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Experiential Marketing in Online Shopping: A Way Forward in Understanding Customer Behavioral Intention to Reuse

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Abstract:
The purpose of this study is to examine the influence of experiential components on behavioral intention to reuse in online or electronic shopping (e-shopping) using the flow theory of Csikszentmihalyi (1990). The study selected a quantitative research design using a close-ended approach including 323 responses of online shopping by using a convenience sampling technique. Moreover, the proposed model was empirically tested and validated employing a structural equation model using SmartPLS latest version. The paper has extended the theoretical and conceptual knowledge by empirically validating the relationships of experiential components and behavioral intention to reuse and flow experience

Keywords: Experiential components, Behavioral intention to reuse, Flow Experience, &Structural Equation Model

1. Background

Over the past last two decades, experiential marketing has been a prominent topic scholars and practitioners as it is one of the most innovative approaches for companies to create or sharpen their competitive edges in highly competitive markets.It seeks to offer consumer fun, entertainment and extraordinary experience that enagageso that the consumer enjoys the consumption experience (Hirschman and Holbrook, 1982). Though, it is a subjective state of consciousness consists of symbolic meanings, aesthetic criteria, and hedonic responses (Schmitt, 2000; Hirschman and Holbrook, 1982). The economic value progression has been grown form commodities, goods, and services to experience in where distinct experience can be an unbeatable competitive edge in local and even global markets. In this connection, Benard Schmitt (2000) proposed the experiential modulus of sense, feel, think, and act and relate to previous work of Pine and Gilmore (1999) in the tourism industry. He expedide that individual personal belief, feelings, judgments, or nervous system indicates customer experience individual feelings and psychological reactions change in different situations including joy, fear, or awkwardness. Although single shopping can appeal to the customer experiential level and change their psychological behaviors towards re-purchase intention (Schmitt, 2000). Likewise,Customer experience is an intense feeling or affective condition towards a product or service

which influences customer repurchasing (Prayag et al., 2019). Universally, experiences are the universal language and can be expressed without words (Sipila, 2018). Sipila, (2018) suggested that customer experience influence positively and significantly customer purchase intentions (Maitlo, Jugwani, and Gilal, 2017) and customer re-purchases intention (Sipila 2018; Joppe, 2018). Choi and Mattila, (2018) found that customer experience became a center of attraction for marketers to grab the attention of potential customers and leads to re-purchase intentions (Choi and Mattila, (2018; (Vivek et al, 2018; Zhange, 2018; Terbalanche, 2018).

The online shopping industry is very dynamic and highly powered interms of technological grounds therefore consumers expect extraordinary experiences while roaming online. Better customer experience influences customer repurchase intentionhence the online mechanism provides a foundation for the customer experience (Joppe, 2018). Paying attention to the right experiential components builds a strong foundation for delivering better customer experiences in an online context that is highly dynamic and technically equipped. Therefore, the purpose of this study is to develop the nexus between experiential components, enjoyment,and behavioral intention in an online context in particular grounded by flow theory. Itstates that a person in a mental condition performs an activity with full immersion in a feeling of energized focus, full involvement, and enjoyment in a process of an activity (Mihály Csíkszentmihályi,1975).On these grounds, this study has opted for a regression model with one independent variable and two dependant variables for achieving the objectives. The sample of this study is the online customers who have contributed to this study by providing their consent through a questionnaire. Besides, The data has been refined and processed in SMART PLS using the latest version to authenticate, analyze the data to verify the hypothesis, and provide the future research directions at the end.

1.1 Purpose of Research

Various researchers have explored antecedents and consequences of experiential marketing in Arts (Hume et al., 2006), Health Care (Frow & Payne 2007), Mobile Banking (Chung & Kwon, 2009) Hotels (Ren, Wang Lin, 2016), Online Environment (Maitlo, Jugwani & Gilal, 2016; Novak, Yung & Hoffman, 2000) Tourism (Ramos, 2019), Retail (Liva&Zilani, 2018) Insurance services (Soulier&Beaudon, 2019) and in many other contexts. Similarly, this research is an attempt to address the customer experience in online shopping by developing the conceptual framework and testing the concepts by empirically collected data for concept validation. Thus, this study aims to explore the influence of experiential components on enjoyment and behavioral intention to reuse in online shopping.

2. Literature Review

Marketers should provide great economic value for their customers such as customization and extraordinary experiences (Pine and Gilmore, 1999). Since it is the experience economy, therefore customer priority offerings are based on their experience of consumption. Therefore, service providers should involve customers as part of their offerings to recreate and generate a better customer experience. Pine and Gilmore (1999) claim that there is difference in goods nad services as goods are touchable, services are insubstantial, commodities are fungible and experiences are memorable. Hence, consumers should be provided with long-lasting and unforgettable experiences while consuming offerings. Since experiences are out come of mind

