Research Paper **Management**

Affective Experiential State's Impact on Outcome Behavior Among E- Retailing Customers in India

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ABSTRACT *According to the recent studies, two online customer experience component variables, affective experiential state and cognitive experiential state leads to the outcome behaviour. In this study affective experiential state and its influence on the e-retailing customers is considered. Using descriptive research design, questionnaire was constructed and the responses of 500 e-retailing customers were collected. The finding of the study indicates that the respondents in the age group of 21 -30 were the major contributors for the growth of online shopping in India. The trust on online shopping has highly influenced the affective experiential state of the customers. The positive correlation between all the variables indicates the importance of affective experiential state towards e-retailing.*

KEYWORDS : affective, ease of use, perceived benefit, repurchases intention

Introduction

Affective Experiential State (AES) "involves one's affective system through generation of moods, feelings and emotions." Russell and Carroll (1999) found that affective refers to internal feeling state and symbolize a collection of moods (low intensity, diffuse affective states) and emotions (differentiated, intense affective states with clear causes).

Four antecedent variables were selected to indicate the AES. Ease of use refers to the extent to which a person believes that using the new technology will be free of effort (Davis, Bagozzi, and Warshaw, 1989). Ease of use is how effective shopping on the internet will help consumers accomplish their tasks. Perceived ease of use is how easy the internet is to use as a shopping medium (Monsuwe, Dellaert, and Ruyter, 2004). Ease of use refers to consumers' perceptions that shopping on the internet will involve a minimum of effort. Connectedness refers to ability to connect and share knowledge and ideas with others in the virtual community and their effect upon AES. Perceived benefits is another variable hypothesized to influence affective experiential state AES. Wu (2003) defined that perceived benefits was the consumers needs or wants the sum of online shopping advantages or satisfactions. Kim et al. (2008) defined perceived benefit as consumer's belief about the extent to which he or she will become more affluent from the online transaction with a certain online shopping. Perceived usefulness refers to consumers' perceptions regarding the outcome of the online shopping experience; perceived ease of use refers to their perceptions regarding the process leading to the final online shopping outcome (Monsuwe, Dellaert, and Ruyter, 2004). Perceived Control is an attitudinal variable that helps explain online consumer behavior (Koufaris, Kambil, and LaBarbera 2001) as technical complexity, plus the wealth of incoming information makes online control crucial.

The e-retailing(less frequently; e-retailing, e-tailing, etc.) is the concept of selling of retail goods using electronic media, in particular, the internet. The vocabulary electronic retailing that was used in internet discussions as early as 1995, the term seems an almost in evitable addition to   e-mail, e-business and e-commerce, etc. E-retailing is synonymous with business- to- consumer (B2C) transaction model of e-commerce. Although e-retailing is an independent business model with certain specific constituents like; trust model, electronic transaction process, etc, but in reality it is a subset of e- commerce by nature. E-tailing (less frequently: *etailing*) is selling of retail goods on the internet. E-Retailing stores sell online promotion only for goods that can be sold easily online. The online retailing requires lot of display and specification of products to make the viewers have a personal feel of the product and its quality as he gets while physically present in a shop. The rapid development of the technologies surrounded the Internet. Companies are interested to sell their products through their website even though buyers and sellers were located thousands of miles apart. Internet is a new virtual medium with many potential

consumers; the online retailers must understand what are the wants and needs of such consumers. Online retailing is a new retailing medium. Online consumer behavior is diverse from traditional consumer behavior.

Research framework and Method

The major purpose of this comparative study is to identify the factors affecting affective experiential state of e-retailing consumers and to analyze the relationship of affective experiential state on the outcome variables viz., trusts in online shopping, online shopping satisfaction and repurchase intention.

Research Methodology

Descriptive research design is used for the study. The respondents of the study constitute   e-retailing customers all over India. The data was collected from 500 respondents through the survey methodology. The sampling technique used is judgment sampling. Only those who are involved in online shopping were considered for the study. Primary data was collected through a questionnaire and the secondary data was collected through various research journals and IAMAI survey report.

Findings of the Study

1.1 INTERRELATIONSHIP AMONG VARIOUS VARIABLES

Table 1.1 Correlation Coefficient among various variables

	Ease of use	Connected-ness	Per-ceived benefits	Per-ceived control	Affec-tive state
Ease of use	1				
Connected-ness	.288*	1			
Perceived benefits	.454**	.388**	1		
Perceived control	.334**	.347**	.363**	1	
Affective state	.254**	.245**	.308**	.339**	1

** Correlation is significant at the 0.01 level (2 –tailed0

From the analysis it is inferred that there is a positive correlation between all the variables and is significant at 1 % level of significance. The highest positive correlation exists between perceived benefits and ease of use, followed by affective state and perceived control.

