



The Role of Female Online Shoppers' Emotional Intelligence on Their Shopping Behavior: A Cognition-Affection-Conation Framework

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Abstract. The presence of e-commerce has changed consumer shopping behavior, and each consumer has different shopping behaviors based on their dispositions and psychological status, including emotional intelligence, which is seen as playing a role in determining consumer behavior in the online environment. Related to emotional intelligence, women generally have a higher emotional intelligence index than men. They tend to be more emotionally expressive, understand emotions better, and have greater abilities in terms of interpersonal skills. In addition, the survey results have proven that online consumers in Indonesia are dominated by the female gender and transact more often than men. This study aims to analyze the influence of female consumers' emotional intelligence on online shopping behavior by using a framework of cognitive, affective, and conative processes as a comprehensive theoretical foundation in the context of B2C shopping. Data collection was carried out on 200 female online shoppers, with hypothesis testing carried out using Partial Least Squares Structural Equation Modeling. The results proved that emotional intelligence plays a role in determining the shopping behavior of female online consumers, whose emotional intelligence has a significant effect on the satisfaction of their online shopping and has an impact on their intention to continue to use online channels for shopping and their loyalty to e-commerce websites.

Keywords: Emotional Intelligence · Shopping Satisfaction · Continual Intention · Loyalty

1 Introduction

Information and communication technology advancement has stimulated the growth of electronic commerce (e-commerce), in line with the expanding population of internet users. According to the We Are Social survey results from April 2021, Indonesia has the highest percentage of internet users who use e-commerce globally, at 88.1%. Thus, the competition in electronic commerce is getting tougher. E-commerce companies develop various marketing strategies to reach consumers to increase sales and profits, one of which is by implementing marketing strategies through personal one-to-one advertising based on consumer shopping behavior (searching, browsing, and purchasing) and personal characteristics of consumers (individual tendencies and lifestyles) [1].

The individual shopping behavior of consumers in an online shopping environment varies depending on their personal dispositions and psychological states, such as emotional impulses, personal tendencies, shopping orientation, and others. Therefore, understanding the personal characteristics of consumers is crucial [2, 3]. The consumer's ability to regulate his psychological and emotional state related to rational shopping behavior can control unreasonable shopping behaviors, such as impulsive buying and compulsive shopping [4, 5]. In this case, emotional factors play a very important role in consumer shopping behavior. Mayer & Salovey [6] state that emotional intelligence is an individual's ability to handle their own and others' feelings and emotions, which distinguishes them from others and uses information to guide their thoughts and actions. Emotional intelligence is defined as a personality trait that combines emotional and personality aspects [7].

From the context of online shopping, the psychological characteristics of consumers are needed to understand the behavior of online consumers from a psychological perspective, especially from cognitive and emotional approaches to behavior. In their research, Kidwell et al. [5] found that emotional intelligence is related to shopping behavior, where consumers with greater levels of emotional intelligence making better purchasing decisions compared to those with lower emotional intelligence. The study of the psychological model of consumer online shopping and behavioral characteristics (emotional intelligence), through the application of the theory of attitudes based on cognition, emotion, and intention [5, 8], found that the emotional intelligence of online shoppers affects the consumer's shopping value and shopping satisfaction. Furthermore, recently, Lim & Kim [9] explored the effect of emotional intelligence on the perception of value and shopping behavior of online consumers, finding that consumer emotional intelligence affects the perception of online consumer value (utilitarian and hedonistic value of e-commerce) and shopping behavior (satisfaction, continuous online shopping intentions, and e-loyalty).

Although many previous studies have analyzed consumers' online shopping behavior, there is still little to explore its relationship with psychological characteristics, such as the influence of emotional intelligence on online consumer shopping behavior, especially from a gender perspective. Related to gender, there is a stereotype that women are the more emotional gender [10]. Women generally have a higher emotional intelligence index than men and tend to be more emotionally expressive, understand emotions better, and have greater abilities in terms of certain interpersonal skills [11–13].

