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E-SATISFACTION AND E-LOYALTY OF CONSUMERS SHOPPING ONLINE

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ABSTRACT

The objective of this research is to study the impact of emotional state and perceived risk of remote purchase on e-satisfaction during the Internet shopping. As well, it aims to study the influence of e-satisfaction on e-loyalty. The data gathering was carried out by a laboratory experiment followed by a questionnaire. The results show that three dimensions of the emotional state during Internet shopping (the pleasure, stimulation and dominance) have a significant positive impact on e-satisfaction. Dimensions of the perceived risk of remote purchase, (the total risk, the financial risk, the social risk, the psychological risk, the functional risk, and the physical risk) don't have a significant impact on e-satisfaction, except the risk of loss of time has a negative impact. Finally e-satisfaction influences positively and significantly the e-loyalty of the cyber consumers.

KEYWORDS

Electronic commerce, Internet, emotional state, perceived risk, e-satisfaction, and e-loyalty.

INTRODUCTION

Until today, the concepts of satisfaction and loyalty to a merchant website, is a central concern of marketers. In recent years, electronic commerce has entered a phase of exponential growth and the use of the Internet in the consumer decision-making process ensures that traders to make greater use of this tool. While consumer behavior in e-commerce seems to be a complex subject, the consumer expectations are changing, challenging traditional patterns of supply of commercial websites.

Given this situation, several questions arise: How do you measure customer loyalty in the field of e-commerce? To what extent the emotional state favors the creation of a long-term relationship between the brand (i.e. commercial website) and the consumer? And how is the perception of risk acting on satisfaction and loyalty of the commercial?

The answer to these questions is a priority for any player seeking to understand consumer behavior in the context of electronic commerce. Like the traditional stores, service quality commercial websites seems to play a role in the success and survival of websites in a competitive increasingly. The aim is to transform the simple act of consumption or purchasing a real electronic service. In this context, the objective of this research is to propose and test an explanatory model in order to understand the links between the emotional state, perception of risk in the context of consumer online satisfaction and loyalty online consumers.

As follows, we present the conceptual debate on each of our concepts. We also present the rationale for our hypotheses. Subsequently, we specify the methodology adopted. Finally, we present the results of the audit of the dimensionality and reliability of the measures taken and results to test our hypotheses.

CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESES**E-LOYALTY**

According to Allage and Thomasek (2008), the theoretical foundations of loyalty to a company of the Internet are similar to those of traditional loyalty. The concept of loyalty is central to marketing research. This concept has been the subject of much research Jacoby and Chestnut, (1998), Dick and Basu, (2007); Uncles and Laurent, (2005); Zeithaml and al, (1996); Oliver, (1999). The diversity of these studies demonstrates the richness of the subject. However, it is also the source of a sense of dispersion that neither does not satisfy the theorist nor the practitioner. Given the limitations of behavioral and attitudinal approaches largely developed by the marketing literature, contemporary research tends to adopt a relational approach to fidelity.

Under this approach, loyalty is defined as a continuing relationship established between the consumer and a brand or a brand. It represents the expression of the emotional connection that connects a consumer continues to make and is manifested in situations of purchasing and consumption. Kyle Mills (2008) emphasizes the dynamic nature of loyalty by presenting it not as a state, but rather as a relationship. In this way, loyalty is a relational process of development in which the contributions of both partners, strengthening their mutual fidelity (Dwyer and al, 1987; Evans and Laskin, 2007; Frisou, 2009).

This design does not qualify as loyal consumers who are really convinced of the superiority of their choice. Processor numbers differentiate the fidelity of the routine whose stability depends on economic conditions and does not represent a reflection of the effectiveness of the policy of the brand or sign (Christopher, 2005).

Indeed, loyalty is not only an abstract sense; it must be translated into concrete actions and behaviors (N'goala, 2003). Thus, fidelity is manifested by behavioral and psychological dependence and generates a strong will to continue the relationship. It is, thus, a constant attention paid by the individual to the mark in his thoughts and actions (Suzaka, 2008). Loyalty can be seen as driving force consumers to resist changes in brands and this despite the situations encountered purchasing and consumption (Oliver, 2007; Aurier and al, 2007).

