# Article information:

Creating Effective Online Customer Experiences. - EBSCO  
<https://research.ebsco.com/c/vy25p4/viewer/html/b7jcgnjkpn>

# Article summary:

1. Creating effective online customer experiences through well-designed product web pages is critical for success in online retailing.

2. Previous research has only addressed a few design elements in isolation, without considering the need to adjust experiences based on product and brand characteristics.

3. This study investigates how 13 design elements shape four dimensions of the online customer experience (informativeness, entertainment, social presence, and sensory appeal) and how these dimensions influence purchase.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

The article titled "Creating Effective Online Customer Experiences" discusses the importance of well-designed product web pages in online retailing and how different design elements can shape the online customer experience. While the article provides some valuable insights, there are several areas where it falls short.

One potential bias in the article is its focus on the positive aspects of online customer experiences and how design elements can enhance them. The article does not adequately address potential negative experiences or challenges that customers may face when shopping online. For example, it does not discuss issues such as security concerns, privacy issues, or difficulties in navigating websites. By only focusing on the positive aspects, the article presents a somewhat one-sided view of online customer experiences.

Another issue with the article is its reliance on experiments conducted by a specialized online content agency and four Fortune 1000 firms. While these experiments may provide valuable insights, they may also be biased towards promoting certain design elements or strategies that benefit these companies. The article does not provide information about any potential conflicts of interest or funding sources for these experiments, which raises questions about their objectivity.

Additionally, the article makes several claims without providing sufficient evidence to support them. For example, it states that social presence is just as important as informativeness in shaping the online customer experience but does not provide any data or research findings to back up this claim. Similarly, it claims that sensory appeal can affect perceptions of product performance and purchase intentions but does not provide any evidence to support this assertion.

The article also fails to explore counterarguments or alternative perspectives on the topic. It presents a single framework for understanding the online customer experience and does not consider other possible dimensions or factors that may influence customer behavior. This lack of exploration limits the depth and nuance of the analysis presented in the article.

Furthermore, there are instances where the article reads more like promotional content rather than an objective analysis. For example, it suggests that managers can use the findings of the research to build effective web pages and offers actionable advice for marketers on how to strategically orchestrate design elements. This promotional tone raises questions about the objectivity and impartiality of the article.

Overall, while the article provides some valuable insights into online customer experiences and the role of design elements, it has several limitations that undermine its credibility. The lack of consideration for potential biases, unsupported claims, missing evidence, and promotional content all contribute to a less comprehensive and balanced analysis.

# Topics for further research:

* Negative experiences in online retailing
* Security concerns in online shopping
* Privacy issues in online customer experiences
* Difficulties in navigating online retail websites
* Critiques of design elements in online customer experiences
* Alternative frameworks for understanding online customer behavior

# Report location:

<https://www.fullpicture.app/item/12349ec7e17c6803816c5b7c5f4d2dbe>