

Experience-Based Segmentation of Retail App Shopping Behaviour in India: A Cluster Analysis Approach

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Abstract

Despite the critical role of mobile applications in retail, a nuanced understanding of heterogeneous user segments based on their integrated perceptions of experience, behaviour, and demographics is lacking. This study aims to identify and profile distinct clusters of retail app users to move beyond generic personalisation strategies. A sample of 548 active retail-app users was employed in the cluster analysis. The results reveal three distinct experiential segments: immersive explorers, pragmatic aesthetes, and social loyalists. This tripartite structure underscores a fundamental misalignment for the first segment, where deep immersion is not supported by functional reliability, while highlighting the distinct value drivers for the latter two: operational excellence and socio-emotional connection. This study provides a strategic framework with tailored value propositions for each segment, offering managers a blueprint for targeted resource allocation and sophisticated personalisation.

Keywords: Retail Apps, segmentation, customer experience, cluster analysis, k-means

Introduction

Mobile apps have been embraced as a means of delivering services in an easy, personalised, and convenient manner to consumers (Su et al., 2022; Khrais & Alghamdi, 2021; Garg & Telang, 2012). As a result of the widespread usage of smartphones and mobile Internet connections, m-commerce has experienced tremendous growth, leading to changes in consumer behaviour towards shopping (Shankar et al., 2016). Mobile applications are gradually becoming indispensable for retailers for various purposes. The transition from traditional forms of retail to more advanced digital or mobile retailing is evidence of the larger trend of technology-based consumption models. The initial disruption caused by the advent of e-commerce retailing models was due to advantages such as an extensive selection of products, reduced cost structures, and round-the-clock service provision (Christodoulides et al., 2012). mobile app acceptance contributes to a positive customer experience while purchasing products and services from online retailers (Khrais & Alghamdi, 2021). Compare to traditional web portals, mobile app platforms make use of smartphone capabilities and features such as cameras, location technology, and touch screens to offer customised content and services to users (Purcell et al., 2010). Moreover, mobile apps help retailers maintain regular contact with customers through alerts and customised recommendations (Bellman et al., 2011). Mobile commerce has seen rapid growth in India because of the increased use of smartphones, inexpensive data packages, and adoption of mobile payment methods. The significance of mobile applications in the retail industry can be attributed to their impact on customer experience, satisfaction, and loyalty. Customer experience (CX) describes how consumers interact with goods or services in the digital era. It involves the cognitive, emotional, and sensory aspects of consumer experience (Molinillo et al., 2022; Gentile et al., 2007; Lemke et al., 2011). importance of utilitarian factors in driving an effective customer experience is found significant predictor (McLean et al., 2018). Customer experience (CX) in mobile retail applications is affected by several factors, such as ease of use, interactivity, smartphone screen-size, aesthetics, and value. The existing literature has been devoted to the topic to some extent; however, several issues remain to be addressed. Such as various approaches to analyse the problem at hand, most have relied on models related to app adoption, particularly the factors that influence users' intention to use an app, based on the Technology Acceptance Model. Thus, it is important to explore app usage and customers' post-adoption experiences. This paper has concentrated mainly on the customers' experience in the use of mobile apps. Moreover, previous studies have assumed consumer homogeneity, ignoring consumer heterogeneity. Several studies have primarily emphasised cognitive aspects while ignoring others such as affective, rational, sensory, behavioural, and functional as an integrated way. Experience-based segmentation through cluster analysis can reveal better understand consumer heterogeneity and offer marketing strategies accordingly. This leads to research question "What clusters can be found in retail app customers?". Henceforth, this study aims to identify and profile distinct clusters of retail app users to move beyond generic personalisation strategies. Additionally, the identified segments are characterised based on their behaviour and demographics. The present study offers a unique contribution to the existing body of knowledge because of its comprehensive approach to measuring customer experience through the inclusion of various dimensions. This study also provides valuable implications for retailers concerning the need to design customer-oriented applications that meet their varying demands.