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interaxtions and therefore experience varies from person to person (Ramos, 2019; Schmitt, 2000).Pine Gilmore (1999) defines that an experience is an event as enjoyable, engaging, memorable encounters for individuals who are consuming the events. Hence, to investigate the matter, researchers of the globe have proposed various components of experience that may better express the phenomena. For example, Schmitt (2000) suggested the experience components as think, feel, sense, act, and relate. Similarly, Maitlo, Jugwani, and Gilal (2016) suggested aesthetic, hedonic, and functional components of the experience. Besides, Pine and Gilmore (1999) have proposed entertainment, education, and aesthetic and escapism element of the experience. Likewise, this research proposes components of experiential marketing in online shopping as esthetics, entertainment, and escapism extracted from Pine and Gilmore (1999). The first element of service experience is esthetic in which an individual is affected by the nature of the environment which is presented to them. Esthetic is a cognitive progression where attention is focused to the objective od the course keeping other elements like events, routine and objects supressed (Biasi, 2019). Esthetic is one of the powerful influencers in business offerings where customers' focus is triggered by environmental characteristics of the business, physical settings, and services (Biasi, 2019; Nanay, 2019). Hence, the aesthetic element is one of the vital determinants of service evaluations and overall experience in the online shopping industry. The second element of service experience is entertainment which is a kind of joy and/or something very amusing while studying and learning in a college or university i.e. sports week, singing festivals, religious events, and other activities are kind of entertainment experience. Hence, entertainment experience is the outcome of activity during education which time is reflected as fun (Houston, 2019). In this experience, the consumer mind is actively focusing on the thankfulness of the event without being actively involved. The third element of the experience is an escapist experience which is one of the most powerful elements in motivating people for their activity or performance in their life. It indicates that customer active participation is required in an actual or online setting. Shafi, Yan, and Liu (2019) contribute that escapist is the time out or leisure activity that is very important for a healthy life.

2.1 Flow Experience

Flow experience is a person's state of being highly concerned in an action that nothing else seems to matter (Csikszentmihalyi 1990). Till to date, numerous researchers have attempted a conceptual model of flow experience, especially in the e-commerce industry. For instance, Noval and Hoffman (1996) used four dimensions of skill/challenge, focused attention, interactivity and telepresence, and found that flow experience influences consumer knowledge, experimental actions, and positive subject experience. In empirical research of Novak et al., (2000), theorized that flow experience can be measured by three dimensions including the level of challenge and arousal, level of control/skill, and focused attention. Subsequently, Koufaris (2002) proposed antecedents of flow experience as service engagement, webs skills, value-added search mechanism, and challenges. He further argued that flow experience can be measured by three constructs: perceived control, concentration, and shopping enjoyment as dimensions of flow experience in e-commerce. In the study of Koufaris (2002), he found that shopping enjoyment best fit in explaining consumer behavioral intentions to repeat. He claimed that online consumers are not simple web users, therefore, a multi-dimensional determinant of flow experience could not be enough to

measure their behavior and suggested that therefore, recommended using a simple construct as shopping enjoyment to determine flow experience in online consumer behavior research (Holsapple& Wu, 2006). Following the references of Koufaris (2002), this research opts the recommended dimension: enjoyment as the most common and important measure of flow experience: considerably, enjoyment is considered as a central dimension in this research aimed to explore not only in physical activities but also mental activities (Todd &Jarvenpaa, 1997) like online shopping in e-commerce.

2.2 Behavioral Intentions to Re-Use

Literature sufficiently indicates that higher positive experience leads towards re-purchase or behavioral intentions to reuse (Palmatier, 2019). He argued that the customer's future repetition of purchasing a product or a service is influenced by the customer'sbehavioral intention to reuse and repurchase. Previous studies indicate that customer perceived experiences are the foundation of shopping, tour re-purchase intention, and behavioral intentions to reuse of product or service increases. Olya& Han (2019) suggested that behavioral intention to reuse enhance economic growth. Further, Dean &Suhartano., (2019) concluded that customer behavioral intentions to reuse are associated with positive customer experiences. Additionally, customer attitude and behavioral intentions are reflected by customer better experience (Choe& Kim). Similarly, customer behavioral intentions to reuse have a significant relationship with customer experience quality (Nilashi, 2018 Broderick, 2018).

2.3 Research Theory and Framework Development

This study suggests the integrative theoretical research model based on the flow theory proposed by Csikszentmihalyi (1990). It can be defined as “a state of an individual’s activity in which he/she is so involved that nothing else seems to matter.” Csikszentmihalyi (1990) explained that the flow experience of an individual can be observed in any activity that he or she is doing i.e. rock climbing, dancing, music, sports, education, reading, and sailing. He further extended that when an individual is in a flow state, his awareness is highly focused, time may seem to stand still, self-consciousness disappears, and feeling of being in control of the environment exists (Chen, Hsu, and Lu, 2018).

2.4 Esthetics, Enjoyment, and Behavioral Intention to Reuse

It is human psychology that individuals are influenced by the environment in which they are served if a person is experiencing a high level of esthetics; he will enjoy the activity (Naraine& Whitfield, 2018). In other words, people are influenced by enjoyment if an activity is surrounded by elements of esthetics (Levin, Goldstein, 2018). Vorderer& Hartmann (2018) found that esthetics appeal to customer minds that lead them to enjoy the activity because it is something that appeals sense that what is beautiful to them and that is why it is most powerful in appealing customer attentions. Likely, customer development of behavioral intention to reuse the same service depends upon the level of enjoyment that activity has produced (Mehmetoglu, & Engen, 2011).Therefore, the research hypothesis is extracted as:

H1: Esthatic positivey increase customer enjoyment

H2: Esthatic positively increase customer behavioral intention to reuse

2.5 Entertainment, Enjoyment, and Behavioral Intention to Reuse

Most often, entertainment and enjoyment are wrongly interpreted and overlapping concepts in the literature however both are different from each other. For example, enjoyment is an uncountable condition of enjoying anything in which an individual is highly involved either mentally or physically while on the other hand entertainment refers to an activity that is designed to give pleasure and/or relaxation no matter whether the audience participates or not (Vorderer, Klimmt&Ritterfeld 2004). In other words, entertainment affects customer enjoyment as being its prerequisite (Sherry, 2004). Additionally, Norman (2001) added that entertainment creates the best customer experience in the development of enjoyment, memories, satisfaction, and behavioral intention to reuse the product or service and solely depends upon the appreciation of the event (Sipe and Testa, 2018). Hence, the hypothesis of the research is developed as:

