

**Majd AbedRabbo**

Loughborough University  
School of Business and  
Economics  
Loughborough  
Leicestershire  
LE11 3TU  
UK

Mob: +44 7450068213

✉ [m.abedrabbo@lboro.ac.uk](mailto:m.abedrabbo@lboro.ac.uk)

**Dr. Cathy Hart**

Loughborough University  
School of Business and  
Economics  
Loughborough  
Leicestershire  
LE11 3TU  
UK

☎ +44 (0) 1509223612

✉ [c.a.hart@lboro.ac.uk](mailto:c.a.hart@lboro.ac.uk)

**Dr. Fiona Ellis-Chadwick**

Loughborough University  
School of Business and  
Economics  
Loughborough  
Leicestershire  
LE11 3TU  
UK

☎ +44 (0) 1509223397

✉ [f.e.ellis-chadwick@lboro.ac.uk](mailto:f.e.ellis-chadwick@lboro.ac.uk)

**The implications of Cross-Channels Customer Experience on UK Town Centres**

Customer Experience (CX) in marketing and retail disciplines has attracted substantial attention from academics and practitioners. Defined as “an internal and subjective response” (Meyer and Schwager, 2007), CX plays a crucial role in guiding the consumer through the decision-making process, influencing their perception of transaction-based constructs such as engagement and satisfaction, thus manipulating their behaviour (Meyer and Schwager, 2007; Grewal et al., 2009; Puccinelli et al., 2009; Verhoef et al., 2009). In a retail environment such as a Town Centre (TC), consumers process a range of stimuli with various sensory characteristics and information (Gupta & Vajc, 2000). These stimuli, originate from the service exchange and interact with the psychological responses of consumers, yielding an overall evaluation of CX that influences corresponding constructs such as service quality, engagement, and satisfaction (Cao & Li, 2015; Lemon & Verhoef, 2016; Palmer, 2010). Therefore, CX is considered holistic and multidimensional in nature (Verhoef et al., 2009; De Kayser et al., 2015).

A wide body of literature has developed understanding of the influence of CX on the behaviour of consumers within retail channels and its consequences on retailers’ performance (Neslin et al., 2006; Verhoef et al., 2009; Melis et al., 2015; Stein and Ramaseshan, 2016). In retail settings CX can influence consumer behaviours such as patronage, which then potentially impacts on the performance indicators of that location. Thus, it is important to understand how CX can be utilised to enhance the competitive advantage of a place and improve customer retention. Study of CX has become more complex, as business and place managers seek to connect using multiple retail channels to deliver superior customer experiences. Widespread adoption of multiple channel approaches (e.g., web mobile, social, store) opens a gap in the literature for further investigation of CX across multiple channels and its implications on the wider retail environment (Verhoef et al., 2015; Lemon and Verhoef, 2016). To date, limited studies address this in the TC context, as existing literature provides understanding of TC-CX only within the physical channel (Stocchi, Hart and Haji, 2016), with little focus on the role of digital channel integration within the TC. The scarcity of research in this context is surprising, due to the importance of the TC as a retail destination with various economic and sociological benefits to the UK economy. In this paper, the authors explore the physical/digital TC cross-channels and the way that integration is used to create a ‘connected’ TCCX. The paper will present a conceptual framework that addresses the connected TCCX and its implications on UK TC performance.