

Research on the influence of consumer experience value on flow experience--An Example of The Shopping Site

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Abstract. With the rapid improvement of people's living standards in recent years and the gradual change of consumption habits, the era of focusing on the experience economy has also followed. Mathwick, Malhotra & Rigdon (2001) put forward the concept of "experience value". He & Zhou (2013) pointed out that whether it is a traditional offline store or an online shopping platform, providing consumers with a good shopping experience and excellent value is not only closely linked to the company's marketing strategies such as market segmentation, product differentiation and positioning, but also is the key to a company's competitive advantage. Although some scholars have discussed the relationship between experiential value and flow experience, they have not yet conducted in-depth research on flow experience with online shopping as the study subject. Therefore, this study uses shopping sites to investigate the relationship between experiential value and flow experience. This study uses online shopping platforms as the target industry and Taobao as the specific research scope and uses multiple online channels to issue questionnaires. In the end, a total of 433 questionnaires are returned, in which 45 invalid questionnaires are deducted and 388 valid questionnaires are accepted. After analysis using statistical tools such as SPSSAU and IBM SPSS Amos, the results show: The aesthetics of experiential value has a significant positive correlation with the intrinsic interest of flow experience. The playfulness of experiential value has a significant positive correlation with the sense of control, attention focus, curiosity, and intrinsic control of flow experience. The service excellence of experiential value has a significant positive correlation with the sense of control of flow experience.

Keywords: Shopping site; Experiential value; Shopping online experience; Flow experience.

1. Introduction

Shopping experience means that the individual is attracted by the activity and will enter the mental state of this activity wholeheartedly. Individuals are so ecstatic as to control irrelevant perceptions and thoughts, and only respond to specific goals and clear feedback. At the same time, they will feel happy, comfortable, and time passing quickly. Therefore, this study uses the four elements of flow experience proposed by Webster et al. (1993) (1. Control, 2. Attention Focus, 3. Curiosity, 4. Intrinsic Interest) to define the flow experience in terms of online shopping, as shown in Table1

Table 1. Dimensional Definition of shopping Experience

Control	Control is the perceived strength of consumers' control over the online shopping environment and their actions during the process of participating in online shopping.
Attention Focus	Target-focused consumers focus their attentions on a limited range of stimuli while participating in online shopping, thus filtering out irrelevant thoughts and concepts. At the same time, they lose self-consciousness, are attracted to activities, and become more aware of the processes in mind.
Curiosity	The desire to pursue novelty in the interactive process is the curiosity and excitement generated by various sensory stimuli when consumers participate in online shopping.
Intrinsic Interest	Intrinsic interest means that consumers participating in the online shopping process are to feel the sense of enjoyment and pleasure in the process, not for other utilitarian purposes.

2. Organization of the Text

2.1 Measuring Tool

According to the above definition, this study adopts the scale developed by Webster et al. (1993), which includes Control, Attention Focus, Curiosity, and Intrinsic Interest, for each flow medium perception in the process of online shopping interaction. Moreover, using the Likert five-point scoring method, the scale indicates that 5 represents "strongly agree", 4 represents "agree", 3 represents "normal", 2 represents "disagree", and 1 means "strongly disagree". The higher the score, the higher the tendency of the degree of agreement of survey respondents on each statement shown in Table2

Table 2. Structural Questions of The Shopping Experience Scale

Control	1. When using this shopping site, I felt in control. 2. I felt that I had no control over my interaction with this shopping site. (R) 3. This shopping site allowed me to control the computer interaction.
Attention Focus	1. When using this shopping site, I thought about other things. (R) 2. When using this shopping site, I was aware of distraction. (R) 3. When using this shopping site, I was totally absorbed in what I was doing.
Curiosity	1. Using this shopping site excited my curiosity. 2. Interacting with this shopping site made me curious. 3. Using this shopping site aroused my imagination.
Intrinsic Interest	1. Using this shopping site bored me. (R) 2. Using this shopping site was intrinsically interesting. 3. Using this shopping site was fun for me to use.

Modified from Webster et al., 1993

2.2 Research result

In this study, a total of 388 valid questionnaires were collected, and the sample data were analyzed and sorted. The survey items include gender, age, education level, occupation, average monthly disposable income, the number of times of using Taobao every week and the time of each use of Taobao. The sample data is described as follows, and summarized in Table 3

Table 3. Sample Distribution

	Options	Frequency	Percentage	Total
Gender	Male	133	34.3	388
	Female	255	65.7	
Age	16-20	27	7	388
	21-25	163	42	
	26-30	84	21.7	
	31-35	30	7.7	
	35-40	29	7.4	
	41-45	27	7	
	46-50	28	7.22	
Education level	Junior high school	6	1.6	388
	High school	49	12.6	
	Associate	80	20.6	
	Bachelor	169	43.6	
	Master or doctor	84	21.7	
Occupation	Options	Frequency	Percentage	388
	Student	82	21.1	
	Corporate employee	125	32.2	
	National civil servant or public official	98	25.3	
	Freelancer	73	18.8	

2.2.1 Gender distribution of research samples

There are 255 female respondents, accounting for 65.7% of the total sample, and 133 male respondents, accounting for 34.28% of the total sample.

