

THE EFFECT OF EMOTIONS ON THE REPURCHASE INTENTION MEDIATION BY eWOM

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5 THE EFFECT OF EMOTIONS ON THE REPURCHASE INTENTION MEDIATION BY eWOM

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Abstract. Many of researchers are interested in re-researching the emotions of consumers as the focus of research and try to explore the unknown side in terms of consumer psychology. marketers are now trying to learn consumer emotions from various forms that aim to win consumers' hearts. Consumer emotions will produce different regulations and each different emotion regulation will produce different consumer behavior as well. This study aims to examine emotional regulation such as eWOM and how it affects repurchase intention. This study was conducted with a model describing the relationship between negative emotions, eWOM and repurchase intention and tested by structural equation modeling on data sets consisting of 52 consumer online shop have bad experiences in online shopping.

Keywords: Negative emotion, negative eWOM, repurchase intention.

1. INTRODUCTION

The country of Indonesia is the largest country and the fourth largest population in the world with 264.16 million people. Based on the results of the APJI and Indonesian Polling survey, the number of internet users in 2018 reached 64.8

In operate a business e-commerce always wants to satisfy its customers. But we know as, no one can guarantee that every customer will be satisfied with their purchase. Dissatisfied consumers will usually tend to feel emotional, angry, disappointed or upset. According to Bigne & Andreu (2004); Bonifield and Cole 2007) consumer behavior after making a purchase will be dominantly influenced by emotional aspects rather than cognitive aspects. As stated by Bougie et al. (2003) in his research *The experience and behavioral implications of anger and dissatisfaction in services* show that consumer dissatisfaction will produce negative emotions. According to Pennebaker (1995) the expression of emotions is done by expressing those emotions by telling about negative events that trigger these emotions either by talking or writing down the event. from that opinion there is a possibility that a negative emotion in someone will emerge eWOM behavior. Usually people pour emotions that they feel by giving negative comments on reviews of a product at the market place. Consumer emotions will influence the behavior after the customer's purchase. According to Sanchez-Garcia and Curras- Perez (2011) negative emotions

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such as anger and regret will have a positive impact on the intention to switch. Or it could also be that these negative emotions will have an impact on the repurchase intention will decrease. In the context of purchasing goods at the market place, these negative emotions arise as a result of consumer dissatisfaction with their purchases at the market place. And coping is one way to deal with negative emotions is by coping. According to Lazarus & Folkman, (1984) who views coping as a series of individual behaviors and cognitive efforts that are used to tolerate, suppress, control or reduce internal or external pressure or demands. By handling negative emotions this will make the item buy back positive.

There are various re-searches conducted by marketing researchers with consumer emotions as the focus of research and try to explore the unknown side in terms of consumer psychology. marketers are now trying to learn consumer emotions from various forms that aim to win consumers' hearts. One of them is Lu Yunfan et al. (2012) who examines negative emotions in consumers who are not satisfied by testing different regulation of emotions. Different emotional regulations can have a different impact on repurchase intentions. According to Yunfan Lu et all (2012) it is necessary to examine different emotion regulations such as eWOM and their effect on repurchase intention.

This study intends to answer the gep research. eWOM has received a lot of attention from researchers, as evidenced by the many studies on eWOM, but most researchers have limitations. namely mixing up the eWOM dimensions for example positive and negative dimensions. According to Ya Hu, Hyun Jeong Kim (2018) that people's motivation to send eWOM will be determined by the nature of their consumption experience. Therefore eWOM is positive or negative is something that is separated by a capacity characteristic of consumer consumption experience. Because this study departs from a consumer's dissatisfaction with purchases at the market place, this study proposes to use negative eWOM motivation.

The purpose of this study is (1) to test and analyze the effects of negative emotions on repurchase intention. (2) test and analyze the effects of negative eWOM on repurchase intention. (3) Test and analyze the role of negative eWOM as a negative emotion mediator by repurchase intention.

2. LITERATURE REVIEW AND HYPOTHESIS

2.1. *Emotions*

The word emotion may often be heard everyday. This word comes from Latin, namely *emovere*, which means moving away. The meaning of this word implies that making people tend to act is an absolute thing in emotions. Emotion is something that refers to specific feelings and thoughts that have a characteristic, or something biological and psychological conditions that give rise to a tendency to act (Daniel Goleman 2002: 411). So in essence the emotions are impulses to act and are usually the result of correcting for something stimuli from the outside or from within person.