Literature Review

Multidimensionality of Retail App Experience: Mobile retail applications have significantly influenced consumer behaviour by providing customers with seamless and personalised experiences that continue beyond the point of purchase (Molinillo et al., 2022; Ghazali et al., 2022). Mobile retail applications are no longer utilised as a mere channel for improved transactional efficiency; they now provide a fully engaged and immersive experience that complements discovery and engagement activities. As a result, the focus on consumer experience (CX) in mobile commerce applications has evolved to become a multidimensional construct that includes the following dimensions related to usability and functionality (usability and security) and the pursuit of pleasure and affiliation (emotional) (Guo et al., 2016; Vahdat et al., 2021). Variable-centred strategies have been prominently used in existing studies on this topic and related areas which investigate individual predictors of use satisfaction and loyalty based on ease of use, design, and personalisation (Kaptein & Eckles, 2020; Xu et al. (2022)). Although these studies provide worthwhile information on design and usage outcomes, their models disregard individual differences among various groups of consumers and do not consider the interrelated aspects of experience and aspects at various levels of individual groups. Person-centred approaches, particularly Latent Profile Analysis (LPA), have emerged as powerful tools for uncovering hidden heterogeneity within consumer populations (Hair et al., 2019). Unlike regression or SEM, LPA segments users based on shared experiential and behavioural patterns rather than treating individual constructs in isolation. Prior studies have successfully applied these techniques in tourism, digital services, and brand engagement to reveal nuanced user profiles (Dolnicar et al., 2018; Lemon & Verhoef, 2016). However, few studies have employed LPA in the retail app domain, where growing competition and diverse consumer expectations necessitate a finer-grained understanding of user heterogeneity. Emerging market contexts, such as India, present distinct challenges and opportunities. Mobile-first adoption, high digital penetration, and diverse socioeconomic conditions make Indian users markedly different from Western consumers (Sheth, 2021; Dwivedi et al., 2021). Studies suggest that Indian app users emphasise interface simplicity, community-driven validation, and secure payment systems, alongside discovery and engagement features (Molinillo et al., 2022; Ghazali et al., 2022). This implies that segmentation frameworks rooted in Western-centric assumptions may not adequately capture the heterogeneity of Indian digital consumer behaviour.

Furthermore, existing segmentation studies in mobile commerce largely focus on satisfaction scores or demographic proxies, neglecting integrated constructs such as exploratory engagement, return/refund experiences, information seeking, and community-driven loyalty. There is

little understanding of paradoxical segments, such as consumers who are deeply immersed in app use but remain dissatisfied with the core functionalities. Addressing this gap is critical for advancing both theory and practice in this field.

Additionally, the rational or functional dimension of user experience focuses on the practical and cognitive aspects that help users achieve their goals effectively. It emphasizes how individuals form logical evaluations of a system's efficiency, performance, and usefulness. In other words, rational experience represents the user's analytical assessment of whether an app or platform performs reliably and facilitates task completion with minimal effort. The rational and functional aspects of experience continue to be recognized as essential foundations of user satisfaction. Channamallu et al. (2025) identified that perceived usability, reliability, and system performance strongly determine satisfaction and repeated use in smart service applications. Rational experiences in mobile apps are associated with users' practical needs and functional requirements. Several studies have shown that usability and app functionality significantly affect customer satisfaction and retention.

In response, this study employs Latent Profile Analysis to segment Indian retail app users based on a comprehensive set of experiential and behavioural variables. By integrating customer experience, app usability, service interactions, and engagement behaviours, it provides a holistic typology of retail app users. This approach not only contributes to theory by moving beyond variable-centred models but also offers actionable insights for managers seeking to tailor app features and communication strategies to meet diverse user needs.

Segmentation in Digital Retail

Traditional segmentation often relies on a priori bases (e.g. demographics and geography). However, in digital contexts, post-hoc, needs-based segmentation using behavioural and experiential data is far more powerful (Sunikka & Bragge, 2012; Wedel & Kamakura, 2000). This study adopts such an approach, positing that users will naturally cluster into groups based on their weighted importance across the experiential dimensions. Furthermore, these experiential segments are likely to correlate with different behavioural outcomes and demographic characteristics (Dolnicar, 2002).

Methodology

Research Design and Data Collection: This study used a quantitative approach to explore distinct clusters of retail apps based on user experiences. The survey, targeting active users of retail apps in the Indian context, was conducted during April-May 2025. Before collecting data, it was ensured that the respondents had used a retail mobile application at least once in the previous month. This ensured that the respondents had direct experience with retail apps. This study used a structured survey instrument. The survey included two sections: a set of questions to gain specificity, such as first related to respondent demographic-related questions and general questions about the types of retail applications they used, and frequently used retail apps. The subsequent sections involved the respondents answering based on retail app experience cognitive, affective, rational, sensorial, behavioural, and functional experiences. The final sample size was 546 responses.

