Customer Experience and Loyalty: The role of Wellbeing and Satisfaction in retaining Wellness service customers

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By

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CERTIFICATE

This is to certify that the thesis entitled **"Customer experience and loyalty: the role of wellbeing and satisfaction in retaining wellness service customers"** submitted by **Soumya Singh,** bearing Reg. no. **16MBPH14** in partial fulfillment of the requirements for the award of Doctor of Philosophy in the School of Management Studies is a bonafide work carried out by her under my supervision and guidance.

The thesis has not been submitted previously in part or in full to this or any other University or Institution for the award of any degree or diploma.

Research article related to the topic of this thesis have been:

A. Published in the following journal:

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4.	BA-810	Essentials of Business Analytics	3	Pass

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DECLARATION

I, Soumya Singh, hereby declare that this thesis entitled “**Examining the role of consumer wellbeing in retaining customers: A conditional process analysis in the Indian wellness service context**” submitted by me under the guidance and supervision of Dr. Sapna Singh is a bonafide research work. I also declare that it has not been submitted previously in part or in full to this University or any other University or Institution for the award of any degree or diploma.

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Dedication

Dedicated to my mother, Sushma Singh, who sees herself through my achievements.

I am thankful and grateful to my parents, who raised me with unparalleled love.

And to my teachers and mentors, who taught me to think and reason.

And to my friends, who encouraged me in good times, and supported me in bad times.

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With love to all,

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Abbreviations

AFM	Absolute Fit Measures
AGFI	Adjusted Goodness of Fit Index
AMOS	Analysis of Moment Structures
AVE	Average Variance Explained
CAGR	Compound Annual Growth Rate
CBSEM	Covariance Based Structural Equation Modelling
CE	Customer Engagement
CFI	Comparative Fit Index
CFA	Confirmatory Factor Analysis
CL	Customer Loyalty
CMIN	Chi-square equivalent in Confirmatory Factor Analysis
CRM	Customer Relationship Management
CS	Customer Satisfaction
CR	Composite Reliability
CSR	Corporate Social Responsibility
CV	Convergent Validity
CW	Consumer Wellbeing
DF	Degrees of Freedom
DV	Discriminant Validity
EBTS	Experience Buying Tendency Scale
EFA	Exploratory Factor Analysis
FA	Factor Analysis
GFI	Goodness of Fit Index
IFM	Incremental Fit Measures
INR	Indian Rupee
IT	Information Technology
KMO	Kaiser-Mayer-Olkin
NFI	Normed Fit Index
NSSO	National Sample Survey Office
PCA	Principal Component Analysis
PFM	Parsimonious Fit Measures

PGFI	Parsimonious Goodness Fit Index
PLSSEM	Partial Least Square Structural Equation Modelling
PNFI	Parsimonious Normed Fit Index
RMSEA	Root Mean Square Error of Approximation
RMR	Root Mean Square Residual
SA	Strongly Agree
SD	Strongly Disagree
SEM	Structural Equation Modelling
TH	Trait Happiness
TCR	Transformative Consumer Research
TSR	Transformative Service Research
TLI	Tucker-Lewis Index
USD	United States Dollar
WOM	Word-of-Mouth

Notations

%	Percentage
H	Hypothesis
α	Cronbach's Alpha
SD	Standard Deviation
SE	Standard Error
N	Number of observations
p	Probability value of Significance level
$\chi 2$	Chi-Square
df	Degrees of freedom

Abstract

Motivation

The Covid pandemic has brought the fundamental human quest for happiness and meaning in life at the forefront, which for decades has been lost and muddled in the exploitative manipulation of consumerist economy through persuasive advertising and aggressive marketing (Brown & Vergragt, 2016). The crisis experience has shaken the conflation of consumerist and materialistic aspirations with real wellbeing needs of meaningful relationships, purposeful career, and acceptance by peers (Echegaray, 2021). In the uncertain and complex consumption and purchase decision behavior being witnessed post-covid, a focus on identifying and fulfilling consumers' core wellbeing needs could go a long way in forging a meaningful and long-term bond with them (Hogreve et al., 2022; Ostrom et al., 2021). Meeting and exceeding not only the performance and attribute expectations, but designing an experience resulting in happy and meaningful memories for the customers might lend a successful start in catering to their higher order needs. Realization and acknowledgement of such wellbeing outcomes by the customers has the potential to place the firm at the core of their heart.

Objective

Thus, the study attempts to examine the role of consumer wellbeing in retaining consumers in the post-covid world. The study looks at the hedonic as well as eudemonic wellbeing outcomes of consumer experiences and ascertains their relative mediational influence in shaping loyalty. The study also places and examines consumer wellbeing in relation to the already established mediator of consumer satisfaction in generating loyal attitudes towards the firm. Further, the study looks at relevant moderating influences such as experience buying

tendency (EBTS) and customer engagement strengthening the mediation effects examined in the framework.

Methodology

The present study is a descriptive cross-sectional design using survey methodology to examine the theoretical framework. Data is collected from the customers of organized fitness service firms in the metropolitan cities of Hyderabad and Mumbai. 552 responses are analyzed using structural equation modeling methods to arrive at study results.

Findings

The present study found consumer wellbeing as the potential mediator of the experience and loyalty relationship. Both hedonic and eudemonic wellbeing were found to be significant mediators in retaining customers. The moderating influences of experience buying tendency and engagement were much more prominent in case of eudemonic wellbeing path. Thus, the study concludes that apart from satisfaction, wellbeing is an important complementary path in retaining customers. And apart from happiness, meaning is an important consumer wellbeing dimension which has stronger links with loyalty.