H3: Entertainment positively increaseenjoyment

H4: Entertainment positively behavioral intention to reuse

2.6 Escapist, Enjoymentand Behavioral Intention to Reuse

Escapism is the propensity of seeking something away from the unpleasant realities of routine life in real or virtual settings (Sipe and Testa, 2018). If the escapist experience is worthwhile, the customer tends to enjoy their role in service engagements (Park & Park, 2010). It is evident in literature that individuals are highly affected by unique and extraordinary activities other than routine which offer a high level of enjoyment and customer satisfaction. Hence, the third research hypothesis is developed as:

H5: Escapist positively increaseenjoyment

H6: Escapist positively increase behavioral intention to reuse

2.7 Enjoyment and Behavioral Intentions to Reuses

The term enjoyment can be explained as the degree to which an activity is perceived as enjoyable and pleasurable apart from performance concerns. Additionally, there is sufficient evidence found confirming the significant influence of enjoyment on behavioral intention and repeat/reuse intentions to reuse (Shafi, yang and Liu, 2019; Houston, 2019;Koufaris, 2002; Jarvenpaa& Todd, 1997). Similarly, other researchers have found a significant influence of enjoyment on consumer behavioral intentions (Bedi, Kaur & Lal 2017; Shiau& Luo, 2013; Alenezi and Karim, 2010). Therefore, the fourth research hypothesis is proposed as:

H7: Enjoyment postivley increase behavioral Intentions to reuse

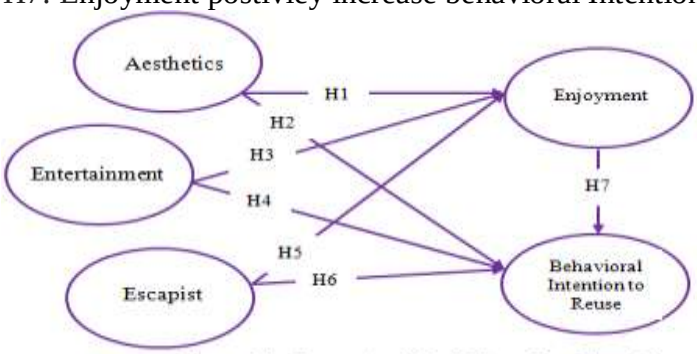


Figure 01: Conceptual Model based on Flow Theory

3. Research Methodology

3.1 Sampling and data collection

Systematically, online shoopers were the respondents in this study having a minimum of 18 years and have shown their greaterinclination in online shopping from renowned websites of the country i.e. Daraz, Gul Ahmed, Kaymu, Chase Value, Lootlo, Ali Baba, Shop Daily, PakStyle, etc. The list of online shoppers was not available and making it impossible to select the direct sample size from the available population. Consequently, non-probabilistic e-convenience sampling was executed for a total of 360 respondents. Moreover, researcher collected data from potential respondents using an online Google form application. Proceeding with the survey, an email was sent to the fellow, students, and professionals where LinkedIn, Twitter, Facebook, and other social and professional sites were engaged for maximum collection of data. Since the online shoppers were literate therefore questionnaire was administered in the English language. Finally, after two months a sufficient number of total 323 forms were finalized for further examination. Hair et al., (2010) suggested that a large sample size requires proper process refinement. Conclusively, 323 responses were found fit for proceeding the finally considered valid for further measurement and analysis. Methodologically, the threshold for rigorous analysis especially in techniques i.e. structural equation modeling using PLS, and especially when the population is unknown consisting ofa large size of the sample (Barclay, Higgins & Thompson (1995). For example, 10 cases per predictor are mandatory for sample size (Hair et al., 2011). Thus, it seems that 323 responses have qualified the prerequisite of partial least square.

4. Data Analysis and Oucomes

4.1 Profile of Respondents

A total of 360 respondents contributed their responses of which 323 responses were considered full and valid completion of the refining process suggested by Hair et al., (2010). The demographic profiles of respondents as shown in table no. 01 indicates respondent profiles in terms of age, gender, and education. A response rate of 60% of males and 38% of females have recorded whose ages fall under three categories of less than 20 years with 16% responses, 21-30 with 71% responses, 31-40 years with 11% responses, and 17 and above with 3% responses. Additionally, respondents with education categories of bachelor 59%, masters 31%, and the other 3% recorded their responses positively. Likewise, the place of online shopping was distributed as home 61%, school12%, office 21%, and other places 6% respectively. The online shopping experience was also distributed in year brackets like 1-3 with 53%, 4-5 with 19%, and 6+ with 11% respectively. The hours of online shopping per week and frequency of online shopping per month are also mentioned in table 01.