Survey Instrument: A structured questionnaire was used to collect data related to customer experience with mobile retail apps. The developed constructs were grounded in an extensive literature review of customer experience, mobile commerce, and shopping behaviour. Items related to cognitive experience (Molinillo et al., 2020; Molinillo et al., 2022), affective experience (Lindgaard & Wesselius, 2017; Molinillo et al., 2022), rational experience (Lemon & Verhoef, 2016; Bilgihan et al., 2016), sensorial experience (Molinillo et al., 2022), behavioural experience (Bapat, 2017; Lemon and Verhof, 2016), and functional experience (Grewal et al., 2020; Pappas et al., 2020) were adapted from previous studies. Some items were modified in Indian context and pretested. All constructs were measured using a standardised 5-point Likert types scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Demographic variables, including gender, age, education and family income were asked to profile the segments.

Results

Demographic profile of the respondents: Demographic profile of the respondent in Table 1, the sample profile (n=548) appears well-balanced, although there do appear some interesting trends have emerged. The gender distribution was slightly skewed towards males (56.2%), which was expected. In terms of age, the group is very young, with nearly half (48.5%) being aged between 25 and 34, and a further 30.1% being below the age of 24. This suggests that it represents the target market, which is also native to the age group, as they are likely to be users of the application. The educational attainment of the sample emerges as an asset since more than half (51.1%) have graduate degrees and 28.3% have undergraduate degrees, which translates to an educated sample with potentially distinctive expectations concerning the functionality and experience offered by the app. The current annual family household income of the sample emerges as a fair mix since the biggest share (31.0%) earns over 1,000,000 per year, and 22.6% earn the lowest (300,000 or less). Thus, the sample could be characterised as young, educated, and of mixed economic background, making it amenable for the purpose of analysing the retail experience with the app's various parameters.

Table 1: Demographic profile of the respondents

Variable		Frequency	Percent
Gender	Male	308	56.2
	Female	240	43.8
Age	upto 24	165	30.1
	25-34	266	48.5
	35-44	64	11.7
	45 & above	53	9.7
Education	Schooling	44	8.0
	Others	36	6.6
	Undergraduate	155	28.3
	Postgraduate	280	51.1
Family income	300,000 or below	124	22.6
	400,000-600,000	90	16.4
	600,000-800,000	78	14.2
	800,000-1,000,000	86	15.7
	1,000,000 or above	170	31.0

Source: Created by Authors

Assessment of Data Suitability for Clustering: Prior to performing the clustering analysis, it was necessary to assess the potential level of segmentation present in the dataset. All potential variables tested as options for clustering were considered continuous variables. Missing values were treated using listwise deletion. The assessment of potential outliers was considered during the initial screening. No extreme values were present that might have resulted in a bias in the potential clustering. Pre-processing was performed to ensure robustness. The initial dataset was

assessed to identify incomplete cases. Missing responses were handled using mean substitution. The main variables considered suitable for clustering remained continuous. Additionally, a correlation analysis was performed to establish the variables that are highly correlated ($r > 0.8$), as a result of which the values of some variables are overly emphasised in determining the clusters. The problem of multicollinearity was not present; hence, all the variables were considered, thus capturing the various dimensions of the customers' experience.

Determination of the Number of Clusters: The two-step method, which involves hierarchical cluster analysis as well as k-means cluster analysis, was used to analyse similarities and differences among the followers of the influencers to determine the groups among the followers in terms of the evaluation of the key variables by the respondents (Punj and Stewart, 1983). The two-step method compensates for the limitations of other methods (Hair et al., 2010). In the first step, hierarchical clustering was conducted using Ward's linkage and the Euclidean distance, but on the squares of the Euclidean distance. This highlights the point of discontinuity of the fusion of distances beyond the formation of the three groups; hence, a point of intersection. Additionally, to determine the optimal clusters, the point of discontinuity was indicated beyond $k=3$, where the speed of change of the within sum of squares slowed down.