It is unquestionably necessary to comprehend the impact of consumers' psychological characteristics on their purchasing behavior in order to design a success marketing strategy for an e-commerce company. Besides that, the survey results have proven that online consumers in Indonesia are dominated by the female gender. Research conducted by Kredivo Research and Katadata Insight Center [14] shows that more transactions in e-commerce are carried out by women than by men. Women transact more often, namely 26 times a year, compared to men. In addition, in terms of e-commerce choices, female consumers tend to be more loyal than males, with as much as 33% of transactions made by women being in the same e-commerce. Therefore, in this study, we attempted to investigate the influence of emotional intelligence as a psychological characteristic of female consumers on their online shopping behavior, using the framework of cognitive,

affective, and conative processes as a comprehensive theoretical foundation in relation to B2C shopping.

2 Literature Review and Hypotheses Development

A. *Consumer Psychological Characteristics and Online Purchasing Behavior*

Numerous areas of internet shopping behavior research have been examined, including consumer psychology characteristics. Related to psychological factors (characteristics), consumers might employ internal cognitive control mechanisms, such as emotional intelligence and regulatory methods, to sustain their positive emotions [15]. Salovey & Mayer [16] stated that emotional intelligence is a common psychological characteristic that represents an individual's capacity to manage his emotions. Salovey and Meyer conceptualize emotional intelligence with four distinct dimensions: 1) Emotional self-assessment, which is the ability of individuals to profoundly comprehend and articulate their emotions organically; 2) Other emotion appraisal, which is the ability to comprehend the emotion of those around them; 3) Emotion regulation, which is the ability to control emotions; and 4) Emotional usage, which is the ability of individuals to focus their emotions into worthwhile endeavors and improved performance.

Emotional intelligence can influence online consumer behavior [5]. E-commerce companies provide online consumers with a sophisticated web-use experience through marketing focused on consumer sensitivity [17, 18], of course, e-commerce needs to understand the characteristics of its customers better. Thus, it is essential to conduct a study on the psychological characteristics of online customers, particularly their emotional intelligence. However, there isn't a lot of empirical evidence in the literature about how emotional intelligence affects customer shopping behavior in e-commerce.

B. *Cognition, Affection, and Conation Framework*

Many studies have used cognitive, affective, and conative frameworks as a theoretical background to explain the intellectual emotional processing of consumers and their purchasing behavior, among them Kim et al. [19], who validate the relation between perceived value (cognition), satisfaction (affection), and user engagement motivation (cognition) in the cellular environment. Subsequently, Davis [20] expanded the technology adoption model [21, 22] to describe the process of acceptance of technology as cognitive, emotional, and behavioral responses to external stimuli of the system. In the context of e-commerce, the consumer's cognitive factors consist of emotional intelligence and shopping values (for example, utilitarian value and hedonistic value). While based on the shopping experience, shopping satisfaction is included in the affective factor, and the intention to continue using the e-channel and loyalty are included in the conative factor.

This study adopts a cognitive-affective-conative framework to explain the relationship between emotional intelligence as a psychological characteristic of consumers, satisfaction, continuous intention to use online shopping, and loyalty in the context of e-commerce, as shown in Fig. 1.



Fig. 1. Cognition-Affection-Conation Framework

C. Hypotheses Development

The purpose of this study is to investigate the relation between emotional intelligence of female online shoppers and their satisfaction, continual intention, and loyalty to e-commerce websites. Specifically, by using the cognitive-affective-conative framework as a thorough theoretical foundation.

In online shopping, emotional intelligence plays a crucial role [18]. In the context of e-commerce, “shopping satisfaction” refers to the affective state of the consumer resulting from the fulfillment of orders; it is a consequence of past transactions in e-commerce [23]. From the customer’s point of view, satisfaction as a result of previous purchase decisions is a special form of its evaluation to determine the value of what is received. Since emotional intelligence is the ability to control and utilize emotions in forming relationships with various people [24], it influences the formation of relationships between consumers and sellers [5]. Thus, consumers with high emotional intelligence have stability in their emotions, so they will not have the behavior of regret shoppers, and consumers with low emotional intelligence will do the opposite. Research conducted by Lim and Kim [9] found that emotional intelligence has a positive effect on consumer satisfaction in online shopping. Therefore, this study puts forward the following hypotheses:

H1: The emotional intelligence of female online shoppers has a positive effect on their shopping satisfaction.

