The relevance of negative emotions on channel intention

Abstract: The Theory of Planned Behavior (TPB) is successful in predicting intentions for a wide variety of products and behaviors. However, little is known about how effective the TPB is when the behavior under study is embarrassing. To this end, this paper develops a conceptual model that examines the role of negative emotions on channel intention. An empirical study was conducted whereby the model was tested using survey data on the purchase of Regaine (a hair loss product that is embarrassing to buy) in Boots (a well-known UK multi-channel drugstore). The embarrassing nature of Regaine created differences in the importance that TPB variables played when consumers intend to purchase using single channels (such as the drugstore or the internet) as against multi-channels. The results were analyzed using partial least squares structural equation modeling (PLS-SEM). The effectiveness of the TPB was improved. The variance explained (R^2 to intention) was 69.2 percent for the drugstore, 54.5 percent for the internet and 46.9 percent for multi-channel.

Key Words: TPB; Multi-channel; Anticipated Negative Emotions

Introduction:

Little is known about what drives consumers to use single or multi-channels, with studies focusing on multi-channel consumer behavior far and few between (Dholakia et al., 2010). Specifically, research has been called to examine the interaction effects of rational and emotional drivers, the influence of environmental factors, and the use of multiple channels that influence shopper decisions (Shankar, Inman, Mantrala, Kelley, & Rizley, 2011). To this end, this paper contributes to the multi-channel literature that studies the determinants of channel choice. Moreover, it indicates the best channel alternative for embarrassing products compared to the characteristics of integrated versus independent channels.

The Theory of Planned Behavior (Ajzen, 1985), hereafter TPB, has been found useful to study consumer behavior in a multi-channel context (Heinhuis & Vries, 2009). However, survey length has forced researchers to make sacrifices. For example, researchers have used student samples, conjoint analysis and selected a limited number of the TPB constructs.

One of the strengths of the TPB is its ability to capture the influence of social norms on intention. Arguably, this is needed in the retail area, where social presence has a high influence on consumer behavior (Argo, Dahl, & Manchanda, 2005).

The embarrassing product used in this paper to magnify these differences is a hair loss restorer, Regaine; a product in a category that has been previously classified as embarrassing. Regaine is studied in the context of a recognized multi-channel UK retailer: Boots. The embarrassing nature of the purchase situation under study supports the need to extend the TPB with a variable that accounts for the emotional charge created by the purchase. Anticipated negative emotions are included in the model to respond to this challenge.

The overall aim of this paper is to determine how effective the TPB is in predicting consumer behavior for an embarrassing product, in the context of a single channel versus multi-channels. This paper answers to two research questions: (1) are the direct measurements of the TPB able to explain intention in the case of shopping for an embarrassing product using a single or multiple channels? (2) what is the role of negative emotions in the behavior of single channel shoppers versus multi-channel shoppers?

Literature Review:

The Theory of Planned Behavior: The TPB has achieved a considerable reputation for predicting and explaining human behavior (Ajzen, 1985); (Ajzen, 2002b). The TPB was selected for this article because it helps to understand different channels and shopping. Appendix 1 shows a review of studies that have used either the TRA or the TPB as a framework for the study of multi-channel or channels. The information in the chart confirms the adaptability of the TPB, or at least some of its variables, to explain behaviour online, offline or in multi-channel situations.

In the TPB, intentions are explained as a consequence of attitudes, subjective norm and perceived behavioral control (Ajzen, 1985); (Ajzen, 1991). Attitudes measure the consumer's positive or negative expectation about an outcome. Subjective norm refers to the pressure that society exerts on an individual (Ajzen & Driver, 1992), and perceived behavioral control reflects the perception of how easy or how difficult is for the person to execute certain behavior. Although the TPB has several advantages, it also has numerous constraints and limitations that leave room for conceptual and operational improvement.

Emotions: One of the contributions of the present research is to provide more evidence for the significance of anticipated affect. Emotions are included in this paper because the consumer will experience them when using any channel. This research explores the role of anticipated negative emotions like embarrassment, nervousness or tension. From a TPB perspective, anticipated regret and anticipated affect are part of attitudes (Ajzen & Sheikh, 2013) and regret has been studied in shopping situations (Reynolds, Folse, & Jones, 2006). However, anticipated affect is not satisfactorily embodied in the TPB (Abraham & Sheeran, 2003; Buunk, Bakker, Siero, Eijinden, & Yzer, 1998; Parker, Manstead, & Stradling, 1995; Richard, Pligt, & Vries, 1995; Sheeran & Orbell, 1999). Reducing negative emotions like embarrassment can help managers to achieve the win-win solutions desired by shopper marketing (Shankar et al., 2011).

