LITERATURE REVIEW

1. **LITERATURE NAME:** Online Customer Experience: A Review of the Business-to-Consumer Online Purchase Context

AUTHOR: Susan Rose,Neil Hair,Moira Clark **PUBLISHED ON:** 2011

OBJECTIVE:

The output of the research proposed in this paper would lead to effective measurement scales for the e-marketer to use in the identification of relevant inputs and outputs of an effective OCE for retail websites. The proposed framework suggests that e-marketers need to be aware that, while functional performance of a website is important (as embedded in the proposed antecedents, e.g. easy navigation, usefulness, information provision), it is also important to understand the experiential state of customers and the responses they are likely to generate. Managerial effort tends to focus on the former in terms of the development of website performance. Consumer research should focus upon understanding the emotional and cognitive state of customers both during and following the online purchase process, and understanding how to adjust the features of a website to improve these. At the same time, there may be differences in the relevance of different experiential states, depending on the nature of the product or service type being delivered via the website.

Link: https://onlinelibrary.wiley.com/doi/10.1111/j.1468 -2370.2010.00280.x

2. **LITERATURE NAME:** Online Customer Experience: A Literature Review

AUTHOR: Vicente Guerola-Navarro, Hermenegildo Gil-Gomez, Raul Oltra-Badenes & Pedro Soto-Acosta

PUBLISHED ON: 2022

OBJECTIVE:

Marketing is one of the areas in which the expectation of impact is greatest through the use of CRM technological solutions and the culture of customer relationship management itself. Specifically, and within the general concept of marketing, entrepreneurial marketing is one of the areas with the greatest projection both at the business level and at the research level. This section initially analyzes the concept and relevance of entrepreneurial marketing, and then the concept and evolution of CRM solutions, to later proceed to establish the marketing approach to the CRM customer-centric management theory, all of it as previous stages for finally stating the state of the art on the impact of CRM on entrepreneurial marketing specifically.

Link: https://link.springer.com/article/10.1007/s11365-022-00800-x

3.LITERATURE NAME: Customer Experience Management in Online Retailing- A Literature Review.

AUTHOR: Ebenezer Paul Rajan

Karpagam Academy of Higher Education **PUBLISHED ON:** 2015

OBJECTIVE:

In this paper they described the customer care concept with the help of CEM. Customer experience management (CEM) is the collection of processes a company uses to track, oversee and organize every interaction between a customer and the organization throughout the customer lifecycle. The goal of CEM is to optimize interactions from the customer's point of view and, as a result, promote customer loyalty. Customer experience management (CEM) is defined as "the discipline of managing and treating customer relationships as assets with the goal of transforming satisfied customers into loyal customers, and loyal customers into advocates of your brand."A customer experience is an interaction between an organization and a customer as perceived through a customer's conscious and subconscious mind. It is a blend of an organization's rational performance, the senses stimulated and the emotions evoked and intuitively measured against customer expectations across all moments of contact.

Link:researchgate.net/publication/274510494_Customer_Experience_Management_in_Online_Retailing-_A_Literature_Review