

## **IMPACT OF EMOTIONAL STATE OF E-BUYERS ON E-SATISFACTION: AN EMPIRICAL STUDY**

**Kiran Chaudhary**

*Research Scholar (Ph.D.), Department of Commerce, Kurukshetra University, Kurukshetra*

**Dr. Narender Singh**

*Professor, Department of Commerce, Kurukshetra University, Kurukshetra*



### **Abstract**

*Emotions are the primary reason why consumers prefer brand name products. Human emotions affect all types of decisions of a human being whether commercial or non commercial. In behavioral finance studies it has also been observed that human emotions affect the financial decisions also. Interestingly we find that most of the advertisements by banks and financial institutions like insurance companies are emotional advertisements. Once we are connected emotionally towards some product than we do not bother about its price. The present study is descriptive in nature that establishes the relationship among the variables of emotional state and their impact on the customer satisfaction. The present study is descriptive in nature and tries to establish the relationship among the constituents of the emotional state and customer satisfaction towards online retailing. The study is based on primary data. The sample size of the study is 400 for the study. Data was collected online through judgment sampling and only those respondents were selected on the basis of judgment criteria of at least one online purchase in the last month and at least one more purchase in the last 1 year. The data has been collected from Delhi, Gurugram, Faridabad, Noida and Ghaziabad. The data has been analyzed with the help of mean and multiple regression.*

### **Introduction**

The emotional state of a customer depends upon a large number of aspects. The constituents of emotional state of customer while buying online may be divided mainly into two parts – factors that arise because of the overall perception about shopping and various types of risks. Shopping experience is something that finally builds the cognition of the shopper and shopper, before buying wish to be stuffed enough with the information search and knowledge of the product of service they are planning to buy. There are a lot of customers that consider shopping as a fun. People use to enjoy finding the products of their choice, compare their prices, sharing their thoughts about the products and websites. People shop for entertainment also. Such shoppers are not of High Monetary Value Category shoppers, but they are very positive and they spread positive word of mouth regarding their shopping. When a consumer does not get full information about the shopping he is going to do, he/she remains in stress. Stress is an important emotional state. It is obvious that it negatively impacts the online shopping. The causes of stress in online shopping are the various kinds of risks. Some of the important risks

### **Fake websites**

There is always a risk of being victim of buying from the fake websites. Such websites give a lot of discount (more than 50% on branded products) and in such greed customer makes the advance payment and then the website owners run away with the money.

### **Non-Delivery of the Product**

Non-delivery of the product is also related to the fake websites but sometimes it happens with the genuine websites also. Sometimes they take order but they delay the delivery and then refuse to deliver the product even.

### **Leakage of Personal Information**

Personal information like e-mail id, mobile number and address has to be shared with the e-commerce websites; hence there is always a threat of leakage of information. Female shoppers may be the victim of teasing over whatsapp or phone if their phone numbers are leaked and misused by any of the channel partners.

### **Leakage of financial information and Hacking**

However, all genuine websites take care of your financial information that it is not shared to the third party. Adequate measures of security of websites have also been done, still there remains always a stress with the shopper that someone can hack their e-retailer account and steal the financial information you provided or saved with it.

### **Mismatch of the Product Quality**

There is always an expected quality of product which is expected by the customer based on the photographs shown by the marketer on its website and the description of the product given along with the product photographs. Online shoppers always remain in stress that whether the product would come as per their expectations or not. It happens mostly in home décor, apparels and gift items.

One very important emotion attached with shopping is social need and social emotion. Shoppers who buy online do not hesitate in sharing what they buy with their friends on social media and finally it fulfills their social need. Online retailing has always blamed that it does not give shopping experience, but now the experience of shopping is also given by the marketer. Shoppers can do live chats, they can see 3D demo (Lenskart is a good example of the same.). Shopper can see lakhs of products without even standing from their chair and that gives them a pleasure of shopping. Even bargaining can be done on live chats and that sometimes work.