Table 01: Respondents Profile (*n=323)*			
Construct	**Value**	**%**	**Average**
Gender	Male	62%	
	Female	38%	N/A
Age in Years	Less than 20	15%	
	21- 30	71%	
	31-40	11%	25
	41 +	3%	
Education	Intermediate	31%	
	Bachelor Degree	39%	N/A
	Master Degree	23%	
	Other	7%	
Place of online shopping	Home	61%	
	School	12%	N/A
	Office	21%	
	Other Place	6%	
Years of online shopping experience	Less than 1	17%	
	1-3	53%	2.5
	4-5	19%	
	6 +	11.%	
Hours of online shopping per week	Less than 1	11%	
	1-5	72%	3.3
	6 +	17%	
Frequency of online shopping per month	1-3	86%	
	4-6	10%	3.3
	7 +	4%	

4.2 Reliability and Validity Analysis

In order to quantify the variables of the research as shown in table no. 02 represents the construct and item reliability, Cronbach's alpha and finally the variance extracted. The results of the reliability statistics including factor loadings indicate high and significant factor loadings (P<0.001) qualifying the convergent criterion. In connection to the convergent validity, the recommendations of Fornell and Larker, (1981) indicates that two variable variance extracted must be higher than the square of the parameter estimate between them to assess the convergent validity. Further, to assess the composite reliability Bagozzi and Yi (1988) suggest reliability to be higher than 0.60, and variance extracted should be greater than 0.50. Accordingly, all items have shown composite reliability greater than >.818 with greater variance than>.702 as shown in table no 2. Hence, Cronbach's alpha above >.70 suggests strong reiability.

Table 02: Reliability and Validity Results					
Measurement of Items		**Loadings**	**(α)**	**CR[a]**	**AVE[b]**
Esthetics					
Es1	I felt a real sense of harmony	0.881			
Es2	Online Shopping was very pleasant	0.886	0.878	0.922	0.702

Es3	Online shopping was very attractive	0.830			
Es4	Online shopping was attention seeking	0.855			
Entertainment					
En1	Online shopping activities were amusing	0.767	0.829	0.886	0.661
En2	Online shoppingexperiences were captivating	0.869			
En3	Activities in online shopping were entertaining	0.768			
En4	Online shopping was fun to perform	0.843			
Escapist			0.862	0.906	0.643
Ec1	I felt I had a different character in online shopping	0.821			
Ec2	I felt like I was living in a different time or place	0.851			
Ec3	The experience here let me imagined being someone else	0.845			
Ec4	I forgot about my daily routine	0.847			
Enjoyment			0.723	0.844	0.627
Ej1	Online shopping is exciting	0.811			
Ej2	I enjoyed Online shopping	0.773			
Ej3	Online shopping gives me a lot of pleasure	0.822			
Behavioral Intention to reuse					
Bi1	I will shop online frequently in future	0.693	0.664	0.818	0.602
Bi2	I intend to shop online again	0.835			
Bi3	I will shop online for a long time	0.793			

4.3 Discriminant Validity Analysis

Discriminant validity measures were carried to as endorsed by Larcker & Fornell (1981) for measuring the correlation of latent variables among each other. Hence, table no.3 indicates the analysis results of all latent variables and their ratio among each other. The results are shown in table no 3 indicate that the least square of correlation is smaller than the lowest variance extracted which means that results qualify the discriminant validity.

Table 03: Fornell and Larcker Criterion Test: Discriminant Validity

Constructs	Esthetics	Entertainment	Escapist	Enjoyment	BIR
Esthetics	0.758				
Entertainment	0.754	0.781			
Escapist	0.710	0.791	0.801		
Enjoyment	0.732	0.738	0.773	0.842	
BIR	0.751	0.735	0.779	0.821	0.782

4.4 Descriptive Analysis

Furthermore, the researcher processed data for Descriptive Analysis as shown in table 04. It shows that entertainment has the highest mean of 4.9 and a standard deviation of 0.9 values and esthetics have the lowest mean of 0.4 and a standard deviation of 0.6.

Table 04: Descriptive Analysis

Constructs	Frequency	Min	Max	Mean	Std. Deviation
Esthetics	323	1.0	5.0	4.0	0.6
Entertainment	323	1.0	5.0	4.9	0.9
Escapist	323	1.0	5.0	4.7	0.8
Enjoyment	323	1.0	5.0	4.5	0.7
Behavioral Intention to Reuse	323	1.0	5.0	4.8	0.7

4.5 Correlation Analysis

Besides, a person correlation among variables was calculated to explore the relationship among all latent constructs conceptualized in this study. The results of correlation among variables are significant ≤ 0.05 as shown in table no.5. Since all measured items have confirmed the reliability and validity of items used to measure latent variables, thus analysis was preceded to further test the SEM and hypotheses test.

Table 05: Pearson's Correlation coefficient (*r*)

Constructs	Frequency	Correlation Coefficient	Sig. Level
Esthetics	323	0.819	0.002
Entertainment	323	0.817	0.001
Escapist	323	0.879	0.000
Enjoyment	323	0.857	0.000
Behavioral Intention to Reuse	323	0.831	0.000

4.6 The Structural Equation Model-SEM

SEM analysis was performed by using SmartPLS v. 3.2.6. The main responsibility of SmartPLS is to assist researchers in recognizing, estimating & demonstrating the theorized relationship amongst constructs by indicating rich tabular and graphical paths in the model planted in the research. Further, scholars consider the structural equation model for linear and cross-sectional analysis which generates model fitness with a normal distribution. Similarly, this study opts for regression analysis and path analysis of SEM analysis. Hence, it is rational to use SEM (Hair et al. 1999).