Research in this integrated approach, trying to present a broader conceptualization of loyalty. This is to study the behavior relationships, positive intentions towards the brand (change of sign, word of mouth, recommendation, resistance against persuasion, complaint, etc.), or consequences of fidelity. Taylor and Hunter (2003) note that loyalty to a web merchant is often captured by the intentions of fidelity, such as the intention to revisit a site, intends to recommend a site, or intend to buy the site.

Thus, beyond the intention of repeat purchase, a consumer loyalty can be expressed by caring behavior. This behavior can be manifested in a great desire to maintain the relationship, such as the tendency to complaint constructive or word-of-mouth expressing positive a willingness to join others in their choice (Chris Nolan, 2004).

WORD OF MOUTH

Word-of-mouth can be defined as the act of communicating formally or informally with other consumers about products and services of the company, including recommendations and defending the company against attacks from other consumers (Henning-Thoreau and al, 2006). It is a communication that is beyond the company and comes from a quite natural in the external environment and specifically for consumers. Word-of-mouth is characterized by a high credibility (Gremier and al, 2007). To advertising, consumers are generally skeptical of the sincerity and credibility of the message and saw that the belief that behind every advertisement there is a commercial interest that takes precedence over any design. Word-of-mouth is an important indicator of loyalty. In this context, a Gould (2005) states that a loyal customer can be defined as one who not only uses the goods or services, but satisfaction is such that it speaks to his entourage. A loyal customer will disclose to others of good assessments and encourage them to attend the same company or buy the same brand. It is therefore to free publicity for the company.

COMPLAINT

The complaint is defined as a phenomenon related to post-purchase response to dissatisfaction during an episode of purchase or consumption of a product or service (Cree and Alladin, 2008). This is a "request for information, correction and / or compensation from the client and from the organization, following dissatisfaction with responsibility of the organization" (Prim- Allaz and Sabadie, 2003). The complaint is a valuable source of free information for identifying malfunctions. Therefore, companies must treat it as a source of enrichment rather than as a constraint.

The importance of the complaint is that of being given a second chance to the company. It allows it to overcome the problems that were causing the discomfort or dissatisfaction of the consumer and thus enable it to prevent and reduce the risks associated with customer relationship breaks Zeithaml and al, (2006); Prim and Pras, (2009). The theoretical foundations of loyalty to a cyber merchant are nearly identical compared to the traditional loyalty. However, the operating environment changes to better take into account the specificities of the interactive context in the field of interactive commerce.

INTENTION OF REPEAT PURCHASE

If loyalty is defined as an uninterrupted sequence many purchases of the same brand, it is estimated according to the marketing literature that a minimum of three or four successive repeat purchase enough to talk about loyalty. The set of behavioral approaches to loyalty only attaches to observe the behavior of repeat purchase, without asking their intentional or not. The lack of distinction in all of these measures between intentional loyalty and loyalty is the main observed through this approach. It seems difficult to reconcile the overly simplistic approach to the behavioral importance of attitude in the decision process.

Behavior on the Internet is much less stable over time. Indeed, the cyber consumer has more alternatives to choose from, the cost of change is relatively small, and information about the sites is available at low cost. All these factors make it generally more difficult to understand loyalty to a website in its classical. In this context, Boultaire and Mathaeus (2009) have demonstrated the centrality could play the commitment to the site in the determination of the precision. They emphasized the relevance of transcribing the relational approach in the conceptualization of loyalty on the internet.

Relational loyalty must be manifested by a cooperative relationship in the long run. The consumer is no longer a mere purchaser of the product or user of the site, but a true partner with whom we can cooperate and be willing to make sacrifices in the short term. The establishment of such a relationship necessarily involves the strengthening of satisfaction and consumer confidence in the brand or site.

EMOTIONAL STATE

"Intense emotional state, characterized by a sudden physical and mental disturbances which are abolished in the presence of certain stimuli or representations vivid, appropriate responses to adapt to the environment. Inadequate modulation of emotional reaction leads to an exaggeration of the reaction in terms of euphoria or depression, or decrease it with insensitivity and indifference. Cognitive functions can be secondarily affected" (Loui Bernube, 2001.)