In relation to emotional marketing this contributes to guiding customer thinking and behavior both in purchasing decision making and in other actions (Loewenstein et al. 2001; Gratch & Marsella 2004). Emotions in humans vary in various types and types, and many experts try to classify emotions. But the classical emotion calcification which is on the surface by Plutchik (1980);

Russell, 1980) who classifies emotions dichotomically (traits that place something different and difficult to put together) namely positive emotions and negative emotions. Positive emotions include joy, enthusiasm and love. Negative emotions include anxiety, guilt, anger, disgust and sadness.

in this study we see emotions from the negative side because that is in line with the consequences of consumer dissatisfaction that results in negative emotions. From the research conducted by Dube and Menon (2000) which resulted that dissatisfaction is present due to the purchase of unprofitable consensus. Therefore this study only focuses on negative emotions.

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Negative emotions are often interpreted as feeling uncomfortable, angry, disappointed, upset, worried, anxious, fearful and disgusted. According to Yi and Baumgartner (2004) defines that negative emotions are a feeling of anger, disappointment, regret and concern. According to Lazarus (1991) who explained specifically that anger is one of the most powerful emotions of consumers when considering the impact of purchases that do not benefit consumers. Menurt Richins (1997); Reynolds et al. 2006) in regulated emotional anger including irritation, anger, and upset. Correspondingly, Bui et al. (2011) who identified three main aspects of the item in building a negative emotional foundation and in line with this research, namely anger, upset and irritation.

2.2. *Negatif eWOM*

At present there are so many researchers interested in eWOM and many researchers who are trying to make definitions about eWOM, one of which is Kietzmann and Canhoto (2013, p 39): eWOM is a statement based on the results of experience both positive, negative or neutral that is made by the customer whether it's an actual customer, a potential customer, or a former customer who discusses and reviews a product, service, brand or company, where all information is available to everyone and institutions through the internet network. According to Xun and Reynolds (2010) eWOM is a conceptualization that is always moving (dynamic) where a matter has the potential to lead to an information exchange process that has not been explored and propose that eWOM is a dynamic and continuous information exchange process.

Basically eWOM theory is similar to WOM because eWOM is an expanded WOM. The basic difference between the two can be seen from the media used. eWOM uses internet-based media while WOM is usually limited to face-to-face. Therefore, eWOM is another form of WOM that has undergone changes due to advances in information technology. This media change will make a big difference between WOM and eWOM. Because eWOM is done through internet media, there are characteristic differences compared to WOM. eWOM has a wide level of information dissemination compared to WOM because eWOM is done via the internet. Because it has a wide spread rate eWOM is also considered to have a big impact on companies, brands, products that are the subject of discussion in eWOM. Besides that eWOM is also very risky for fraud because of the nature of the internet that can contain people who are not clear about their identity. According to Ku et al. (2012) the internet is an anonymous medium that often acts selfishly from seller to reduce the level of trust and usability of eWOM to the backers.

Hennig-Thurau et al. (2004) is a pioneer of eWOM motivational research. In their seminal study of eWOM motivation, they integrated the motives for traditional WOM into the motives for conducting eWOM, and identified eight common motives for eWOM behavior using online samples of around 2000 web-based opinion platform users:

(1) platform assistance, (2) vent negative feelings, (3) concern for other customers, (4) positive extraversion and self-improvement, (5) social benefits, (6) economic incentives, (7) help companies, and (8) seek advice.

However, between positive and negative eWOM motives are often mixed together (eg, Bronner and De Hoog, 2011). For example, eWOM's motivational factors, such as altruism, combine positive and negative items together (for example, "I want to save others from the same negative experience as me", "In my own opinion, a good hotel should be supported"). As previously stated, online comments vary based on the valence of customer consumption experience (Jeong and Jang, 2011; Willemsen et al., 2013; Wu et al., 2016; Zhang et al., 2017). Therefore, the motive for conducting or spreading positive eWOM tends to be different from the motive for spreading negative eWOM. This motivational distribution between eWOM positive and negative might help make

the results of ¹research on eWOM behavior clearer and more focused.

eWOM negative motivation according to Yaou Hu, Hyun Jeong Kim (2018) including:

(1) venting negative feeling. When someone experiences the experience of shopping badly in ¹online purchases at the market place it will cause negative feelings to emerge. According to Bronner and De Hoog, (2011); Yen and Tang, (2015) in the context of hotel hospitality and unpleasant travel services will trigger negative feelings, customers will experience emotions such as anger, revenge, and frustration, and psychological tension. Therefore to reduce customer negative feelings and restore the psychological balance to a balanced state, customers do eWOM on online platforms (Yen and Tang, 2015).