Embrarrassment: Embarrassment has an important effect on shopping. Customers who required extra-large sizes of clothes reported that they were often embarrassed to shop in the on-trend fashion stores (Ringwald & Parfitt, 2011). Other buyers enjoyed the ability to visit upscale sites anonymously or stores where they might be embarrassed to shop offline, such as Victoria's Secret stores (Wolfinbarger & Gilly, 2000). Using the internet channel creates an emotional relief for the embarrassment caused by the purchase of this branded underwear.

Today, men feel less embarrassed about shopping for beauty products (Datta & Paramesh, 2010). Retailers and manufacturers are aware of men's apprehension about being labelled feminine or gay, and train salespeople to provide an appropriate service to hesitant grooming products consumers (Zayer & Neier, 2011).

Embarrassment has been studied using the Theory of Planned Behaviour (TPB). For example, the TPB has been used in the case of counterfeit products (Penz & Stottinger, 2005), breast-feeding (Khoury, Moazzem, Jarjoura, Carothers, & Hinton, 2005), de-shopping (King & Dennis, 2003), music piracy (Morton & Koufteros, 2008), mammography (Steele & Porche, 2005), and coupons (Richard P. Bagozzi, Baumgartner, & Yi, 1992)

The study of embarrassment and consumption in Latin America is still incipient. However, there are a few studies that relate embarrassment and consumption such as the consumption of soccer (Cardona, Magyaroff Sarria, & Sanmartin, 2013) addiction to drugs (Acuña, 2013), luxury items (Astorga, 2012) the place of residence (Cortés, 2008), and pirated products (Guerrero, Briceño Morales, & Lesevic, 2014).

Research Hypotheses:

H1. There is a positive relationship between the attitude to shop for Regaine using Single Channel/Multi-channel and the intention to shop for Regaine using Single Channel/Multi-Channel.

Attitudes (ATT) develop from beliefs about objects or behaviors. In the case of behaviors, attitudes give a positive or negative expectation of the outcome. The TPB showed that there is a positive correlation between attitudes and intention (Ajzen, 1985).

H2. There is a positive relationship between the subjective norm to shop for Regaine using Single Channel/Multi-channel and the intention to shop for Regaine using Single Channel/Multi-Channel.

Subjective Norm (SN) refers to the pressure that society exerts on an individual (Ajzen and Driver 1992). SN is composed of the beliefs that the individual has about what society's norms are.

H3. There is a positive relationship between the perceived behavioural control to shop for Regaine using Single Channel/Multi-channel and the intention to shop for Regaine using Single Channel/Multi-Channel.

PBC reflects the perception of how easy or how difficult it is for a person to execute certain behavior (Ajzen, 1985). PBC considers both internal and external factors to predict intention.

H4. There is a positive relationship between the Anticipated Negative Emotions (ANE) generated by the experience of shopping for Regaine using Single Channel/Multi-channel and the intention to shop for Regaine using Single Channel/Multi-Channel.

Anticipated affect can explain more variance than other TPB constructs (Sandberg & Conner, 2008). A meta-analysis study found that anticipated affect accounts for an additional 7 percent of the variance in intentions (Ajzen & Sheikh, 2013). Keer, Van Den Putte and Neijens (2012) demonstrated that affect partially mediated the influence of attitude and perceived behavioral control on intention. A large number of studies confirm the relationship between emotions and intentions (Bigné, Mattila, & Andreu, 2008; Brown, Cron, & Slocum Jr, 1997; Carrera,

Caballero, & Munoz, 2012; Chang, 2010; Han & Back, 2007; Jang & Namkung, 2009; Ladhari, 2009; Moons & De Pelsmacker, 2012; Mooradian & Olver, 1997; Wang, 2009).