The relationship between consumer satisfaction and consumer behavior intentions has been studied in different contexts, among which Bhattacharjee [25] proposes a model of confirmation of expectations by which users who are satisfied with electronic banking services will form intentions to continue use. Kim et al. [3] showed that shopping satisfaction affects the intention of continued use. Furthermore, Lim and Kim [9] also stated that online shopping satisfaction positively affects the intention to continue using online shopping sites. Based on these studies, this study proposes the following hypotheses:

H2: The satisfaction of female online shoppers has a positive effect on their intention to use e-commerce sites continuously.

In the context of e-commerce, shopping satisfaction, repeat purchase intent, and loyalty are necessary study subjects. Online consumers establish a persistent usage intention online shopping channels after the establishment of a satisfactory previous online shopping experience [1, 26]. Through meta-analysis, Curtis et al. [27] conclude that consumers who are satisfied with online shopping have a persistent intent to use and create positive loyalty. In their research, Lim and Kim [9] conclude that customer loyalty is created when online shoppers are more satisfied with the e-commerce sites’ products and services. Furthermore, consumer loyalty on e-commerce sites is

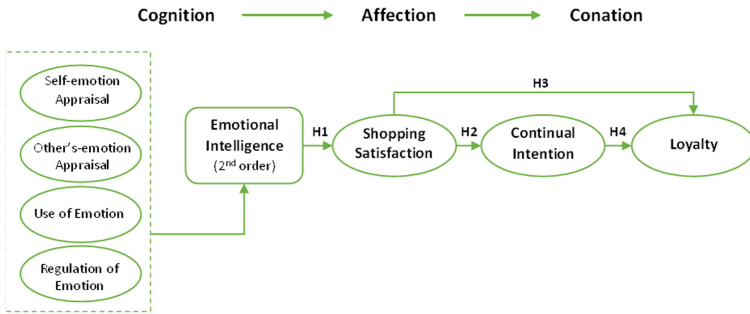


Fig. 2. Research Model

affected by continuous intent to use. According to the findings of the previous study, the following hypotheses were developed for this study:

H3: The satisfaction of female online shoppers has a positive effect on their loyalty to e-commerce sites.

H4: The continuous intention of female online shoppers to use e-commerce has a positive effect on their loyalty to e-commerce sites.

Based on the description of the relationship between the emotional intelligence of female online shoppers, online shopping satisfaction, intention to continue using, and loyalty above, the following is illustrated by this research model (Fig. 2).

3 Methodology

The data was gathered using a questionnaire with two main parts. The first part asked the respondents about their gender, age, occupation, monthly spending, and how often they bought things online. The second part of the questionnaire consists of questions related to emotional intelligence and shopping behavior that consist of shopping satisfaction, continual intention, and loyalty. For the measurement items of emotional intelligence, we utilized the Wong and Law [28] scale. We applied and modified the scales of Carpenter [29] and Kim et al. [30] to measure satisfaction with online shopping. We also utilized the scales of Bhattacharjee [25] and Lee [31] to measure the continual intention. We adapted and modified the scales developed by Bloemer et al. [32], Carpenter [29], and Kim et al. [33] to measure customer loyalty.

Each question item in the questionnaire was measured on a 5-point Likert scale ranging from “strongly agree” with a maximum score of 5 to “strongly disagree” with a minimum score of 1. Furthermore, the questionnaire was delivered electronically through a Google Form to 200 female online shoppers using a purposive sampling technique.

In this study, all of the respondents were female. While the age bracket of 36–45 years is dominated by 37% of respondents, the age bracket of 17–25 years is controlled by 29%. In terms of respondents' occupation, students account for 32% and entrepreneurs account for 43.5%, with an average monthly spending of between IDR 2.500.000 and IDR 5.000.000 accounting for 25% and more than IDR 10,000.000 accounting for 20%. 43% of respondents said they shop online less than 3 times per month, while 39.5% said they buy online 3–5 times per month as illustrated in Table 1.

