IMPACT OF E-SATISFACTION ON E-WoM INTENTION STRATEGIC STUDY WITH REFERENCE TO MODERATING EFFECT OF DESIRE FOR ONLINE SOCIAL INTERACTION

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Abstract: Over the past few decades, internet users as well as the online customers in the world are increasing day by day. Most of the products and services which are available through offline are now available through online too. People are getting more involved in online communications. The satisfied customers exhibit word of mouth communication to share their experiences. Those who satisfied by the online purchases would also like to share their experiences, evaluations and opinions on products/services through online platforms. Individuals show difference in their social behaviour. The desire to be socially interactive varies with individuals. Those who have more desire to be socially interactive would like to share their experiences and suggestions but those who have less desire to be socially interactive may not share their views and experiences. Due to emergence of social networking sites the social interactions are also happening through online. This study focuses on the impact of online consumer satisfaction (e-satisfaction) on the electronic word of mouth intention (eWOM Intention) and the moderating role of desire for online social interaction between the relationship of e-satisfaction and eWOM Intention.

Introduction: There is a rapid growth in the internet users in India as well as in the world. From 1999 to 2013, the number of internet users has increased ten times. In India 34.8% of the total population have access to internet, which accounts for the 13.5% of the world internet users (*Internet Live Stats, 2016*). According to Internet and Mobile Association of India (IAMAI, 2016) study Indian digital commerce stands at Rs 1,25,732 crore that at a CAGR growth rate of about 30 percent between December 2011 and December 2015. The online shopping comes after online travel, which is about Rs 76,396 crore (YourStory, 2016). As the popularity of Internet has increased, the traditional word of mouth communications has taken up by the electronic media such as social networking sites, online discussion forums, blogs, review sites etc. According to Peter Drucker, (1954) the consumer has a power position in the economy. Internet and eWOM have augmented that power. Phelps et al., (2004) suggests that the credibility of eWOM is higher than that of marketer-created sources of information on the Web. Breazeale, (2009) claimed that only those companies who have an understanding of eWOM and include it in their marketing strategies can survive in future. The researchers and marketers explored the scope of eWOM by focusing on the fast growth of mobile communication (Okazaki, 2005).

Nowadays anyone can share their opinions and views through electronic media without having any geographical boundaries. The customers of online products or services would like to know about the existing customers opinions from the electronic media. Hence the consumer's buying decision is influenced by the online word of mouth communications. Consumers are also willing to pay extra for the services or products, which have excellent reviews in the online. People are different in nature, there are individuals seek for social interaction but not everyone. Due to the advent of Internet people are more inclined to social networking sites and seek for online social interactions. Now the question is whether those who have desire for online social interaction may have more eWOM Intention than those who have no desire for online social interaction. Therefore organisations especially those who have

online presence should focus on developing a positive eWOM, in order to survive in the industry. There are studies been conducted in the online word of mouth communication even then most of them focused on either the effectiveness or outcomes of electronic word of mouth. There are some studies which explain the drivers or motives of eWOM. Since the authors were not able find any studies on the moderating effect of desire for online social interaction on the relationship between E-satisfaction and the eWOM Intention, the present study focus on the same.

Hypotheses:
H1: E-Satisfaction will lead to positive e-WOM Intention.
H3: Relationship between E-Satisfaction and e-WOM Intention is moderated by desire for online social interaction.

Objectives of the Study:
- To know the framework of E-Satisfaction on e-WOM Intention.
- To evaluate the relative importance of E-Satisfaction and e-WOM Intention.
- To study the relationship between E-Satisfaction and e-WOM Intention.

Literature Review:
E-Satisfaction: The E-Satisfaction definition is originated from the customer satisfaction definitions based on the traditional retail formats. Jones & Sasser, (1995) found that overall satisfaction leads to consumer willingness to revisit the website. Customer satisfaction is the overall subsequent psychological state following the assessment of the consumer experience against the prior expectations (Oliver, 1997). Satisfaction is "the outcome of an evaluative process, where consumers examine the results of their prior service use and decide whether or not to continue using the service" (Bhattacherjee, 2001). Anderson and Srinvasan (2003) define e-satisfaction as "the contentment of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm". Wang et al. (2001) define "customer information satisfaction" (CIS) for Web sites that market digital products and services as "a summary affective response of varying intensity that follows consumption, and is stimulated by focal aspects of sales activities, information systems (websites), digital products/ services, customer support, after-sales service, and company culture". According to Chen, Rodgers and He (2008), there are inconsistencies between conceptual and operational definitions that the conceptual definitions emphasize an affective aspect of e-satisfaction while the operationalization of those definitions seems to emphasize a rational evaluative perspective.