Methodology:

*Sample and data collection***:** This research followed a causal, cross-sectional, non-experimental, survey design. It used a self-administered data collection instrument. The survey instrument facilitated the quantitative measurement of responses in a simple paper and pen format. Barbershop customers provided the captive audience that served to provide the respondents for this research. This choice avoided the bias of collecting information close to one of the evaluated channels such as the internet or the drugstore. The behavior was defined in terms of target, action, context and time (TACT) elements (Ajzen, 2011). The behavior was defined as "Shopping for Regaine in a Boots Drugstore" for the first context; "Shopping for Regaine from a Boots Website" for the second context and "Shopping for Regaine in Boots using multi-channel" for the third context. This research used a seven-point scale. The research population was defined as men aged between 18 to 65 years who lived in the UK. The research sample was selected from a group of men aged between18 to 65 years who lived in or around two urban cities with a population of more than 20,000 inhabitants in Scotland. The sample consisted of 63 respondents from the drugstore, 62 from the internet and 61 from multi-channel.

Construct Measurement: The construction and measurement of TPB items followed the recommendations of Ajzen (Ajzen, 2002a).

Intention: The method of generalized intention was used. The items used were: *'I expect'; 'I want';* and *'I intend'*. Consistency for the use of these items has been supported in the literature (Armitage & Conner, 2001).

Attitudes: A careful evaluation was performed to select the direct attitudes. Items were selected considering Osgood attitude list (1957), Evaluation, Potency and Activity (Osgood et al., 1957) and pleasure and arousal from Mehrabian and Russell (1974). Both instrumental (value/benefit) and experimental items (pleasant/enjoy) were incorporated.

Subjective Norms: The items selected for the direct measurement of subjective norm were: *'Most people who are important…'; 'Most people who suffer hair loss…'; 'It is expected by others…'* and *'Most people whose opinions I value…'.*

Perceived Behavioral Control: Items that measure both self-efficacy and controllability were included. To measure self-efficacy, the following items were included: *'I am confident that...'* and to measure controllability (feeling of control): *'Whether or not I purchase Regaine from Boots' website is completely up to me'* and … *'is beyond my control'.*

Anticipated Negative Emotions: Richins' list of emotions was used to capture negative affective beliefs (Richins, 1997). If the traditional TPB approach was to be used, emotional beliefs could have been omitted. Richins identified the consumption emotions set (CES). Richins' list provided a stimulus that helped respondents to identify their salient negative emotions about shopping for Regaine.

Measurement reliability and validity: The first step of the two-step analysis involves the evaluation of the measurement model or the outer model. A Confirmatory Factor Analysis (CFA) was used to test the structural equation model. The CFA was performed using the Smart PLS software (Ringle, Wende, & Will, 2005). The CFA confirmed the reliability and validity of the scales.

Results:

Table 1 presents a summary of the main descriptive statistics for each of the evaluated constructs in each channel. The constructs used in this research had a varied number of items. The construct with the biggest number of items was attitudes (five items in the drugstore). The constructs' mean ranged from 3.37 to 4.33 in the drugstore, from 2.17 to 5.07 on the internet and from 2.59 to 4.73 in multi-channel.

Most respondents were not very embarrassed/nervous/tense about shopping for Regaine, however, the negative emotions mean was higher in the drugstore (3.37) compared with the internet (2.17) or multi-channel (2.59). The highest mean for a construct was PBC, which ranged from 4.2 to 4.79. This response could imply that consumers did not find control issues while shopping for Regaine.

Loadings were evaluated in order to assess the outer model. Standardized indicator loadings should be greater than or equal to 0.7. In exploratory studies, loadings of 0.40 are acceptable (Hulland, 1999). Some indicators were dropped from each sample because they did not achieve a 0.7 loading. Although some of the indicators eliminated were different for each channel, some were common to all. The indicators eliminated were: ATT1, ATT4, ATT5, ATT8, SN2, SN4 and PBC1 in the drugstore; ATT2, ATT3, SN2, SN3 and PBC1 in the Internet and ATT3, ATT4, SN3, SN4 and PBC1 in multi-channel. Table 3 presents the loadings and quality indicators for the drugstore. The loadings obtained by the model are all above the 0.7 level suggested. Composite reliability ranged from 0.76 to 0.97 and was above the 0.7 level for all items. The above data indicates that constructs were well built and that represented the construct. For the internet, the CR ranged from 0.85 to 0.95, above the 0.7 level for all items. The internet channel presented the best quality indicators amongst the three evaluated channels. For multi-channel, the

loadings were all above the 0.7 level suggested, with the exception of PBC3, which had a 0.38 loading and SN2 with a 0.61. PBC3 was kept because retaining it permitted comparisons of PBC amongst the three channels. The composite reliability ranged from 0.63 to 0.89 and was above the 0.7 level for all items except PBC. The AVE ranged from 0.49 to 0.73. PBC in multi-channel was the only construct that had low levels of composite reliability.