Emotions are complex reactions that involve both body and mind. These reactions include a subjective mental state, such as anger, anxiety or love, an impulse to act as escape or attack, whether expressed openly or not, and profound change in the body, such that an increased heart rate or blood pressure.

Some of these physical changes prepare for adaptation actions supported. Others such as postures, gestures and facial expressions communicate to others what we feel or what we want others to believe that we feel.

By emotion, we mean a mental state of real time that arises from cognitive appraisals of events or thoughts. It has a phenomenological tone, is accompanied by physiological processes, is often expressed physically, and may result in specific actions to affirm or cope with the emotion, depending on its nature and meaning for the person having it (Richard P. Bagozzi, Mahesh Gopinath and Prashanth U.Nyeer.).

It follows from these definitions that combine emotion:

- Physical sensations (changes in heart rate, muscle tone, alertness, sweating...)
- Mental representations
- The specific motor responses (from the tension of facial muscles to flight or attack, for the case of a threatening situation, the smile is to "jump for joy" in a pleasant situation).

The importance and place of these elements in the development of emotion theories vary. Mehrabian (2000 and 1997) and Mehrabian and Russell (2003, 1974 and 1975) identify the emotional state as a reaction against the individual manifests an environment. According to Whitner (1998), is the set of tangible stimuli that influence the perception and response of the individual.

Emotion is a multidimensional concept. The dimensional perspective that describes emotions in terms of minimum number of base dimension recognizes this feature. The model of Mehrabian and Russell (1994) identifies three dimensions of emotion, namely pleasure versus displeasure, arousal and awakening versus non-dominant versus non-dominance. Regarding the first dimension, pleasure describes the satisfaction or happiness felt vis-à-vis a stimulus. Dube (1999) defined pleasure as "a primary motivation for purchasing hedonic products or services, or as a signal that a transaction has been satisfactory." Bel and Dube (1998) present three sources of pleasure: sensory pleasure, pleasure and fun social psychology. The sensory pleasure is the sense of contact between the individual and the physical world. The description of the sensory dimensions by the interviewees reflected this kind of pleasure. The social pleasure is being with others and especially with friends by performing an activity. Psychological pleasure has two kind of pleasure: the pleasure emotionally grasped through positive emotional responses experienced during a consumption experience, which includes cognitive and the intellectual dimension.

In this research, we will retain the emotional and sensory pleasure. Cardes (1998) states that arousal is a physiological state influenced by exposure to emotional stimuli. Dominance is defined as the extent to which the individual controls or is controlled by stimuli.

To sum up the emotional reaction means an intense experience of short duration and specific to a stimulus. The multidimensionality of this concept reflects its conceptual richness and explains the emotion in terms of three central dimensions.

In this research, we will look to capture the potential impact of these emotional states on the satisfaction of online shoppers. The study of this influence is part of the vision of Zajoniv (1990.1994) which postulates that "the primary reaction of an individual in a situation where the emotional and cognitive conflicts, is emotional". Thus emotional states positively influence the satisfaction of online shoppers. So our assumptions are as follows:

H.1.1: The pleasure has a positive effect on the satisfaction of cyber consumers.

H.1.2: The stimulus has a positive effect on the satisfaction of cyber consumers.

H.1.3: The dominance has a positive effect on the satisfaction of cyber consumers.

PERCEIVED RISK

The notion of risk is a central theme of research in many fields as finance, marketing, sociology and psychology. In marketing, the risk is a source of much debate about the detailed steps of consumer behavior. Indeed, Bayer (1990) was the forerunner of the theory of perceived risk that consumers often perceive a risk at the time of their purchases. For this author, "consumer behavior involves risk in the sense that any action by the consumer will lead to consequences that can not anticipate with certainty approximate and some could be unpleasant."

Several researchers in marketing have proposed a multitude of definitions of perceived risk. Indeed, Cox Rich (1994) have conceptualized entant that "the quantity issues in a purchase situation." For their part, Murray (1991) points out that the perceived risk is the uncertainty perceived by the consumer for losses or gains of a particular transaction. Rudi Voller (1995) also identified the risk as "the possibility of loss due to the purchase or consumption of a product (or service)." This diversity in the conceptualization of the concept confirms About Bischoff (2005) which states "if one were to read ten articles on risk, it should not be surprised to see the risk described in ten different ways".