### **Literature Review**

Lerner et al (2014) found that emotional state or emotional intelligence affect the decision making of a person. The authors also found that emotions influence the decision through content of thought. Content of thought includes the cognitive dimensions. They also found that emotions have a relationship with the depth of thought, goal activation and interpersonal decision making. Hawkins & Mothersbaugh (2010) found that environmental events and mental imagery affects the Psychological changes and Psychological changes are interpreted as Emotions based on situations and these interpreted emotions leads the outcome which is known as Specific Feelings, Affect, Thoughts and behavior. Yoshimi (2014) found that the positive emotions play a positive role and the consumers who buy with the positive emotions are found more satisfied with their buying. The emotional state of mind is more important at the time of evaluation stage in the consumer buying process. The author also argued that shopping environment can affect the emotional or

psychological state of a buyer. Similarly in online retailing it is the website, navigation and other features of website may put impact on emotional state of the consumer and further the satisfaction can be affected by the same. Achar et.al (2016) found that emotional appeals used in marketing leads to integral emotions and cognitive appraisals. On the other hand prior contexts and traits also affect the Incidental emotions and then incidental emotions leads to cognitive appraisals. Finally cognitive appraisals lead to persuasion and decision making.

The authors studied the role of emotions in the online auctions or sales. The methodology was to manipulate the video clips and find out the impact of that manipulation on the buying behavior of consumers. Abrar et al (2017) investigated the impact of risk of perceived risk on the impulse buying tendency in Pakistan and found that overall risk (perceived), financial risk and product risk have negative relationship with the satisfaction. The same was moderately negative. Convenience risk and non-delivery risks were found negatively associated but the association was very weak. Vainikka (2015), emotions are closely associated with motivation and personality. Emotions play a great role in associating a consumer to the product. Positive emotions associated with a product result in satisfaction with that product and also in the brand loyalty. Advertising was also found to be an effective force of arousal of emotional. Emotional Advertising has been increasing rapidly day by day. Most of the brands do emotional branding and they are very popular in the industry and liked by the consumers. Emotions are also influenced by celebrities (Coyle &Thorson, 2001). Positivity towards a celebrity results in the positivity towards the brand, and similarly positivity towards the advertisement also results in the satisfaction and positive attitude towards the brand. Mittal (2013) discussed that emotional branding is one of the most popular ways to position a brand in the mind of the consumers. A theoretical analysis of a consumer's buying reflects more than one buying motives. The core motive may or may not be the 'core benefits' of a product. Core benefits, however are very important but they may only reason or main reason for buying a particular brand offering that product. Pedragosa (2015) conducted a study on impact of emotions on customer satisfaction. The study was in fitness context and the authors found that if emotions are positive then they positively contribute in the higher and increased level of Satisfaction. The findings summarily concluded that negative emotions leads to the overall satisfaction negatively and positive emotions leads to the overall satisfaction positively. Han et al. (2006) found that the positive and negative consumption emotions were found to have a significant effect on customer satisfaction and repeat visit intentions. Also significant association between customer satisfaction and repeat visit intentions was also found. Customer satisfaction was found to be a full mediator in the relationship between customers' positive and negative.

### **Objectives and Methodology**

The objective of this study is to identify the various constituents of emotional state of consumer and also to find out the factors of emotional state that significantly impact the satisfaction of the consumer.

The present study is descriptive in nature and tries to establish the relationship among the constituents of the emotional state and customer satisfaction towards online retailing. The study is based on primary data. The sample size of the study is 400 for the study. Data was collected online through judgment sampling and only those respondents were selected on the basis of judgment criteria of at least one online purchase in the last month and at least one more purchase in the last

1 year. The data has been collected from Delhi, Gurugram, Faridabad, Noida and Ghaziabad. The data has been analyzed with the help of mean and multiple regression.

### Data Analysis and Interpretations

This section discusses the two aspects of the emotional state of the online shoppers. First aspect is about the different variables of the emotional state and second finds the impact of emotional state on the online shoppers' satisfaction.