Table 1 - Loadings, Weights, Composite Reliability and Average Variance Extracted:

DRUGSTORE					INTERNET					MULTICHANNEL				
Constr	Item	Loading	CR	AVE	Construct	Item	Loading	CR	AVE	Construct	Item	Loading	CR	AVE
AT	Att2 Foolish/ Wise	0,82	0,88	0,60	AT	Att4	0,74	0,93	0,76	AT	AT2	0,82	0,89	0,73
	Att3 Changeable/Stable	0,76				Att6	0,90				AT6	0,84		
	Att6 Unpleasant/Pleasant	0,70				Att9	0,90				AT9	0,90		
	Att9 Useless/Useful	0,82				Att10	0,92			SN	SN1	0,87	0,71	0,56
	Att10 Complex/ Simple	0,77			SN	PN1	0,83	0,85	0,73		SN2	0,61		
SN	PN1 (Important for me)	0,76	0,76	0,61		PN4	0,88			PBC	PBC2	0,92	0,63	0,49
	PN3 (Is expected by others)	0,80			PBC	PBC2	0,85	0,89	0,80		PBC3	0,38		
PBC	PBC2 (Up to me)	0,94	0,83	0,71		PBC3	0,94			ANE	ANE1	0,70	0,88	0,65
	PBC3 (If I wanted)	0,73			ANE	ANE1	0,87	0,95	0,83		ANE2	0,87		
ANE	Neg. Emot 1(Embarrassed)	0,96	0,97	0,90		ANE2	0,92				ANE3	0,73		
	Neg. Emot 2(Nervous)	0,97				ANE3	0,91				ANE4	0,91		
	Neg. Emot 3(Tense)	0,94				ANE4	0,93			INT	INT 1	0,81	0,86	0,67
	Neg. Emot 4(Discontent)	0,93			INT	INT 1	0,87	0,91	0,77		INT 2	0,86		
INT	Int 1 (I expect)	0,76	0,89	0,72		INT 2	0,91				INT 3	0,77		
	Int 2 (I want)	0,90				INT 3	0,85							
	Int 3 (I intend)	0,89												

This research proposed a model that contained four independent variables and one dependent variable. The PLS algorithm was able to calculate an estimate R^2 for the dependent variable. The strength of the theoretical model was established by two factors: the R^2 and the significance of the structural paths. In the following paragraphs, the results for these two crucial aspects of the model evaluation are presented. The R^2 was calculated using the PLS algorithm with 300 iterations. The significances were calculated using the bootstrap approach with 5000 re-samples. Chin (1998) and (Falk & Miller, 1992) suggested that the variance explained (R^2) should be

greater than 0.1. All of the R²s for the three channels achieved high variance explained scores. All were above the 0.1 recommended levels. The R^2 statistics were 0.69 in the drugstore, 0.55 on the internet and 0.47 in multi-channel.

Discriminant validity was analysed following the recommendations provided by Chin (Chin, 2010b) for PLS report writing. This paper compared the square root of the AVE (Average Variance Extracted) with the correlation of the reflective constructs with each other in Table 2. In each case, the square root of the AVE (diagonal elements) should be greater than off-diagonal elements in the same row and column (Chin, 1998; Grégoire & Fisher, 2006). All constructs of each of the three environments analyzed were strongly correlated with their own measures, more than with any of the other constructs. The results suggested that the research achieved good discriminant validity. The correlation of each variable with itself in the drugstore ranged from 0.78 to 0.95; the correlation of each variable with itself on the internet ranged from 0.86 to 0.91; and the correlation of each variable with itself in multi-channel ranged from 0.70 to 0.86.