(2) Altruism (negative). In the case of online purchasing people's motivation in sending eWOM negatively is so that the negative experience he receives does not happen to other people. This is in agreement with Yen and Tang, (2015); Yoo and Gretzel, (2008); Yoo and Gretzel (2011) in the context of hospital services and travel services, altruism means that the statement at eWOM is to prevent others from experiencing the same problem. According to Bronner and De Hoog, (2011) altruism also helps companies to improve service quality. This is different when compared to positive altruism. Positive altruism aims to share good experiences and to support companies as said by Yang, (2017); Yen and Tang, (2015); Yoo and Gretzel, (2008) that altruism refers to the desire to help other customers to experience the good experience that they feel and help companies to increase sales.

(3) Economic incentives (negative). One of the motivations for people to post their buying experience in eWOM is because of economic incentives. That is the same as expressed by Yen and Tang, (2015); Yoo and Gretzel, (2011), that when hotels or online platforms provide monetary or non-monetary economic incentives, such as point prizes and discounts will make customers tend to post eWOM about their experiences. However, because economic incentives are a person's extrinsic motivation in sending eWOM, the authors do not include economic incentives in the discussion.

De Matos and Rossi (2008) proposed several reasons for customers to deploy eWOM based on their level of satisfaction. First, customers will be motivated to share positive experiences with others if the product's performance or service exceeds expectations. Second, if customer expectations are not met creates dissatisfaction, customers will be involved in eWOM as a form of reducing and sharing their negative emotions.

2.3. Repurchase intention

Purchase intention can explain as the customer's desire to buy goods / services offered by the company whether the goods or services are needed now or needed later in the future. According to (Kim, Ferrin & Rao, 2008) the intention to buy online can be based on the relationship between intention and actual behavior (real action). The behavior of an individual will be determined by the behavioral intentions of the individual. therefore the intention to purchase products online can be said as a factor that will predict the

actual behavior of consumers or purchasing decisions. When an individual has made a purchase, the impact is that the individual will find options such as repurchase or not. According to Zeng, Zuahao, Rong and Zhilin, (2009) repurchase intention is an intention to repurchase or make more than one purchase of the same product or different product. According to Ajzen (1980) who put forward the Theory of Reasoned Action where TRA is based on an assumption that human behavior is carried out consciously and before taking action will consider all available information. In addition Ajzen (1980) said that when someone has the intention to do something then the intention in a person will influence and determine the behavior of the individual then.

2.4. Hypothesis

According to Mattsson et al. (2004) an unfavorable experience is usually the cause of the emergence of negative emotions. according to Sanchez-Garcia and Curras-Perez (2011) the unfavorable service or purchasing experience that arises is caused by a difference between expectations and actual results that lead to negative emotions such as anger and remorse. Recent studies of customer emotions have shown that negative emotions experienced by customers directly influence their post-purchase behavior (Laros and Steenkamp 2005; Mattila and Ro 2008). Negative emotions such as anger and regret often have a positive impact on the intention to switch (Sanchez-Garcia and Curras-Perez 2011). Especially, regret is positively related to the intention to switch brands (Bui et al. 2009). In the context of service experience, negative emotional experience tends to have an adverse effect on building or maintaining committed relationships.

H1. Negative emotions have a negative effect on repurchase intention.

Individuals need to channel their negative emotions. According to Breuer and Freud (1957) who popularized venting ideas as a means for catharsis (to channel emotions). the venting feeling has been described, metaphorically, similar to a ventilation tube containing steam. If you let the steam in the pipe come out by venting it, the pressure will be released and the pipe will not explode. therefore, someone needs to let go of emotion by expressing it, the emotion will disappear and the individual will return to a more calm state.

H2. Negative emotions will have a positive impact on the venting negative feeling.

Altruism is motivation with the ultimate goal of increasing the welfare of one or more individuals other than himself (Batson, 1994). Altruism, the desire to help and support others, is consistently reported as the main driver of knowledge sharing behavior (Herschel and Yermish, 2008). Members of social networks that act on altruistic goals tend to share their information and knowledge with other members without expecting rewards directly to them. This negative altruism arises because of someone's encouragement so that bad things that happen to him do not happen to others. Several studies show the excitement of helping others as a commonly recognized altruistic factor and the main motive behind the individual's desire to share information and knowledge in online platforms (Hennig-Thurau et al., 2004; Kankanhalli et al., 2005;

Reimer and Benkenstein, 2016) Individuals in virtual communities and online platforms such as SNS, get satisfaction, and pleasure from helping other consumers by sharing their information and knowledge (Arakji et al., 2009; Wasko and Faraj, 2000).

