

2 Research Model and Hypotheses

This paper hypothesizes that three different shopping values are related differently with the levels of e-satisfaction and e-loyalty (i.e., revisit intention and intention to WOM), and further proposes that two different personality play a moderating role in the relationship between shopping values and e-satisfaction. Basically motivations for Internet shopping vary, but motivations can be broadly regarded as goal-oriented (utilitarian), fun-seeking (hedonic), and social relationship-oriented (social engagement). These values are required to provide for online shopping business success because of the close relationship among shopping values, customer satisfaction and repurchase (Bridges and Florsheim 2008).

H1: Utilitarian shopping values are positively associated with e-satisfaction.

H2: Hedonic shopping values are positively associated with e-satisfaction.

H3: Social engagement shopping values are positively associated with e-satisfaction.

A number of studies offer a rationale for why satisfied customers may be more loyal than dissatisfied (Homburg & Giering, 2001). Although it is difficult to gain loyal customers on the Internet, customer satisfaction with an online provider could motivate them to revisit and stay. Therefore, with respect to the effect of e-satisfaction on e-loyalty, the paper suggests that a customer's perception of hedonic, utilitarian and social engagement shopping values is a central component of customer satisfaction and loyalty; satisfied customers are likely to repurchase and motivate WOM.

H4: e-Satisfaction is positively associated with revisit intention.

H5: e-Satisfaction is positively associated with intention to WOM.

Research implies that there exists a relationship between value preferences in shopping situations and consumer behavior, as well as psychographic characteristics such as personality features, opinions and interests (Zawaszka, 2002). As mentioned above, extraversion is characterized as sociable, gregarious, talkative, assertive, active, lively, venturesome, sensation-seeking, and positive self-esteem. On the other hand, neuroticism indicates high anxiety, negative/low self-image, anxious, depressed, guilt feelings, tense, irrational, shy, moody, emotional, worried, insecure, and angry. Considering prior research focusing on emotional stability, neuroticism is close to unstable emotion rather than extraversion. People who are more neurotic are more self-conscious and more vulnerable to emotional hurt and they have stronger negative emotional reactions, keep their word, and tend to display negative emotional responses. However, the extraverts show a greater preference for stimulating, active, and unusual situations, and are less likely to avoid stressful situations (Costa and McCrae, 1992).

H5: Utilitarian shopping values have a stronger effect on e-satisfaction in the neurotic consumer group than extrinsic.

H6: Hedonic shopping values have a stronger effect on e-satisfaction in the extrinsic consumer group than neurotic.

H7: Social engagement shopping values have a stronger effect on e-satisfaction in the extrinsic consumer group than the neurotic one.

3 Research Methodology

The lodging industry is selected to test the hypotheses, since the lodging industry has the typical B2C characteristics such as customization, active communicational interaction, and efficient transaction. The target respondents in this study are customers over 19 years old who have purchased hotel/pension/condominium rooms online in the three months preceding the survey. Developing an instrument with multiple-item scales for the constructs of interest, a total of 250 questionnaires are distributed and 182 are returned. Of these 181 returns, 175 are usable and represent a response rate of 70.4%.

Most of the measurement items relating to shopping values (utilitarian, hedonic, and social engagement) (Overby and Lee, 2006; Bridges and Florsheim, 2008; Dlodlo, 2014; Humphreys, 2010), e-satisfaction, revisit intention (Zeithaml et al., 2002; Khalifa and Liu, 2007) and intention to WOM (Harrison-Walker, 2001) were taken from relevant studies. For each question, respondents were asked to indicate the extent of their agreement on a five-point Likert scale (1 = strongly disagree to 7 = strongly agree). Additionally, this paper used the Eysenck et al.'s personality questionnaire (EPQ), to measure personality.

4 Research Results

Using Lisrel, a structural equation model is employed to test the hypothesized model. The hypothesized path model shows a good fit to the data, $\chi^2 = 233.45$, $df = 127$ ($p < 0.001$); GFI = 0.87; AGFI = 0.83; CFI = 0.98; NFI = 0.95; RMSEA = 0.06. As was expected, all structural path estimates are significant. Further, the signs of all structural paths are also consistent with the hypothesized relationships among the latent variables. Within the model, the estimates of the structural coefficients provide the basic tests of the hypothesized relationships. The set of hypotheses (H1, H2, H3) first address the positive relationships among shopping values and e-satisfaction. The effect of utilitarian shopping values (standardized $\gamma_1 = 0.38$, $p < 0.001$), hedonic shopping values (standardized $\gamma_2 = 0.43$, $p < 0.001$), and social engagement shopping values (standardized $\gamma_3 = 0.22$, $p < 0.001$) on e-satisfaction are significant. H4 and H5 assume the positive relationships among e-satisfaction, revisit intention, and intention to WOM. E-satisfaction has significant effect on revisit intention (standardized $\beta_1 = 0.78$, $p < 0.001$) and intention to WOM (standardized $\beta_2 = 0.68$, $p < 0.001$). Thus H4 and H5 are also confirmed by the data.

The existence of moderating effects was estimated by a multi-group approach using AMOS. In order to test the moderation effect of personality between shopping values and e-satisfaction based on a multi-group approach, this study divided the entire sample into two subgroups into neurotic consumer and extrinsic consumer according to whether their overall perception on each personality was above the sample mean. We suggested that utilitarian shopping values have a stronger positive effect on e-satisfaction in neurotic consumers. Upon examining individual paths in the moderating effects model, we found that neuroticism has a significant moderating effect on the association between utilitarian shopping values and e-satisfaction, as

expected from H5 ($\Delta\chi^2=18.12$, $df = 1$, $p<.01$). Hence, the extrinsic consumer group displays a stronger positive relationship between social engagement shopping values and e-satisfaction supporting H6 ($\Delta\chi^2=25.06$, $df = 1$, $p<.01$). However, contrary to expectation, the moderation effect of extraversion is not significant in the relationship between hedonic shopping values and e-satisfaction ($\Delta\chi^2=-0.82$, $df = 1$, NS).

5 Conclusions and Implications

This paper focuses on several issues to explain e-loyalty such as revisit intention and intention to WOM in an online lodging industry. The first goal is to understand three shopping values that have significant influence on e-satisfaction. The second is to provide insights into the complex interrelationships among shopping values, e-satisfaction, and e-loyalty. The third goal is to investigate whether or not the moderator of individual personality has a significant impact on e-loyalty, along with e-satisfaction.

References

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