Table 2- Inter-construct correlations:

DRUGSTORE					
	ATT	**INTENT**	**ANE**	**PBC**	**SN**
ATT	**0,78**				
INTENT	0,58	**0,85**			
ANE	-0,07	-0,49	**0,95**		
PBC	0,63	0,34	0,01	**0,84**	
SN	0,37	0,60	-0,07	0,33	**0,78**
INTERNET					
	ATT	**INTENT**	**ANE**	**PBC**	**SN**
ATT	**0,87**				
INTENT	0,60	**0,88**			
ANE	-0,17	-0,13	**0,91**		
PBC	0,70	0,51	-0,14	**0,89**	
SN	0,74	0,69	-0,38	0,46	**0,86**
MULTI-CHANNEL					
	ATT	**INTENT**	**ANE**	**PBC**	**SN**
ATT	**0,86**				
INTENT	0,57	**0,82**			
ANE	-0,30	-0,24	**0,81**		
PBC	0,41	0,21	-0,09	**0,70**	
SN	0,56	0,62	-0,08	0,21	**0,75**

Discriminant validity was also evaluated at the item level with high inter item correlations in the three evaluated channels. The significance of the hypothesis tested was evaluated using the bootstrap approach, which helped to estimate the precision of the PLS estimates (Efron, 1981); (Henseler, Ringle, & Sinkovics, 2009); (Chin, 2010a). N samples are created in order to obtain N estimates for each parameter in the PLS model. This paper used 5000 re-samples in the PLS bootstrap estimates. This number responds to the recommendation made by Hair, Ringle et al. (2011).

Analysis of Significances and Coefficients: Table 3 presents the coefficients and significances of the evaluated paths.

Table 3 - Path coefficients and their significances:

Path	DRUGSTORE			INTERNET			MULTICHANNEL		
	Coefficient	T Statistics	Sig.	Coefficient	T Statistics	Sig.	Coefficient	T Statistics	Sig.
ATT	0,88	5,23	***	-0,05	0,32		0,29	2,16	***
SN	0,24	4,57	***	0,67	4,32	***	0,45	3,86	***
PBC	-0,05	0,92		0,26	2,42	***	-0,01	0,06	
ANE	-0,34	6,11	***	0,15	1,36		-0,12	0,68	

Cross Channel Findings: Only one path was significant in the three channels: SN→Intention. SN had a high and positive significance on intention across the three channels. SN had coefficients of 0.24 in the drugstore, 0.67 on the internet and 0.45 in multi-channel. SN had t-statistics of 4.57 in the drugstore, 4.32 on the internet and 3.86 in multi-channel. The consistency of this result across channels strengthens the relevance of SN in the TPB.

The TPB variables were able to explain variance on intention in the three evaluated channels. However, PBC was only significant on the internet: 0.26 coefficient and 2.42**t-statistic significance. Negative emotions had a significant impact on the intention to shop in the drugstore (-0.34 Coef.) and (6.11*** t-statistic significance), but not in other channels. The greater the negative emotions the less likely men would want to shop for Regaine in the drugstore.

The coefficients of ATT, SN, and PBC were positive when significant relationships were found. In the drugstore, attitude was strongly associated with intention. A 0.88 coefficient and a 5.23*** significance confirmed this. The importance of attitude is also relevant in multi-channel (0.29 Coef. and 2.16** t-statistic significance), however, attitudes became irrelevant on the internet, where PBC and SN become preponderant.

Discussion:
Hypothesis 1: Attitudes → Intention. The results of this research agreed with the TPB theory because it showed that men's intention to shop for an embarrassing product using a single or multiple channels was positively associated with their attitude in both the drugstore (0.88 Coef.

and 5.23 t-value) and multi-channel (0.29 Coef. and 2.16 t-value). However, there was a discrepancy in the context of the internet. Attitudes showed no significance towards shopping for Regaine on the Boots' website. This finding was surprising because attitudes are the main pillar of behavioral models. However, other internet studies supported in the Technology Acceptance Model (TAM) have found that attitudes were not significant predictors of intention (Limayem, Hirt, & Chin, 2001; S. Taylor & P. Todd, 1995; S. Taylor & P. A. Todd, 1995). The loss in significance for attitudes on the internet could be the consequence of the high significance achieved by PBC.

Hypothesis 2: Subjective Norm → Intention. SN also achieved significance in all the paths leading to intention (t-values of 4.57 in the drugstore, 4.32 on the internet and 3.86 in multi-channel). Consequently, SN constituted itself as the most relevant construct to explain both single and multi-channel behavior of an embarrassing product. This finding is consistent with TPB studies that have shown the relevance of SN. SN is a concept that augments its importance when the context of the behavior is embarrassing, like the intention of students to buy condoms (Lavoie & Godin, 1991). The internet is another environment in which the influence of SN is significant (Shu-Hsien & Yu-Chun, 2011). This research concluded that subjective norm was also important for multi-channel. Multi-channel has been an area where SN studies have been limited. The result supported the validity of SN as a predictor of intention even under different channels/contexts and the importance of the social environment on the shopping experience (Verhoef et al., 2009).