Table 1. CHARACTERISTICS OF RESPONDENTS

Characteristics		Numbers of people	Percentage (%)
Age	17–25	58	29
	26–35	26	13
	36–45	74	37
	46–55	30	15
	>55	12	6
Occupation	Students/University student	64	32
	Private Sector Employee	38	19
	Entrepreneur	48	24
	Housewife	28	14
	Others	22	11
Monthly expenses	<IDR. 2.500.000,-	40	20
	IDR 2.500.000,- to IDR. 5.000.000,-	50	25
	IDR. 5.000.000,- to IDR. 7.500.000,-	36	18
	IDR. 7.500.000,- to IDR.10.000.000,-	34	17
	>IDR.10.000.000,-	40	20
Online Shopping Intensity (per month)	<3	86	43
	3–5	79	39.5
	6–10	20	10
	Above 10	15	7.5

4 Findings

Hypotheses were tested using the PLS (Partial Least Squares) method through Smart-PLS3. Cronbach's alpha and composite reliability (CR) are used to assess the variables' reliability. If the Cronbach's alpha and composite reliability values for each variable are greater than 0.7, the variables have been sufficiently analyzed to ensure reliability [34, 35].

Construct validity is determined by the square root of the AVE (average variance extracted) value and the correlation coefficient [35]. Discriminant validity is determined by a comparison of the square root of AVE values and the other correlation coefficients [34, 35].

Table 2 demonstrates that both the Composite Reliabilities (CR) and Cronbach's Alpha values exceed 0.7. Each variable's Average Variance Extracted (AVE) value is

Table 2. VALIDITY AND RELIABILITY

Variable	Cronbach's Alpha	CR	AVE
Continual Intention	0.956	0.966	0.851
Emotional Intelligence	0.879	0.899	0.573
Loyalty	0.924	0.946	0.814
Other's Emotion Appraisal	0.892	0.925	0.755
Regulation of Emotion	0.790	0.878	0.705
Self-Emotion Appraisal	0.879	0.917	0.735
Shopping Satisfaction	0.934	0.948	0.753
Use of Emotion	0.854	0.902	0.697

more than 0.5. Thus, it can be argued that the data reflect the construct of this study variable with a high level of validity and reliability (Table 3).

The square root of the AVE values in this study was greater than the square root of the other correlation coefficients. As a result, it can be chosen to ensure the discriminant validity of the variables in this study.

According to Table 4, all four hypotheses proposed are supported by the findings of this study, each with a significance value of less than 0.05. Whereas emotional intelligence has a positive effect on shopping satisfaction (H1), shopping satisfaction has a positive effect on the intention to use e-commerce continuously (H2) and loyalty to e-commerce sites (H3), and the continuous intention has a positive effect on loyalty to e-commerce sites (H4). Therefore, the emotional intelligence of female online shoppers plays a role in their shopping behavior.

Table 3. DISCRIMINANT VALIDITY

	CI	EI	L	OEA	RoE	SEA	SS	UoE
CI	0.922							
EI	0.276	0.611						
L	0.754	0.307	0.902					
OEA	0.414	0.646	0.406	0.869				
RoE	0.161	0.764	0.222	0.276	0.840			
SEA	0.009	0.710	-0.005	0.248	0.483	0.857		
SS	0.596	0.573	0.727	0.439	0.445	0.306	0.868	
UoE	0.214	0.764	0.266	0.340	0.507	0.312	0.462	0.835

CI = Continual Intention, EI = Emotional Intelligence, L = Loyalty, OEA = Other's Emotion Appraisal, RoE = Regulation of Emotion, SEA = Self-Emotion Appraisal, SS = Shopping Satisfaction, UoE = Use of Emotion

Table 4. VALIDATION OF HYPOTHESIS

Hypothesis	Estimate	P-Value	Results
Emotional Intelligence → Shopping Satisfaction	0.573	0.000	Accepted
Shopping Satisfaction → Continual Intention	0.596	0.000	Accepted
Shopping Satisfaction → Loyalty	0.430	0.000	Accepted
Continual Intention → Loyalty	0.498	0.000	Accepted

The purpose of this study is to analyze the role of female online shoppers’ emotional intelligence in their online shopping behavior, which includes shopping satisfaction, continuous intention, and loyalty. The cognition-affection-conation framework presented by Hilgard and Kidwell et al. [5, 8] serves as the overall framework for the proposed research model in this study. This study presents the role of emotional intelligence as cognition, shopping satisfaction as affection, and continual intention and loyalty as conation (Fig. 3).

