



State-of-the-art of Mobile Commerce Applications in Light of Customer Experience: Toward a conceptual Framework

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Abstract

Based on a systematic literature review, the present study has developed a conceptual framework for customer experience on mobile commerce applications. The conceptual framework aims to examine the construct of mobile commerce apps' customer experience and its links to pre-adoption and adoption of the shopping apps; and to test the post-adoption app satisfaction in regard to the adoption experience of the app and post-purchase related factors (delivery, product in hand, return and exchange, customer support). The systematic literature review included two data sets, customer experience in retail (n =113) and the customer experience on mobile commerce apps (n =62) for further analysis. For a comprehensive understanding, we scrutinized the customer experience literature by distribution channels (online, offline, omnichannel, mobile apps), thus identifying, synthesizing and comparing all the previously studied independent, mediator and dependent variables. Afterwards, the customer experience mobile app literature has been interpreted through the stages of customer journey, thus, revealing the previously studied antecedents and outcomes of the experience in each phase. This study sheds light on a broader understanding of customer experience on the mobile app context and highlights some research gaps and questions for future research.

Keywords: Customer Journey, Shopping Apps, M-commerce, Literature review, Online Experience