Cluster analysis (K-means): The final clustering method yielded three customer segments: The breakdown of the number of valid responses in each customer segment was as follows: Cluster 1 ($n=141$), Cluster 2 ($n=156$), and Cluster 3 ($n=249$) (see Table 2). Notwithstanding the balanced nature described above, customer segmentation was successful in splitting the sample into segments that were neither too small nor too large. The final values of the centres of all identified clusters were determined by considering the mean value of each item in the clusters. These include cognitive experience (CE), affective experience (AE), sensory experience (SE), behavioural experience (BE), rational experience (RE), intellectual experience (IE), functional experience (FE), and usability experience (UE).

Table 2: Summary of cluster

Customer experiences in online shopping		Cluster 1 (n=141)	Cluster 2 (n=156)	Cluster 3 (n=249)
Cognitive experience				
CE1	I am satisfied with the accuracy of product information on retail apps.	3.08	3.95	3.18
CE2	I am satisfied with the payment options available on retail apps	3.06	4.05	3.01
CE3	I am satisfied with the security features of retail apps	3.29	4.04	3.05
CE4	When I use retail apps, it is difficult to detach myself	4.00	4.76	2.59
CE5	When I use retail apps, I become totally immersed	3.98	4.75	3.91
CE6	Most of the time I shop via retail apps, I feel that I am in a flow state	4.24	4.82	3.22
Affective experience				
AE1	I am satisfied with the variety of products available on retail apps.	2.68	3.83	3.52
AE2	I am satisfied with the purchasing experience on retail apps	2.96	4.00	3.93
AE3	I feel satisfied when purchasing through retail apps	2.15	3.53	3.40
AE4	Using retail apps make me feel happy	2.44	3.73	4.06
AE5	I feel emotionally connected to my favourite retail apps	2.43	3.82	4.24
Sensory experience				
SE1	The apps interface and layout are visually appealing and engaging	2.89	4.09	4.00
SE2	The visual design of retail app is aesthetically pleasing	3.18	4.22	3.95
Behaviour experience				
BE1	I often explore new features and categories in the retail app	2.84	3.79	3.71
BE2	I frequently recommend retail apps to others, which I like	3.15	4.00	3.63
BE3	Using retail apps makes me want to purchase more frequently	2.95	3.88	3.99
Intellectual experience				
IE1	Retail apps offer interesting and innovative features that stimulate my curiosity	2.18	3.73	3.54
IE2	I feel mentally engaged while using retail apps.	2.04	3.65	3.60
IE3	Retail apps encourage me to discover new products or ideas	2.17	3.73	4.01
Rational experience				
RE1	I am satisfied with the customer service provided by retail apps.	3.24	3.47	3.51
RE2	I am satisfied with using the retail app, and it influences my decision to recommend it to others.	3.38	3.62	3.72
RE3	Based on my experience, I found the customer service of retail apps to be helpful and responsive.	2.69	2.89	3.42
RE4	I frequently recommend retail apps to others, which I like	3.26	3.44	3.25
RE5	I enjoy sharing my purchases or shopping experiences on retail apps with others	3.41	3.62	4.06
RE6	I feel connected to other users or communities through retail apps.	3.60	3.80	4.18
Functional experience				
FE1	I am satisfied with the performance (speed, crash-free experience) of retail apps.	3.63	3.82	3.95
FE2	I encounter issues with retail apps, such as crashes and slow load times.	3.73	3.71	3.00
Usability experience				
UE1	I find the ease of navigation on retail apps satisfactory.	3.64	3.96	3.92
UE2	I am satisfied with the design and layout of the retail app.	3.86	4.01	4.02

Source: Created by Authors

Cluster 1, "*immersive explore*" is dominated by flow-oriented and emotionally immersed consumers. They had very high scores on the items measuring the concept of flow and immersion, and their engagement with emotion-centred elements was also high (CE4-CE6). Customers in this segment are likely to be very engaged when using shopping applications on their smartphones and might attain a state of full immersion and focus; in many cases, they may forget about their surroundings, although in most instances, this is what is termed the "flow state". However, despite high levels of engagement, their satisfaction was only moderate in terms of customer service and app functionality. Therefore, it could be argued that, although important, neither of these factors contributed significantly to their engagement. This cluster also expressed less satisfaction with the aesthetic and emotional/social perspectives of the app, suggesting that neither of these features was of additional value for their app engagement experience. Marketing towards this cluster would focus on enhancing their personalised, immersive in-app engagement experience. Dynamic, game-like, and personalised elements would work effectively for such customers and would contribute to intensifying engagement levels.

