Modeling Emotive and Cognitive Origins of Consumer’s Purchase Choices and Patronage Decisions

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ABSTRACT

Despite the considerable role of consumers’ emotive and cognitive origins in performing e-commerce transactions, a few empirical investigations systemically integrate the utilitarian and hedonic factors into the online retailing environment to uncover consumers’ purchase choices and repatronage decisions. Built upon the dual-process framework and cognitive model (COG) of satisfaction decisions, this article proposes that anticipated elation (emotive factor) and trust propensity (cognitive factor) are the determinants of immersive satisfaction (emotive factors/outcome) and repatronage intention (cognitive outcome). The study further argues that the utilitarian and hedonic factors moderates the proposed relationships. A sample of 424 valid questionnaires was collected from experienced online consumers in Malaysia. Statistical analysis of the study was conducted using partial least square (PLS), which is a variance-based structural equation modeling (VB-SEM) technique, for both measurement and structural assessments. The empirical evaluation supports the structural relationships between exogenous and endogenous constructs in the online retailing environment. Additionally, utilitarian and hedonic product type moderates the proposed structural relationships, except for the relationship between anticipated elation and immersive satisfaction. The research’s practical and theoretical implications are discussed.

KEYWORDS
Anticipated Elation, Dual-Process Framework, Immersive Satisfaction, Repatronage Intention, Retailing, Trust Propensity

1. INTRODUCTION

While the Internet is becoming more popular and ubiquitous (Zhang et al., 2012, Castro et al., 2013), with its emergence, E-Commerce brought about an enormous trend of broad growth with a faster speed over all countries beyond the borders (Wu, 2013, Daliri et al., 2014). E-Commerce is assumed to decrease the time, energy, and monetary costs alongside the psychological transaction costs that customers are required to pay for the consumer’s journey in online retailing (Tseng et al., 2015; Prashar et al., 2015; Kim, 2015). Technically, E-Commerce adoption plays a noteworthy part, since it will give the customers the opportunity of looking for the needed products and receiving the personalized product recommendations. It also enables them to evaluate as well as to order products via a medium that is online (Chiricu and Mahajan, 2006). According to a previous study by Murphy and Tocher (2011), abundant opportunities have been rising for businesses to expand their

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scope, including online game (Hildebrand and Majchrzak, 2014), but online retailing has also been going through some notable impediments. Thus, emotive and cognitive origins in performing online transactions emerged.

Moreover, businesses’ survival is highly dependent on the shopping experiences of customers, especially in today’s world with such an economical and competitive retail environment (Grewal et al., 2009). Accordingly, increasing portability will assist in obtaining and maintaining a competitive advantage in online retail via main keys such as creating customer retention and immersive satisfaction. They both should be targeted for the sake of online retail (Valvi and Fragkos, 2012). Concurrently, considering a customer ‘s shopping experience, the duration of each customers’ initial experience with the organization will play a role on the degree of a relationship between the time that was consumed and the immersive satisfaction levels they get from that experience (Bolton, 1998, Daliri et al., 2014). The loyal customers, in the context of E-commerce, are regarded as extremely valuable to the survival and performance of a corporation (Dina et al., 2004; Yeo, Goh, and Rezaei, 2017). On the contrary, taking two solely determinants of rational (cognitive perceptions as an instance) and irrational (emotional responses as an instance) into account will not explain a variety of meaningful concepts. As an instance, Westbrook and Black, 1985 state that the anticipated utility, which can be considered as a hedonic state, can steer the motivation for shopping when it creates the expectation of gaining a valuable entity. Similarly, customers’ preferences might depend on product characteristics (Pauwels et al., 2011, Rezaei and Amin, 2013, Rezaei and Ismail, 2014) and possess various edges depending on their backgrounds and characteristics and researches advocate the fact that customer satisfaction is a mixture of utilitarian as well as hedonic shopping values. As an outcome, when customers are shopping, they look for pleasure and experience. Hence, the dual-process framework is considered as an ideal notion regarding modeling the consumer purchases.

In Malaysia, since the country’s independence, there has been major changes in retailing and grocery retailers’ activities. These transformations are mainly the results of lifestyle changes and the growth that has been expanding at a fast speed (Yeo et al, 2017). The trend continued to expand in the form of hypermarkets and the alterations can be observed in online retailing businesses these days too (Hassan and Rahman, 2012). Considering the fact that E-Commerce has received a considerable attention in the past decade, there are still some concerns over not having enough privacy and lack of trust propensity in the realm of E-Commerce (Amin et al., 2015). The interest has been playing a major role in shopping behaviors, but nevertheless, further investigations are needed to be conducted to find out how these behaviors can be connected to the satisfaction outcomes (Jack and Powers, 2013). Additionally, some changes can be observed in the Malaysian retailing sector, which ranges from grocery retail shops and styles with extreme traditional settings to supermarkets.

Therefore, built upon the dual-process framework and Cognitive model (COG) of satisfaction decision, this study proposes that anticipated elation (emotive factor) and trust propensity (cognitive factor) are the determinants of immersive satisfaction (emotive factors/outcome) and patronage intention (cognitive outcome). As Torben (2005) stated, the process of decision making is influenced by the collaboration that happens between cognitions and emotions. A sole focus on either cognitive perceptions or emotional reactions, which are the prerequisites for a decision to be made, will result in having an insufficient variance (Sierra et al., 2013, Agarwal and Malhotra, 2005). This study further argues that product classification (Utilitarian vs. Hedonic) moderates on the cognitive-emotive relationships. Therefore, this study is organized in several sections as the literature review and hypotheses development will be discussed in the next section. The third part of this research discusses the method and statistical approaches that were utilized to conduct the empirical assessments and following the fourth section including the empirical results and discussions of research findings. The last section of the study discusses the theoretical and practical implications.
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