studies conducted by (Polat & Çetinsöz, 2021) said that lifestyle congruence has a direct, positive and significant influence on brand loyalty, it means that the higher the comfort of a person's lifestyle, the higher his loyalty to a brand.

4. Hedonic Motivation has a significant positive effect on Brand Loyalty

The results showed that the hedonic motivation variable had a significant positive effect on brand loyalty. The results of this study are in accordance with facts presented by (Tyrväinen et al., 2020) which states that hedonic motivation can affect brand loyalty.

The motivation that drives the consumer hedonistic is a factor that can influence a person intending to make a purchase back on a product they are already using. The results support previous research conducted by (Kuikka & Laukkanen, 2012) who believe that hedonistic products have a common impact on the brand loyalty process.

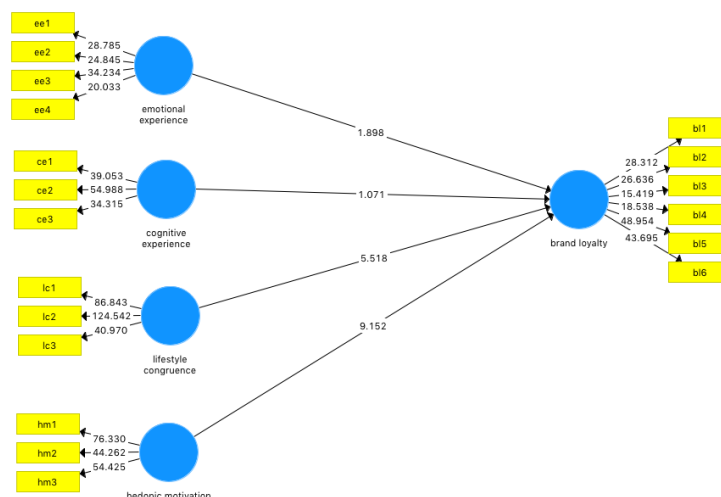


Figure 2. Final PLS Model Output

CONCLUSION

The study aims to analyze the effect of emotional exploration, cognitive experience, lifestyle congruence and hedonic motivation on brand loyalty on apple users. To analyze the relationships between these variables, the study used Partial Least Square (PLS). Based on the analysis and discussion in the previous section, it can be concluded as follows:

1. Emotional experience has a positive and significant effect on brand loyalty in users of Apple products in Padang. According to the results obtained in this study, in general, emotional experience in users of Apple products can affect Apple brand loyalty.
2. Cognitive experience has no positive and insignificant effect on brand loyalty in Apple product users in Padang. According to the results obtained in this study, in general, the cognitive experience of Apple product users does not affect the brand loyalty Apple.
3. Lifestyle congruence has a positive and significant effect on brand loyalty in Apple product users in Padang. According to the results obtained in this study, in general, lifestyle congruence in users of Apple products can affect Apple brand loyalty.

Hedonic Motivation has a positive and significant effect on brand loyalty in apple product users in Padang. According to the results obtained in this study, in general, hedonic motivation in users of Apple products can affect Apple brand loyalty.

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