Hypothesis 3: PBC →Intention. PBC was found irrelevant to predict intentions in either the drugstore or multi-channel. However, it had a positive and statistically significant effect on the internet (0.26 Coef. and 2.42 t-value). The interpretation of this result was that when men

thought that purchasing Regaine from the Boots' website was completely up to them, their intention to visit Boots' website increases. Systematic reviews of the TPB have documented the significance of PBC (Ajzen, 1991; Godin, Valois, & Lepage, 1993). Furthermore, PBC has been found relevant to the internet context (Hansen, 2008; Pavlou & Fygenson, 2006). If a man is confident about his abilities to shop on the internet, his intentions to buy from the retailer's website will rise. This finding implies that consumers could see the drugstore and multi-channel as very easy, while shopping on the internet has difficulties that give importance to PBC on this channel.

Hypothesis 4 Negative Emotions →Intention. Negative emotions negatively affected (decreased) intention to shop in the drugstore (-0.34 Coef., and 6.11 t-value). Negative emotions were irrelevant in the other channels. It is not a surprise that negative emotions were present in shopping situations where a face-to-face interaction is required. This reality creates complementarities between channels (van Birgelen, de Jong, & de Ruyter, 2006) that should be considered by managers. Negative emotions were able to explain intention in the drugstore. This finding is consistent with previous research that provided evidence for the link between negative emotions and intention (R. P. Bagozzi & Pieters, 1998).

Conclusions:
This paper has successfully answered the research aim outlined in the introduction. The most effective variable to explain purchase intention in both single and multi-channel was Subjective Norm. PBC was effective on the internet but lost relevance in the drugstore and in multi-channel. The TPB effectiveness was improved. Negative emotions were particularly useful to explain the drugstore and PBC was very relevant for the internet. The TPB variables were effective; however, the variable significance changed amongst channels. The drugstore was the channel

most affected by embarrassment. The internet and multi-channel served to eliminate the influence of negative emotions. The methodology that has been traditionally used by the TPB minimized the role of emotions. A methodological innovation introduced in this study highlighted the role that emotions had on intention.

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Appendix 1 – Consumer Theories and Multi-channel Behaviour

THEORY	FOCUS	UTILITY TO COMPARE CONSUMER BEHAVIOUR ACROSS CHANNELS
TRIAL AND ACCEPTANCE		
Technology Acceptance Model (Davis, 1989)	Use of information Systems	Useful for internet but not for the store
Theory of Reasoned Action (TRA) (Fishbein & Ajzen,	Human behavior in General	Useful but the behavior under study is not volitional

1975)		
Theory of Planned Behavior (TPB) (Ajzen, 1991)	Behavior in situations in which the actor has no complete control	Useful for all channels
Innovation Diffusion Theory (IDT) (Rogers, 1962)	Adoption of innovations in general	Useful for internet but not for the store
Task Technology Fit (TTF) (Goodhue & Thompson, 1995)	Use and success of the use of information systems in organizations	Useful for internet but not for the store
Information Richness,(Daft & Lengel, 1986)	Use of different information channels for different situations in organizations	Useful for organizations but not for understanding the consumer
CHOICE FROM ALTERNATIVES		
Consideration set (evoked set) (Howard, 1963)	Consumer choice of a Brand	Only a small part of the complex Theory of Buyer Behavior
Switching behaviour, (Keaveney, 1995) (Roos, 1999)	Switching of consumers between service providers	Good to understand switching but cannot compare between channels
SERVQUAL (Parasuraman, Zeithaml, & Berry, 1988)	Model for measuring service quality	Ignores variables besides quality
Multi attribute attitude (Fishbein, 1963)	Consumer decision making model	Other elements besides attitudes are important
Behavioral Economics (Kahneman & Tversky, 1979)	Response to outdoor environment (Wolf, 2003) Free Riding (Bernstein, Song, & Zheng, 2009)	Useful for free riding behavior
CONTINUOUS USE		
DeLone &	Success of an	Useful for internet but not for the store

McLean IS Success Model (DeLone & McLean, 1992)	Information System	
Expectancy Disconfirmation Theory (EDT) (Oliver, 1980)	The continued use of product/services by consumers	The evaluated product was not used continuously

Table based on Heinhuis and Vries (2009, p. 50.)