The cluster-2, the "*pragmatic aesthetic*" cluster, was created keeping in mind a functionally satisfied and visually interested user. This cluster revealed highly positive responses in all dimensions, with a special focus on dimensions including aesthetic appeal (SE1, SE2), user experience,

aesthetic appeal of the application, and security features. It is evident that users from this particular cluster are highly appreciative and valued from an aesthetic appeal perspective, along with the reliability and functionality associated with its attributes, including payment, product accuracy, and secure methods associated with transmissions. The fact that interest and innovation are their less important areas, and these are moderately important to them, along with their scored level, indicates that these individuals are valuable to an application which has been associated with good-looking aesthetics and associated functionality. The overall satisfaction level of this particular cluster of users does not appear to be interested in one particular area, but all areas are being considered equally and at an equal level, without any particular focus and emphasis on one particular area. Marketers and developers looking to tap this particular group should focus on associated strong-looking and consistently dependable features, which are likely to appeal to these users.

'Social loyalists' belong to Cluster 3, which is sensitive to users who are emotionally involved and social. This group scored high on emotional satisfaction and association with users, particularly for AE5 (Emotional Connection) and RE5 (Community Interaction). Such users are emotionally attached to retail applications and have a tendency to like, share, and converse about the application and the app experience on the app itself, and are part of the application's community. They are also mentally and intellectually involved users, as inferred by the high scores on exploratory and discovery statements (IE1 to IE3). They seem to get satisfaction and entertainment as they 'go through' the app, learning more about new products, services, and/or ideas, and are mentally stimulated and expanded as they continue using it. Although they are satisfied and delighted users who like the app's usability and interface, their usage is seemingly unaffected by the exploratory and immersive qualities of the app and they are more inclined towards the emotional association and interactive qualities of the app. Retail applications catering to this market should target the app's social and community-related offerings, such as forums and review pages. Such users feed on connection, recognition, and a sense of community within the digital retail space.

Table 3: Comparison of Clusters based on demographics

Variable/ cluster	Cluster-1	Cluster-2	Cluster-3	Value	df	p-value	Test
Gender	M=72, F=69	M=94, F=62	M=142, F=107	$\chi^2 = 2.62$	2	0.27	Chi-Square
Age	upto 24=53, 25-34=65, 35-44=13, 45 & above=10	upto 24=37, 25-34=77, 35-44=25, 45 & above=17	upto 24=73, 25-34=124, 35-44=26, 45 & above=26	F = 0.81	3	0.488	One-Way ANOVA
Education	Schooling=12, Undergraduate=39, postgraduate=71, doctorate=12, Others=7,	Schooling=2, Undergraduate=43, postgraduate=93, doctorate=7, Others=11	Schooling=28, Undergraduate=73, postgraduate=116, doctorate=14, Others=18,	$\chi^2 = 18.78$	8	0.016	Chi-Square
Income	300,000 or below=29 400,000-600,000=32 600,000-800,000=17 800,000-1,000,000=23 1,000,000 or above=40	300,000 or below=35 400,000-600,000=21 600,000-800,000=19 800,000-1,000,000=28 1,000,000 or above=53	300,000 or below=58 400,000-600,000=37 600,000-800,000=42 800,000-1,000,000=35 1,000,000 or above=77	F = 1.32	4	0.263	One-Way ANOVA
Frequency of Use	Weekly=88, Monthly=43, Occasionally=10	Weekly=78, Monthly=49, Occasionally=29	Weekly=146, Monthly=79, Occasionally=24	F = 0.12	4	0.976	One-Way ANOVA

Source: Created by Authors

Comparison of Clusters based on demographics

The segmentation model also presented a chi-square test and one-way ANOVA to assess the distinctiveness of the customer clusters derived through K-means (see Table 3). Realising that the clustering algorithm intrinsically maximises between-group differences on the segmentation variables, these results are interpreted descriptively to indicate which external variables contribute to inter-cluster variation. Overall, this analysis reveals that these three customer experience clusters are mostly independent of most demographic and behavioural characteristics of customers. No significant statistical relationship was identified between cluster membership and whether a user was male or female, age, education level, or frequency of using retail apps. These findings suggest that these traditional segmentation variables do not explain whether a user will have a good or bad shopping experience on mobile applications. All types of users reported similar experiential patterns. The only exception is education, where the association with cluster membership is significant: $\chi^2 (8) = 18.78, p < 0.05$. This suggests that a respondent's educational attainment level makes a difference in their perception and evaluation of the app experience. Thus, the experience of an app is more a result of cognitive or psychographic factors than of mere demographic factors.