Dimensions of E-Satisfaction: Szymanski and Hise (2000) found that convenience, site design, and financial security are the key elements in consumer's e-satisfaction assessments. Qimei Chen, Shelly Rodgers and Yi He (2008) have studied the various literature reviews with respect to the E-Satisfaction scales. They used network sampling strategy to identify 20 key e-Satisfaction instruments by examining and analyzing the reference list of articles from top 20 journals. They found six dimensions across several scales, including design, convenience, transaction, security, information or content, and function or usability. From these they identified dimensions like interactivity (Barnes & Vidgen, 2002), customization (Srinvasan, Anderson, & Ponnavolu, 2002), playfulness (Liu & Arnett, 2000), and entertainment (Chen & Wells, 1999) as dimensions of e-satisfaction.

eWOM Intention: There are articles mentioning eWOM in different ways such as electronic word of mouth, internet word of mouth, online word of mouth, word of mouse etc. Westbrook (1987) defined word of mouth as "all informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services or their sellers". According to Hennig-Thurau et al. (2004) eWOM is "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet". Bickart and Schindler (2001) pointed out that e-WOM is more relevant to customers than marketer's information provided on the website. According to Dellarocas, (2003) electronic word-of-mouth (e-WOM) communications include online product-review forums, Internet discussion groups, instant messaging, chat rooms, mailing lists and weblogs. A lot of studies have found the significance of

e-WOM on a customers' attitude and behavior (Chatterjee 2001, Gruen et al. 2006). Cheung et al. (2008) studied the motives behind exchanging eWOM and the impact of eWOM on consumption. Jansen et al. (2009) studied micro blogging as a variety of e-WOM. Another study recommended, even if there is a little interest in the information content, the teens are more willing to make referrals through mobile devices (Okazaki, 2009). Palka et al., (2009) used qualitative research methods to conceptualize mobile-WOM theory that included message receipt, usage, and forwarding behaviours. Also the e-tailer-initiated messages delivered to consumers through electronic media might generate e-WOM outcomes (Taylor et al., 2011).

E-Satisfaction and e-WOM Intention: Engel, Kegerreis, and Blackwell (1969) studied how consumers used WOM to communicate their satisfaction or dissatisfaction concerning products/services. The positive relationship between customer satisfaction and loyalty has been found by early researchers (e.g., Boulding et al., 1993; Fornell, 1992; Oliver & Swan, 1989). Ribbink et al. (2004) found that in online business, satisfaction positively and directly influences loyalty. Balabanis et al., 2006 & Hur et al., 2011 have also explained the positive relationship between e-satisfaction and e-loyalty. Christodoulides & Michaelidou (2011) found that E-satisfaction has a positive effect on e-loyalty. Kim et al., 2009 explained the role of e-trust and e-satisfaction on the loyalty development process. E-loyalty further positively influences word-of-mouth referrals (Van Riel et al., 2001). Bansal et al., 2004 study supported the relationship between overall web site satisfaction and stated behavioural outcomes (referral, retention and online conversion). The framework of Okazaki, (2008) incorporates "commitment to the promoted brand, relationship with the mobile device, and group–person connectivity considers the antecedents of motives to participate in the mobile-based referral campaign". Endo, Yang & Park, 2012 study found that "manufacturers' websites frequently receive more negative reviews because of their poor service recovery strategies in the post-purchase period". The following hypothesis is proposed from all the previous considerations:

H1: E-Satisfaction affects positive e-WOM Intention.
Desire for Online Social Interaction: The social interaction in purchases originated with the Tauber's (1972) study, he states that consumers buy for social motives such as communication and interaction with others. As per the studies of Wang, Baker, Wagner, and Wakefield (2007) and Moon (2000), the websites provide social tools enabling consumers to take in a human connection. Online communities allow consumers to socialise and interact, more than facilitating the information exchange (Armstrong & Hagel, 1996). Therefore consumers who consider social interaction as part of their shopping experience will be more interested in an online retailer who provides them to interact with various people through social networks (e.g. Whatsapp), blogs, and online communities to exchange product or service information and shopping experiences (Christodoulides & Michaelidou, 2011).