The results of this study proved that there is a significant influence of emotional intelligence on shopping satisfaction, shopping satisfaction on continuous intention and loyalty, and continual intention on loyalty.

The ability of female shoppers to understand their own emotions, and the emotions of those around them deeply, as well as the ability to effectively manage and use their emotions, can increase their satisfaction. They enjoy shopping online, the features and services provided by e-commerce sites, and the products they purchase and use.

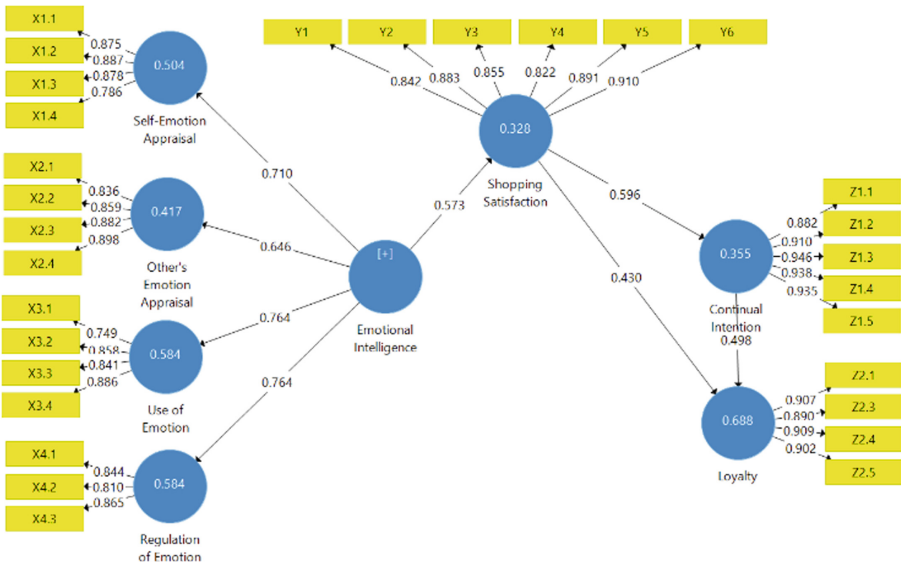


Fig. 3. Structural Model

Female shoppers who are fully satisfied with online shopping will state their intention to continue to use online channels for shopping and form a positive loyalty towards e-commerce sites. Female shoppers will prefer online shopping to offline shopping and will buy more products through e-commerce sites in the future. In addition, they depend on online shopping and e-commerce sites and will recommend them to others.

This study revealed that consumers who are smart emotionally will have stable emotions and are more likely to make conscious purchase decisions based on combination of emotion and rationality. They are more likely to find products that meet their needs, satisfy them, and potentially lead to fewer complaints and increased long-term intentions and loyalty.

Therefore, for consumers with high emotional intelligence, e-commerce companies can develop marketing strategies to reach consumers to increase sales and profits by offering a better shopping experience through comprehensive services to their customers and customized high-level advertising, which, in turn, leads to customer satisfaction and loyalty.

The results of this study confirm the research conducted by Lim and Kim [9], which explored the influence of emotional intelligence as one of the characteristics of consumer psychological capital on the perceived value and behavior of online consumer shopping and also used the cognition-affection-conation framework as a theoretical basis. But this study is different from Lim & Kim [9] in that it focuses on female consumers who are thought to have a high index of emotional intelligence.

5 Conclusion

This study's findings confirm that emotional intelligence plays a role in the creation of female online shoppers' behaviors, which include shopping satisfaction, continuous intention to use e-commerce, and loyalty to e-commerce websites.

Consumers that are emotionally smart will have stable emotions and inclined to make deliberate purchasing decisions based on emotion and rationality. As a result, they are more likely to identify products that satisfy them, potentially leading to fewer complaints and improved continual intention and loyalty.

The results of this study provided an expansion of theoretical applications in the field of digital marketing, and contributed to the foundation for future research to improve our knowledge about online consumer behavior, especially the psychological characteristics (emotional intelligent) of female shoppers, which have been limited in previous research.

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