Although no consensus was reached on the precise nature of perceived risk, most authors agree that it is a built-dimensional, consisting of the likelihood of unpleasant results and the importance of loss, Roselius (2001), Bettman (2003), Lutz and Reilly (2003), Taylor (1974), Peter and Tarpey, (1975) and Peter and Ryan (1976). On the other hand, it is considered a multi-faceted building up of physical risk, psychological risk, social risk, financial risk, performance risk and risk of loss of time, Jacoby and Kaplan, (1972); Peter and Tarpey, (1975); Brooker, (1984), Garner, (2006); Mitchell, (1992); Shiffman and Kanuk, (2007).

With the advent of the Internet as a new environment to purchase virtual nature, Forsythe and Shi (2003) have defined the perceived risk associated with Internet purchases as "the expectation of loss subjectively determined by year Internet Particular shopper in contemplating a purchase online". The risk perceived by consumers in using this new marketing method, to order the products they want increases. Indeed, Cox and Rich (1994) argue that certain forms of purchase are perceived as riskier. Thus, Spencer, Engel and Blackwell (2000) and Festervand, and Tsais Synder (2006) specifically state that the purchase by telephone and mail order purchases are more risky than buying in a store.

Despite the importance of perceived risk in the understanding of satisfaction, there is no consensus regarding the relationship between these concepts. Indeed, some researchers consider the perceived risk as antecedent of satisfaction; others conceptualize because of satisfaction. As part of our research, the perceived risk is considered a precursor of satisfaction. Thus, the perceived risk makes it all the more critical the concept of e-satisfaction.

Indeed, the lack of security and network reliability, lack of confidentiality of personal information stored or transmitted which can be intercepted by anyone other than those involved in the transaction reluctant to leave the consumer this means of distribution. This reluctance is manifested at the level of dissatisfaction of the consumer to the commercial website. Thus, we assume a negative impact on the dimensions of perceived risk on the dimensions of satisfaction with the site. Therefore, our assumptions are as follows:

H.2.1: The global risk associated with purchasing over the Internet has a negative impact on the satisfaction of cyber consumers.

H.2.2: The financial risk associated with Internet shopping has a negative impact on the satisfaction of cyber consumers.

H.2.3: The risk of loss of time associated with Internet shopping has a negative impact on the satisfaction of cyber consumers.

H.2.4: The social risk associated with purchasing over the Internet has a negative impact on the satisfaction of cyber consumers.

H.2.5: The psychological risk associated with purchasing over the Internet has a negative impact on the satisfaction of cyber consumers.

H.2.6: The functional risk associated with Internet shopping has a negative impact on the satisfaction of cyber consumers.

H.2.7: The physical risk associated with Internet shopping has a negative impact on the satisfaction of cyber consumers.

E-SATISFACTION

Satisfaction has generally been presented as an emotional state arising from the non-confirmation of positive or negative initial expectations for the experience of possession or consumption (Greg Oliver, 2000). However, recent research shows that this conception transactional, cognitive, based on a single standard of comparison (initial expectations) is far from sufficient to identify the process of formation of satisfaction.

In addition, this definition of popular satisfaction and is often confused with the conceptualization of perceived quality, found no echo in research in the field of e-commerce and the Web sites in general. This is due to the difficulty of measuring satisfaction in this perspective. In addition, as emotional satisfaction has been studied in research on the browsing experience but less evident in research on electronic commerce (Chiu, 2004).

Current researches mostly opt for a design considering the dual satisfaction as the result of two parallel processes, one is cognitive and the other is affective (Edward, 2001). Beyond this distinction between the cognitive and emotional literature presents another difference in definition of satisfaction. In fact, researchers have defined this concept in a larger way in marketing.

CONCLUSION

If the company can provide good satisfaction to consumers through its products online, The consumer will be always loyal to the particular company's product through his whole life and will spread the word of good mouth to all known to him which will create a huge loyalty base for the company and the consumer will be a loyal fan to the company for many more years to come.

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