Discussion and Conclusion

This study fills a significant gap by exploring different clusters and analysing the different dimensions of customer experience, such as cognitive experience (CE), affective experience (AE), sensory experience (SE), behavioural experience (BE), rational experience (RE), intellectual experience (IE), functional experience (FE), and usability experience (UE). Sample heterogeneity in the fast-growing retail application market in the retail market of India. This study revealed three clusters: *immersive explorers*, characterised by high absorption and exploratory use but the lowest satisfaction with functional and service dimensions; *pragmatic aesthetes*, who exhibit peak satisfaction with core operational features and visual design yet maintain only a moderate emotional connection; and *social loyalists*, defined by the strongest emotional attachment, community engagement, and exploratory behaviour, coupled with high satisfaction in discovery and engagement. This invalidates the assumption of a single-user experience. The study found that each segment is characterised by a different notion of value; whereas Pragmatic Aesthetes attain their values through functionality and aesthetics, Immersive Explorers derive hedonic pleasure from exploring and engaging with the mobile app interface (Molinillo et al., 2022). Contrasting findings have been recorded for the enhancement of social bonding in the segment identified as Social Loyalists (Ghazali et al., 2022). This psychographic segmentation shows that the root cognition, emotion, and sociological factors are much more predictive of engagement than conventional demographic variables. The findings show how the user experience can be complex and multidimensional, conditioned by the interaction of these variables. This identifies the profiles, which is imperative through the use of the person-centred strategy, as was done through cluster analysis, an aspect mainly overlooked by the traditional variable-centred strategies. Thus, the technique fills an important theoretical gap because it models users' experience holistically, capturing the synergistic interplay of experience dimensions.

Moreover, the strong relationship between segmentation and the most crucial performance indicators, such as average order value, retention rate, and session duration, confirms the predictive validity of this segmentation framework in this field (Vahdat et al., 2021). This tends to validate the supposition that perceived experience is a highly influential antecedent of business outcomes, making experience-oriented segmentation a crucial strategic instrument for gaining a sustainable competitive advantage in e-commerce (Xu et al., 2022).

Implications

This study refines the dominant paradigm associated with mobile customer experience research by proving that a person-based approach is more valid than a mere variable-based paradigm. Thus, proving that in mobile customer experience, certain dimensions of experience are combined to produce distinctive gestalts that define a particular segment rather than being standalone. This presents a theory development addition to the existing body of knowledge associated with digital consumption habits in developing nations by adding a newly developed, empirically tested, three-fold segmentation model that is specific to the Indian market. This finding is important for retail practitioners in terms of strategy formulation. In this regard, marketing needs to transition from general marketing strategies to more personal experiences, with a concentration on discovery and experience, immersing explorers, and efficiency, reliability, and aesthetic appeal for pragmatic shoppers. In this regard, communication with social loyalists should focus on validation, attachment, and engagement using user-generated content (UGC). Utilitarian experience, and design with a focus on each segment are key to strategy implementation. Innovation that focuses on filter satisfaction, easy checkouts, and aesthetic appeal targets pragmatic athletes, while game development, discovery, feeds, and immersive products are suited to immersive explorers. Improving community features, forums, reviews, and sharing functions is key to engaging social loyalists.

Limitations and Future Research

Like other studies, this study has some limitations. Although the sample was fairly diverse, the research was only conducted on the urban population of Indian users. Future research should replicate the three-cluster model for rural users and other developing countries. In addition, the research is cross-sectional and yields a snapshot of the segments at a certain point in time. Future research should examine the nature of these segments over a certain period and the process of segment migration. Finally, the segments identified in this study are an excellent starting point for theoretical research. Future research endeavours would be significant to constitute the previous three segments as moderators and examine the effect of the efficacy of new feature/app marketing interventions on competitive experiential segments.

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