4.7 Measurement Model Results

The stronger the influence of the effect of an independent variable on the dependent variable exogenous latent construct on the endogenous latent variable exists when the beta coefficient (β) is greater. In other words, higher β means higher influence among dependent and independent variables. The hypothesis findings of the proposed structural equation model are given in Table 3, indicating the hypothesis significance of standard path coefficients as shown. In this research, H1 was predicted that experiential component esthetics would significantly and positively influence the enjoyment. Similarly, the results of the study in table 04 confirmed that esthetics

influence flow experience or enjoyment with a slight effect (β=0.19, T=2.060, p < 0.009). Thus, H1 is accepted. Moreover, H2 was predicted to have the effect of Esthetics on behavioral intention to reuse (β=0.068, t=2.010, p < 0.001) which was accepted. Additionally, H3 was predicted that entertainment would significantly and positively affect the enjoyment and the same was confirmed in analysis results (β=370, T= 2.235, p < 0.000). Hence, hypothesis H3 was accepted significantly. Likewise, the influence of entrainment on behavioral intentions to reuse was observed in H4 and found supported (β=0.101, T=2.015, p < 0.000). Similarly, the H5 was proposed to measure the effect of escapist on enjoyment and found supported (β=0.246, T=2.242, p < 0.000). H6 was accepted when the significant influence of escapist on behavioral intentions to reuse was confirmed (β=0.198, T=2.091, p < 0.000). Finally, the H7 was empirically tested and results confirmed that the impact of enjoyment on behavioral intentions to reuse was significant (β=0.447, T=3.326, p < 0.000), thus H7 was robustly accepted.The results of model 01 presented in Table 04 indicate that the entertainment factor had the highest beta coefficient β = 0.370 variances in predicting the enjoyment followed by Escapist β = 0.246, esthetics β =0.190 respectively. On the contrary results of model 2 as presented in Table 04 show that escapist had a top model path coefficient of β = 198, followed by entertainment β =0.101, and esthetics with the lowest path coefficient of β = 0.068 respectively. Finally, enjoyment had the highest beta coefficient values β = 0.447 comparatively on other latent constructs used in this model, which indicates that enjoyment has greater variance and highly affects the behavioral intentions to reuse as shown in table 04 and figure 02 & 3.

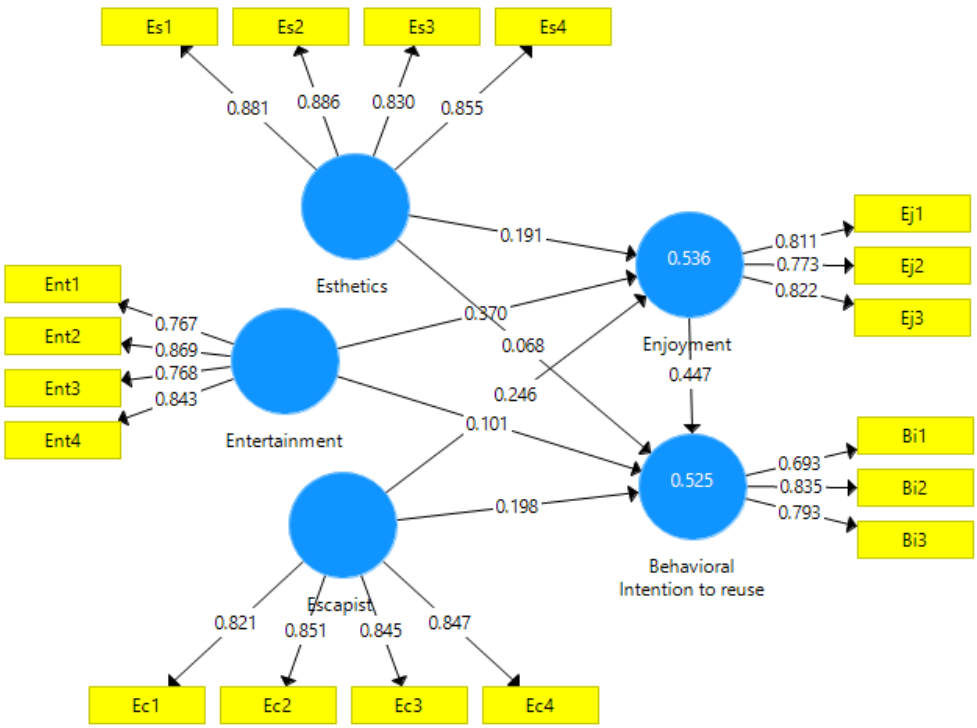
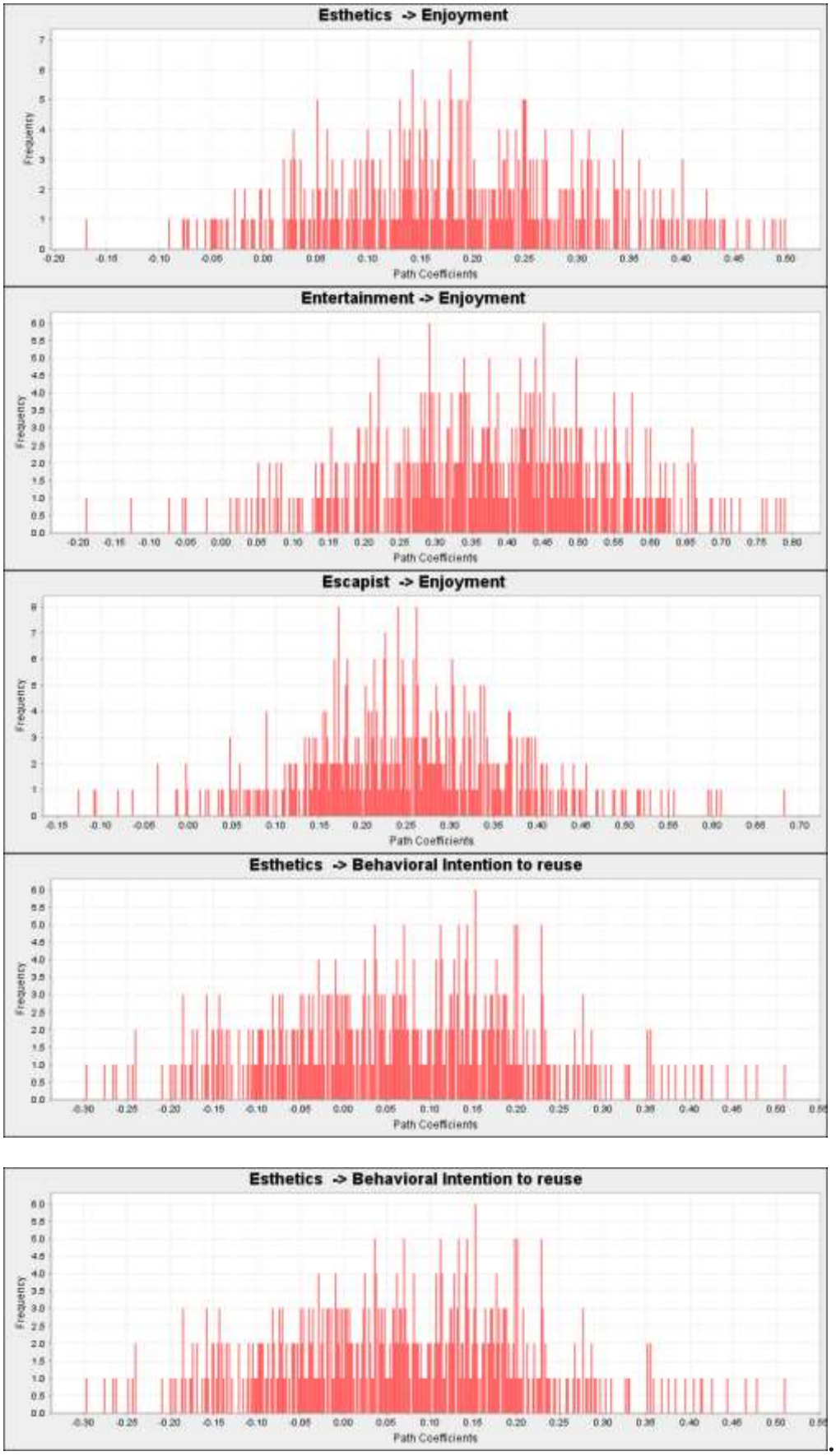