**Table 1 Emotional State of the Online Shoppers**

Variables of Emotional State	Mean Value
I make my online shopping with a positive attitude	3.97
I keep aside any fear while shopping online	3.71
Online shopping is like a fun to me	3.82
I never feel anxiety while making online payments	3.51
I never feel unsafe while sharing my personal information like name, age, Mobile no. etc	3.56
I don't feel any stress while buying online	3.57
I know that there are certain risks associated with online buying	3.71
My Overall Satisfaction while buying online (Dependent Variable*)	4.03

\* This variable will be considered as Dependent variable which depends upon the other emotional state variables mentioned earlier.

Table 1 shows the consolidated mean values of all the aspects of emotional state of online shoppers. It is found that shoppers keep a positive attitude while buying online, they are overall satisfied with their shopping, they also keep aside their fears to a large extent and they consider the shopping as fun. However, they are somewhat comfortable in sharing personal information and also feel some stress during purchase and while making financial transactions online.



**Figure 1 Emotional States of the Online Shoppers**

### Impact of Emotional State on Satisfaction of Online Shoppers

Regression analysis has been applied to check the impact of various aspects of emotional state of a consumer on the 'Overall Satisfaction of the Consumer with online shopping'.

**Table 2 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 <sup>a</sup>	.821	.803	.60375

Predictors: (Constant), Estat7, Estat5, Estat3, Estat6, Estat2, Estat4, Estat1

Table 2 shows the model summary of the regression. The value of R is .906 and R square is .821, both the values are quite satisfactory. The value of R square shows that the model explains more than 80% of the impact of independent variables on dependent variable. The adjusted R square value is quite high; hence the present model is robust.

**Table 3 ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	207.464	7	15.687	83.034
	Residual	45.232	392	.365	
	Total	252.697	399		

a. Dependent Variable: Overall Satisfaction with respect to Online shopping.

b. Predictors: (Constant), Estat7, Estat5, Estat3, Estat6, Estat2, Estat4, Estat1

Table 3 shows the ANOVA shows the Significance value as .000, which means that the independent variables of Emotional states have a significant impact on the Overall satisfaction with the Online Shopping.

**Table 4 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.991	.218		4.541	.000
	I make my online shopping with a positive attitude	.446	.046	.454	9.596	.000
	I keep aside any fear while shopping online	.169	.044	.174	3.887	.000
	Online shopping is like a fun to me	.105	.042	.113	2.506	.013
	I never feel anxiety while making online payments	-.059	.032	-.078	-1.866	.063
	I never feel unsafe while sharing my personal information like name, age, Mobile no. etc	.016	.035	.022	.463	.643
	I don't feel any stress while buying online	.072	.032	.101	2.247	.025
	I know that there are certain risks associated with online buying	.038	.032	.048	1.180	.239

a. Dependent Variable: Overall Satisfaction with respect to Online shopping.

Table 4 shows that the positive attitude while shopping online, keeping aside the fear, taking

online shopping as fun and not feeling stress while making online payments are those four emotional states of the consumers which have positive and significant impact on the '*Consumer Satisfaction for Online Shopping*'. All of these four variables have significance value below .000 (when the value is below .05 the impact is found significant.).

However, anxiety while making online payments, feeling unsafe while sharing my personal information like name, age, Mobile no. etc and certain risks have no significant impact on the '*Consumer Satisfaction for Online Shopping*'.

### Conclusion and Recommendations

Success of marketing depends upon the efforts of a marketer in understanding and responding to the customers emotions. A customer must enjoy his or her journey of buying and finally end the process at a happy note. The present study finds that a customer feels anxiety, fear and stress at many different steps of his buying journey. There are definite reasons of these negative emotional conditions also and the emotional state impacts the satisfaction of the consumers. Hence a marketer must make provisions on website in such a way that the factors creating negative state of mind are eliminated. The marketers must provide security and assurance about the payments on website so that an online buyer feels secure.

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