Desire for Online Social Interaction Moderates the Relationship Between E-Satisfaction and e-WOM Intention: Srinivasan et al. (2002) studied that consumers' ability to share e-tailer information and compare experiences through online community social interactions affects positively e-satisfaction and e-loyalty. Hennig-Thurau et al. (2004) proposes that "consumers' desire for social interaction, desire for economic incentives, their concern for other consumers, and the potential to enhance their own self-worth are the important factors leading to articulation behaviour". Sohn, (2009) study shows "the effects of information valence on individuals' perceived information value may vary depending on the group's network density, which would yield different eWOM intention". Huang et al. (2009) found a positive relationship between social interaction tie and the pass-along email intentions. Burton and Khammash (2010) understood that the reader at first passively involves in scanning eWOM messages, but after becoming familiar with others, they may begin sharing opinions. The frequency of eWOM engagement was found to be increased with the need for social interaction (Ho & Dempsey, 2010; Wolny & Mueller, 2013). Christodoulides & Michaelidou (2011) studied the positive impact of Social interaction on e-satisfaction and e-loyalty. Chu & Kim, (2011) found that "perceived tie strength is positively related to consumers' intention to seek and pass product-focused information in the online social media". Tie strength refers to "the potency of the bond between members of a network" (Mittal et al., 2008). Therefore social interaction expected to have positive influence on e-satisfaction and e-loyalty. Cheung

& Lee, (2012) identified reputation, sense of belonging and enjoyment of helping other consumers as the key drivers to consumers' eWOM intention. "WOM is the outcome of the intention to engage in a social interaction that is initiated by the intention to satisfy self-needs" (Alexandrov et al., 2013). Hence, the proposed hypothesis:

H2: Desire for online social interaction moderates the relationship between E-Satisfaction and e-WOM Intention.
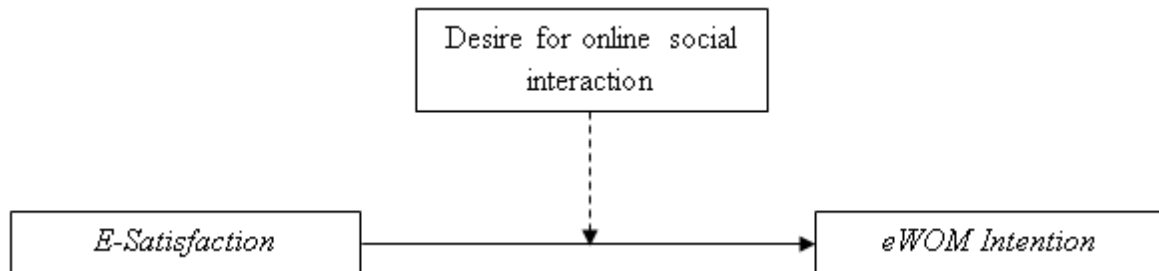

Figure 4.6.1: Conceptual Framework: E-Satisfaction and eWOM Intention

Conclusion: Due to the increasing popularity of e-commerce the competition among the online retailers and therefore it is necessary for those organisations to know the drivers of online shopping. Online shopping in India and in the world is growing day by day; hence many organisations would like to tap this opportunity by understanding the online consumer behaviour. Therefore it is important to know the motives behind online buying. One of the motives for online purchases is electronic word of mouth, i.e. the reviews given by the online customers who have purchased a service or a product through online. Generally consumers those who are satisfied will exhibit or share their opinions to others. The online consumers also can share their opinions through social networking sites, review sites, blogs etc. Nowadays companies also ask their customers to rate their experiences on their purchases and would like share it to the company's potential customers and it will be helpful for those who seek the opinions before making a purchase decision.

The greatest challenge for the companies is that if the customers those who are dissatisfied will share negative word of mouth communication over the Internet. Also all those who are satisfied may not share their experiences because they may not be socially interactive as others. Therefore organisations have to encourage the satisfied customers to share their experiences in detail and need to identify the reasons from those who are dissatisfied. Therefore, it is necessary to understand the moderating effect of desire for online social interaction on the relationship between E-Satisfaction and eWOM Intention.

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