Figure 02: Assessment of Structural Equation Model


Esthetics -> Enjoyment
Entertainment -> Enjoyment
Escapist -> Enjoyment
Esthetics -> Behavioral Intention to reuse
Frequency
Path Coefficients

Esthetics -> Behavioral Intention to reuse
Frequency
Path Coefficients

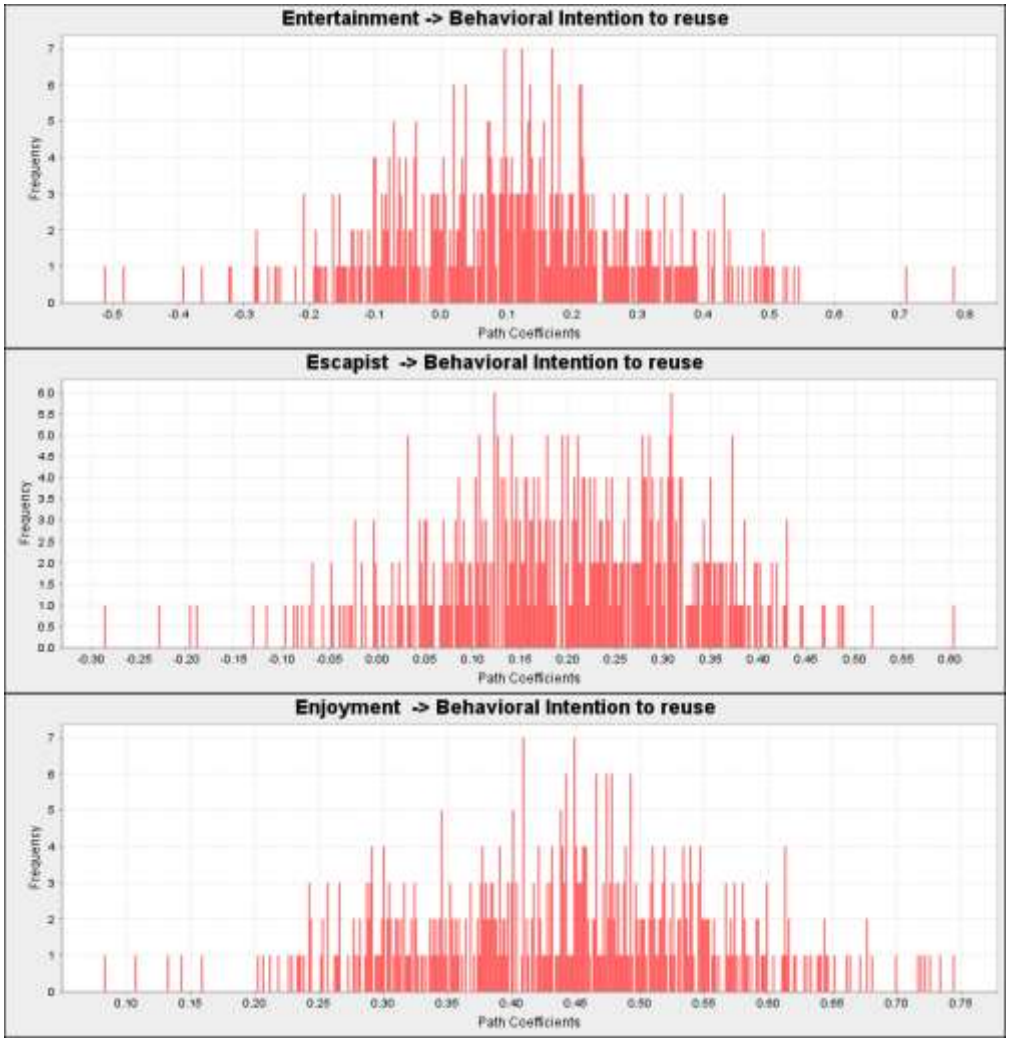


Figure 03: Graphical Representing of Path Coefficients

4.8 Measuring the Effect Size (F square =f^2)

The f^2 is the degree of influence or independent construct on the dependent construct. It reflects that the addition or deletion of any independent variable will deviate the rate of R^2 (Coefficient of Determination) and indicates whether the added or excluded independent construct influence the value of the dependent construct. Cohen (1988) suggests that f^2 value at 0.35 shows the robust impact, 0.15 modest impacts, and indicates 0.02 weak impacts respectively. Table no. 07 represents the f^2 form structural equation model calculation with f^2 values of all constructs.

Table 07: Effect Size f^2 (F Square Statistics)

Exogenous Latent Constructs	Effect size f^2	Total Effect
Esthetics	0.31	Strong
Entertainment	0.92	Strong
Escapist	0.59	Strong
Enjoyment	0.89	Strong

4.9 Predictive Relevance of the Model (Q^2)

To investigate the excellence of Partial Least Square (PLS), Q^2 statistics are used by employing the blindfolding measures and therefore Cross-Validated Redundancy was operationalized. The criterion suggests that the value for Q^2 should be greater than zero (0) for a dependent variable (Cohen, 1988). Accordingly, the results of Q^2 statistics in this study are equal to 0.304 and 0.262 indicating greater than the suggested criterion (0) as per given figure 04. The findings support that the predictive relevance of the model was sufficient for the dependent variable.

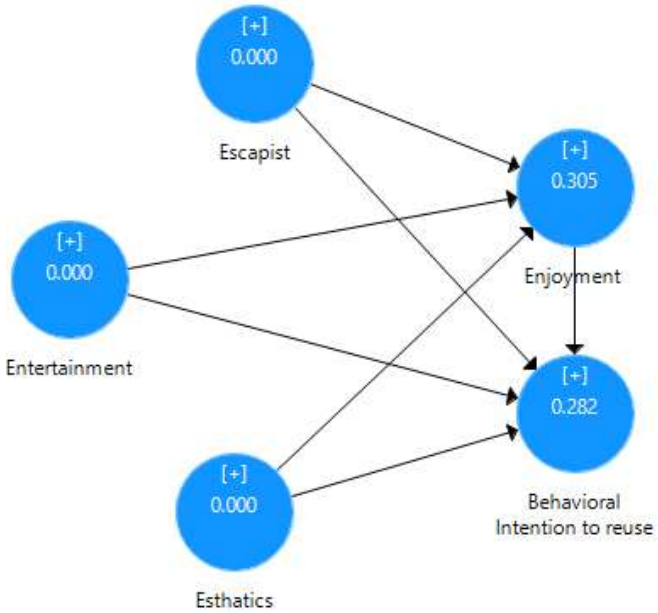


Figure 4: Predictive Relevance of the Model

4.10 Model Fit Indices

Besides, the researcher also calculated model fitness through various indexes. For instance, the Goodness of Fit (GOF) index used model fitness as a whole to confirmand verifies that the model adequately describes the empirical data used in the study. The threshold value should lie between 0-1 where values 0.10 are considered small, 0.25 as a medium, and 0.36 as large representing the global validation of the path model in the study. Table 08 indicated 0.68 goodness of fit represents that the data used in the model is satisfactory. Similarly, i.e. Standardized Root Mean Square Residuals (SRMR), which is a measurement of estimated model fir should be lower as <0.08 for being netter model fit. In this study, SRMR is 0.05 shows the model a good fit. Likewise, Chi-square ($\chi 2$) is found and the normative fit index (NFI) was calculated.

Table 08: Model Fit Summary	
Indices	**Values**
GOF	0.686
SRMR	0.050
d_ULS	1.631
d_G1	0.954
d_G2	0.789
NFI	0.810
Chi-square ($\chi 2$)	1.817

Furthermore to complete the examination, structural and measurement models and models, both models were confirmed and all proposed hypotheses were statistically found significant, thus were all accepted. As a result, a richer and accurate picture of the factors influencing the flow experience and behavioral intention to reuse can assist in developing a set of strategies to overcome the behavioral intentions to reuse barriers.

