

## **The Online Purchase Journey Model for Hedonic Online Shopping: Clickstream Analyses and AI-Driven Thematic Analysis of Online Reviews**

### **Abstract**

This research examines how contextual factors such as product variety on e-commerce platforms shape browsing and hedonic purchasing behaviors. We provide the online purchase journey model (OPJM), which is a new framework adapted from the online customer experience model (Lemon and Verhoef 2016). A mixed-methods approach is employed, incorporating quantitative clickstream data and qualitative online customer reviews, to explore the nuances of consumer behavior in the digital shopping environment. To test the theoretical framework, secondary data is analyzed from one year of clickstream data for a leading international alcohol beverage retailer ( $n = 118,002$  verified consistent shoppers). Random effects models for zero-inflated Poisson analysis are used to test the impact on the conversion rate of number of sessions, page views, add-to-cart rate, quantity added to the cart, and customer type. Findings indicate specific product views are positively associated with longer visit durations and higher add-to-cart rates but negatively associated with page views. Additionally, textual analyses are conducted with AI for pattern identification and sentiment analysis of online reviews spanning five years from Google, Facebook, and Yelp. The findings provide managerial implications with regard to customer service responsiveness, order accuracy issues, and delivery of product.