There is a positive correlation between ease of use and affective state, followed by perceived benefits and connectedness.

1.2 IMPACT OF AFFECTIVE EXPERIENTIAL STATE ON OUTCOME BEHAVIOUR

Table 1.2 Multiple regression analysis between affective experiential state and trust in online shopping

No.	Variables	Coefficient	SE	't' value	'p' value
1.	(Constant)		.567	4.831	.000
2.	Ease of Use	.133	.057	3.185	.002
3.	Connectness	.166	.049	4.082	.000
4.	Perceived Benefit	.182	.060	4.196	.000
5.	Perceived Control	.320	.060	7.844	.000
	R Value	.589*			
	R² Value	.347			
	F Value	65.842			

a. Dependent variable: Trust on online shopping

b. Predictors: Constant, Ease of use, connectedness, Perceived benefit, Perceived Control

The multiple R value 0.589 shows a substantial correlation between the four predictor variables and the dependent variable. The R-square value indicates that 34.7% of the variance in Trust in online shopping is explained by the four predictor variables. The Beta values indicate the relative influence of the entered variables. The perceived control has the greatest influence on trust in online shopping. (β = .320) followed by perceived benefit (β = .182) .The direction of influence for all the four variables is positive.

Table 1.3 Multiple regression analysis between affective experiential state and online shopping satisfaction

No.	Variables	Coefficient	SE	't' value	'p' value
1.	(Constant)		.552	4.746	.000
2.	Ease of Use	.190	.055	4.423	.000
3.	Connectness	.145	.048	3.458	.001
4.	Perceived Benefit	.248	058	5.548	.000
5.	Perceived Control	.175	.058	4.168	.000
	R Value	.554			
	R² Value	.307			
	F Value	54.928			

a. Dependent variable: Online shopping satisfaction

b. Predictors: Constant, Ease of use, connectedness, Perceived benefit, Perceived Control

The multiple R value 0.554 shows a substantial correlation between the four predictor variables and the dependent variable. The R-square value indicates that 30.7% of the variance in Trust in online shopping is explained by the four predictor variables. The Beta values indicate the relative influence of the entered variables. The perceived benefit has the greatest influence on trust in online shopping. (β = .248) followed by ease of use (β = .190). The direction of influence for all the four variables is positive.

Table 1.4 Multiple regression analyses between affective experiential state and online repurchase intention

No.	Variables	Coefficient	SE	't' value	'p' value
1.	(Constant)		1.398	5.302	.000
2.	Ease of Use	.203	.140	4.955	.000
3.	Connectness	.148	.121	3.702	.000
4.	Perceived Benefit	.256	.147	6.015	.000
5.	Perceived Control	.232	.148	5.808	.000
	R Value	.612			
	R² Value	.374			
	F Value	74.067			

Dependent variable: Online Repurchase Intention

b. Predictors: Constant, Ease of use, connectedness, Perceived benefit, Perceived Control.

The multiple R value 0.612 shows a substantial correlation between the four predictor variables and the dependent variable. The R-square value indicates that 37.4% of the variance in online repurchase intention is explained by the four predictor variables. The Beta values indicate the relative influence of the entered variables. The perceived benefit has the greatest influence on trust in online shopping. (β = .256) followed by perceived control (β = .232). The direction of influence for all the four variables is positive.

Discussion the implication of the study

This study helps e-retailers to distinguish between factors that make a distinct difference to an online shopping experience from those now seen as the norm by online shoppers. The findings suggest that perceived control and perceived benefit are the major factors affecting the emotions and mood of the e- retailing customers.

The explanatory power (R^2) of the predictor constructs range from 30 percent to 34 percent. Examination of the change in R^2 can help to determine whether a predictor latent variable (LV) has a substantial and significant effect on a particular predicted LV The influence of the predictor variables on trusts on online shopping and repurchase intention is more than 30%. The influence of the predictor variables on online shopping satisfaction is only to the extent of 30%. 70% of the variance is explained by some other variables.

The marketer must devise strategies to control the emotional state and the mood of the customer in order to retain the customer.

E-Retailers should be cautious about short term tactical measures often assumed to build loyalty. Rather they should view OCE as a long term strategic priority that builds consistent brand differentiation and competitive advantage.

The role of online shopping experience may vary across industry context. The role of habit in enhancing repurchase intention is salient in contexts where online shopping remains in its infancy stage e.g., grocery shopping.

In conclusion, this paper has focused on the impact of affective experiential states on the three most important outcome variables that is trusts, satisfaction and repurchases intention of e-retailing customers. Findings of the study provide insight on the major factors influencing the customers.

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