5. Discussion

This study aims to affirm the experiential components driving the endogenous latent constructs using the partial least square – structural equation model technique. Hence, a closer examination of fundamental enjoyment and behavioral Intention to reuse was observed by the online shopper in Pakistan. PLS-SEM is an active method in terms of evolving and interpreting complex models. Therefore, conceptual paths were tested through this technique using SmartPLS. The analysis was preceded by data refining, descriptive analysis such as mean value, standard deviation, kurtosis, and skewness. The empirical results kurtosis and skewness indicated between +1 and -1 which implied that there was no violation of normality assumption in data collection. Further, results of study indicates that all three constructs esthetics, entertainment and escapist were positively and significantly influencing the flow experience $R^2 = 0.53$, $p = 0.000$, and behavioral intention to reuse $R^2 = 047.2$, $p = 0.000$, predictive relevance (Q2) = 0.30, for enjoyment and predictive relevance (Q2) = 0.26 for behavioral intention to reuse. Similarly, substantial GOF was calculated as GOF= 0.68. The study results indicate entertainment and enjoyment have a high path coefficient (β=0.367) affecting the overall enjoyment (flow experience) and behavioral intention to reuse. It remarks that the service provider should pay more focus on entertainment for a better customer flow experience. Similarly, escapist was the second-highest coefficient path (β=0.250) affecting the overall customer flow experience and behavioral intention to reuse. Similarly, esthetics were found to have a moderate path coefficient value β=0.190) on experiential components over enjoyment. Conclusively, the results of this study are robustly indicating that all proposed hypotheses were accepted which means that flow experience (Enjoyment) in online shopping is influenced by conceptualized latent concepts i.e. esthetics, entertainment, and escapist. Thus, the empirical results of this study support all structural paths and demonstrate adequate model fit. Further, the empirically verified indicators are the foundation in further study of flow experience under an experiential marketing perspective. However, the fundamental concept of the flow theory has been validated in an online environment as all experiential components are the key contributors to the behavioral intentions to reuse. In this connection, the role of enjoyment (flow experience) provided theoretical support to the hypothetical model. In other words, online customers tend to be more active and attentive if the online purchase activity is more appealing and engaging customers with full involvement. This study has concluded that the customers are vibrant and dynamic in terms of their choice and entertainment, hence esthetics, entertainment, and escapist could be used to prolong customer stay on the website and for further surfing and searching.

6. Conclusion and Managerial Implication

The findings of the study have presented empirical significance relevance beyond the avenues of customer experience, especially in online shopping. It suggests numerous associations in online marketing and management. The study has proven hypothetical

significant significance as all hypothesisare robusty accepted. For instance, The first hypothesis of this study is that esthetics positively increase enjoyment which is accepted at β=0.19, T=2.060, p < 0.009. Similary, the second hypothesis that esthetics positively increase behavioral intention to reuse which is also accepted at β=0.068, t=2.010, p < 0.001. The third hypothesis is that entertainment positively increaseenjoyment which is accepted at β=370, T= 2.235, p < 0.000). The fourth hypothesis is entertainment positively increase behavioral intention to reuse which is also accepted β=0.101, T=2.015, p < 0.000). Similarly, the fifth hypothesis of this study is that escapist positively increaseenjoyment which is found supported at β=0.246, T=2.242, p < 0.000. Likewise, the sixth hypothesis escapist positively behavioral intention to reuse was confirmed at β=0.198, T=2.091, p < 0.000. Finally, the seventh hypothesis was accepted which stands that enjoyment positively increase behavioral intentions to reuse and is accepted at β=0.447, T=3.326, p < 0.000. It reflects that all hypotheses are accepted statistically with the notion that experiential components are the key contributors in consumer behavioral intentions to reuse a particular product or service.

From a managerial point of view, one of the fundamental implementations is to covey the fundamental indicators of the customer experience through an organization's marketing communication, and by paying attention to the core customer experience of esthetics, entertainment, andescapism for the creation of the ideal state of flow experience. Given the importance of these constructs, managers could use customer endorsement highlighting these dimensions of experience in the decision-making process. Hence, the customer outcome of these experiences: esthetics, entertainment, and escapism can be enriched. It will improve organizations to improve and prepare more highly effective marketing strategies that emphasize the true driver of behavioral intentions to reuse, thus leading to customer loyalty.Moreover, imperfect problems in online shopping are complex and risker influence by various indicators during online shopping, which not only reduces the customer experience but also the sustainability and growth as a whole. Likewise, customer flow experience is a cornerstone in online shopping to improve the customer experience in a different and better way. The results advocate customer experience of esthetics, entertainment, and escapism significantly affect the flow experience (Enjoyment) and behavioral intentions to recuse and leads to increase flow experience in online shopping at large. Thus, an enriched experience environment based on esthetics, entertainment, and escapism providing the competent stand facilitating organizations to cope with the dynamics of customer experience in a better way.

7. Limitations and Avenues for Future Research

Maklan and Klaus (2012), entail context-specific way of experience which could be one of the limitations of this study. Since it is explored in the context of online shopping,hence, study results should be referred to following these restrictions. Secondly, the study opts for three latent constructs of customer experience of esthetics, entertainment, and escapism as an antecedent of customer flow experience and behavioral intentions to reuse, however, several other variables such as playfulness, hedonic pleasure, functional elements, perceived usefulness, and perceived ease of use under Technology Acceptance Model can be included in our proposed model to explore their effects. Finally, the research is conducted in Pakistan which is a collectivist country with a high sense of community. Hence, Future

research may benefit from reinvestigating the proposed conceptual framework in another cultural setting to examine the validity and its generalizability.

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