2.2.2 Age distribution of research samples

There are 27 respondents between the ages of 16-20 years old, accounting for 7% of the total sample. There are 163 respondents between 20-25 years old, accounting for 42% of the total sample. There are 84 respondents between 25-30 years old, accounting for 1.7% of the total sample. There are 30 respondents aging 31-35 years old, accounting for 7.7% of the total sample. There are 29 respondents aging 36-40 years old, accounting for 7.4% of the total sample. There are 27 respondents aging 41-45 years old, accounting for 7.2% of the total sample. There are 28 respondents aging 46-50 years old, accounting for 7.2% of the total sample.

2.2.3 Education level distribution of research samples

In terms of the distribution of education level, the majority of respondents holds a higher degree. Among them, 169 respondents have bachelor's degrees, accounting for the highest 43.6% of the total sample. 80 respondents have associate degrees, accounting for 20.6% of the total sample. There are 49 respondents with high school diplomas, accounting for 12.7% of the total sample. There are 84 respondents with a master's degree or above, accounting for 21.7 of the total sample. There are 6 respondents with junior high school education or below, accounting for 1.6% of the total sample.

2.2.4 Occupational status distribution of research samples

In terms of the distribution of occupational status, 125 respondents are corporate employees, accounting for 32.2% of the total sample, which is highest. 98 respondents are national civil servants or public officials, accounting for 25.2% of the total sample. 82 respondents are students, accounting for 21.1% of the total sample. There are 73 respondents whose occupation is freelancers, accounting for 18.8% of the total sample. There were 10 respondents from other categories, accounting for 2.6% of the total sample.

2.2.5 The average number of times the respondents use Taobao every week

In terms of the distribution of the average number of times that the respondents use Taobao per week, 34 respondents on average use Taobao one time or less per week, accounting for 8.8% of the total sample. 89 respondents use Taobao two to four times a week, accounting for 23% of the total sample. 85 respondents use Taobao five to seven times a week, accounting for 22% of the total sample.

87 respondents use Taobao eight to ten times a week, accounting for 22% of the total sample. 93 respondents use Taobao more than ten times a week, accounting for 24% of the total sample

2.2.6 The approximate time the respondent uses Taobao each time

Regarding the distribution of the respondents' duration each time they use the Taobao website, 125 respondents use the Taobao website for less than one hour, accounting for 32.2% of the total sample. 130 respondents use it for one to two hours, accounting for 33.5% of the total sample. 73 respondents use it for two to three hours, accounting for 18.8% of the total sample. 47 respondents use it for three to four hours, accounting for 12.1% of the total sample. 13 respondents use it for more than five hours, accounting for 3.3% of the total sample.

3. Conclusion

This study is only about the basic research of experiential value and immersion experience, and there are still other related topics to be discussed. In order to further explore the topics related to this study, the following suggestions are put forward:

- 1). Subsequent research can link experiential value with other concepts, such as experiential marketing and consumer behavioral intention.

2). In this study, four dimensions of flow experience are selected as the research. In the subsequent research, the components of flow experience can be comprehensively selected according to the research situation to explore the influence of experience value on immersion experience.

3). Subsequent research can explore the relationship between experience value and immersion experience for other industries.

Although this paper takes the online shopping platform as an example to make an empirical analysis of the impact of consumer experience value on immersion experience, build a model and achieve good results, due to the limited knowledge reserve and research level, there are still many shortcomings in this paper.

1). This study takes major online shopping consumption provinces and cities in mainland China as the survey scope, and the collected questionnaires are mostly concentrated in Jiangsu, Zhejiang and Shanghai. Whether it can be inferred from other counties, cities or other regions still needs further research. (The scope of the study is limited)

2). The research method used in this study was an online questionnaire survey, which could not fully understand the degree of truth when filling out the questionnaire. At the same time, due to the relatively small number of investigations in this study, the research conclusion may be affected to some extent. (The questionnaire method has limitations)

3). This study only uses experience value to measure immersion experience, and other possible influencing factors are not within the scope of this study. (The influencing factors are limited)

4. References

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