H3. Negative emotions will have a positive impact on negative Altruism.

Consumer intention to buy back a particular product, service, or brand is indicated as purchase intention. purchase intention is considered to be the single most accurate predictor of actual buying behavior (Fishbein and Ajzen, 1977). Customers who feel emotion will certainly leave the product or service where they buy, but when these emotions are stabilized by coping behavior, repurchase intention is certainly possible. According to (Sundaram, Mitra, and Webster 1998; Sweeney et al. 2005; Wetzer et al. 2007) negative WOM is a way to vent their negative emotions and achieve relief after commenting on an incident. After stable emotions, consumers are expected to be able to conduct Repurchase Intention.

H4. Venting negative feelings have a positive effect on Repurchase Intention. H5.

Altruism (negative) has a positive effect on Repurchase Intention.

H6. Negative emotions have a positive effect on Repurchase Intention through Venting negative feelings and Altruism (negative).

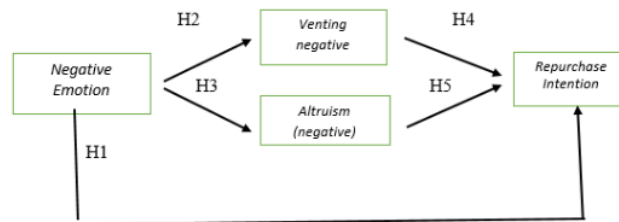


Figure 1. Conceptual Framework.

3. RESEARCH METHOD

This study uses survey research methods. The population in this study were customers or buyers from Shopee Market, which amounted to 49.9 million during 2018, and the sample in this study were 52 shopee application users. The method used to determine the sample is by using a purposive sampling method where the research sample is selected by certain criteria (Cooper and Schindler, 2003). The criteria referred to in this study are shopee application users who have made purchases at shopee and have experienced negative experiences.

The analysis used is path analysis analysis which is used to test the magnitude of the contribution (contribution) of independent variables to dependent variables, both direct contributions and indirect contributions through other variables (Suliyanto 2018: 318). The questionnaire items used in our study were adapted from the previous literature.

Negative emotions were measured by three items adapted from Richins (1997) and Reynolds et al. (2006). The scale for positive and negative eWOM motivation was adopted from previous studies (Hennig-Thurau et al., 2004; Yen and Tang, 2015; Yoo and Gretzel, 2011). The intention to repurchase was measured by three items adapted from Parasuraman (2005) and Pavlou and Fygenson (2006). This questionnaire uses a Likert scale 1-7 points (1 = strongly disagree and 7 = strongly agree).

4. RESULT AND ANALYSIS

We tested our study using the SPSS application assistance (Statistical Package for the Social Sciences) to help us do the analysis. The first is by testing the validity and reliability. Based on product moment analysis, it was found that $r_{count} > r_{table}$ (0.266) with a significance of 0.5% so that all instruments were declared valid. After that the data in the reliability analysis and based on the results of the analysis of Cronbach's alpha value obtained negative emotion 0.862, Venting negative feelings 0.743, Negative Altruism 0.906, and Repurchase Intention 0.906. All calculated results > 0.60 so that all variables are reliable. Then do path analysis to answer the hypothesis question. From the results of the summary model, the R square value of 0.107 means that the repurchase intention variable can be explained by negative emotion variables, Venting negative feelings and Negative Altruism. The rest is determined by variations in other variables that are not examined. In the ANOVA output table obtained F count 1.923 while F table Df: (0.05; 3; 48) is 41.587 so F count $<$ F table, it can be concluded that the model does not match / not fit. From the test results obtained that H6, H5, H4 is not supported, while H1, H2, H3 results are supported. The effect of negative emotions on 42.8% of Venting negative feelings, the negative effect of emotions on Negative Altruism is 27.7

5. CONCLUSION

The findings of this study indicate that negative emotions influence negative eWOM, both negative venting feelings and altruism. But negative eWOM does not affect the purchase intention and cannot be mediated. eWOM can also stabilize emotions but not enough to get consumers to buy intention.

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6. LIMITATION AND FUTURE RESEARCH

There are several limitations in our study. First, we do not divide negative emotions into separate constructs such as anger, anxiety, and regret. More studies are needed to understand the influence of discrete negative emotions on negative eWOM behavior. The need to examine mediation between eWOM negatives and repurchase intention such as attachment, loyalty as mediating variables.

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