Contribution

The study contributes to the Transformative Consumer Research (TCR) paradigm by studying the construct of consumer wellbeing in a holistic framework of hedonic and eudemonic wellbeing as opposed to the construct of consumer happiness which primarily encompasses hedonic wellbeing. Also, the study adds to the research on differentiating the hedonic and eudemonic wellbeing paths which is an ongoing debate in the school of positive psychology. The study also aspires to be of some use in reviving the lost glory of loyalty construct by placing consumer wellbeing as a complement to consumer satisfaction which may help in strengthening the loyalty of consumers.

As for the practical implications, the experience marketers may gain insights into a new driver of loyal behavior i.e., consumer wellbeing. The study may provide valuable inputs to the practitioners in terms of the relative strength and influence of the wellbeing dimensions. The results of the moderators may help them in understanding which dimension will be more effective under different conditions. Thus, the study may prove to be useful to the marketer seeking to better retain their customers and enhance their profitability in the post-pandemic era of shifting consumption values.

Keywords: Customer experience, Experience buying tendency, Consumer wellbeing, Hedonic wellbeing, Eudemonic wellbeing, Customer satisfaction, Customer engagement, Customer loyalty

Chapter 1

INTRODUCTION

Chapter Introduction

This chapter provides introduction to the thesis by bringing notice to the relevant global events and consumption trends that have necessitated and motivated the undertaken research. The backdrop of the study is presented to bring in the relevance of the study within the broader contextual setting. The chapter then establishes the motivation for the research and presents the problem statement. Further, the solution to the research problem through the study objectives is provided and the relevant contribution to theory and practice is established. The chapter ends with the mention of the research process and schedule followed to structure the thesis.

The Covid-19 pandemic led crisis experience has fueled the quest for meaningful consumption much more than ever

The 21st century has been marked in its very initial years with a series of crisis events such as the 9/11 Terrorist attacks (2001), Tsunami (2004), Great recession (2007-2008), Syrian refugee crisis (2011), Brexit (2020), Covid pandemic (2020), and now the Russia-Ukraine war (2022). Such experience of crisis one after another can have massive influence on consumption expectations and patterns of people, especially the younger generations. Afterall social experiences lived by a generation plays a significant role in one’s personality, values, aspirations, and behavior. For instance, boomers’ generation who came of age during societal phase of awakening with “consciousness revolution” during the mid-60s and 70s fits the prophet archetype questioning the stability and prosperity attained in the high phase after the world war and demanding higher autonomy. Raised in a relaxed environment by their artist parents born during the high, boomers are known for their certain rule based stricter parenting style in raising Gen X kids since every generation attempts to oppose their previous generation and the generation cycle continues (Snyder, 2007). As the generation cycle continued with each turn of the societal phase, the current phase falling in the 21st century i.e., the fourth societal turning of the world is an era of crisis culminating after the unraveling phase of cultural wars forged by the relaxed and fun-seeking nomads i.e., Gen X customers experiencing long boom during the 80s and 90s. The long-sustained focus on pleasure through hedonic experiences during the 90s is gradually shifting towards a quest for meaning with every other crisis faced by the customers in the 21st century. Surviving and adapting to the challenging disruptions, the coming-of-age Gen Y and Gen Z dominating the 21st century world are much more self-enhancing and risk-takers deliberating much on the worthiness of their pursuits. Raised by their nomadic parents in a relaxed childhood environment, these customers are well accustomed to choices early on in life, however, through constant challenges posed by crisis, they see through the uncertainty and impermanence of materialistic and hedonic consumption.

Much of the recent literature on Covid-19 crisis has emphasized the role of mortality salience in shaping consumption expectations and patterns in the post-covid world (Kock et al., 2020; Miao et al., 2021). Covid-19 pandemic has brought upon acute awareness of death among the masses losing their near and dear ones to the deadly virus. While such concern regarding one's own and close ones' death creates a heightened sense of insecurity and loss, it also poses a powerful existential threat to meaning by inducing numbness characterized by chronic insensitivity and meaninglessness in day-to-day life (Goode & Madge, 2019). The stark realization of imminent death in the face of sprawling pandemic has instigated fear and insecurities leading people to resort to constant validation from the society of their existence through symbolic consumption (Pyszczynski et al., 1997). Much of the symbolic value acknowledged by the society lies in wealth, status, and materialistic consumption showing the credentials of stability and success in the pandemic-led chaotic world. According to Terror management theory, people ridden with insecure future tend to resort to materialistic consumption as a coping response in order to show their success and feel safe and secure (Kasser & Sheldon, 2000). Such materialistic approach to consumption helps them gather assurance, external validation, and support to their existence and survival in the face of crisis eroding their perceived significance (Arndt et al., 2004). For instance, thoughts of mortality have been found to increase buying tendency of vintage products with the belief that holding on to the things of past and historic value shall help in coping with existential insecurities (Sarial-Abi et al., 2017).

While external validation through display of wealth is one frequent coping response to existential threats bringing insecurities, the internal strength needed to fight back and survive the crisis arises from explanations given to self through meaningful actions. On experiencing a traumatic life event such as Covid-19 crisis, the post-traumatic growth research suggests a gradual shift in values from extrinsically motivated worldview such as seeking wealth to intrinsically rewarding behavior such as prosocial concern, appreciation, lack of materialism, meaning seeking (Ring & Valarino, 1998). In order to maintain ones' worldview amidst existential threat such as Covid-19, distal defenses being highly experiential in nature help in restoring self-esteem (Pyszczynski et al., 1999). For instance, the symbolic "bask in the sun" is used by (Mercier, 2008, p. 286) to escape mortal anxiety and achieve a sense of meaning through appreciation of eternal, meaningful, and immortal universe (Pyszczynski et al., 1999).

The pursuit of meaning when confronted with thoughts of mortality brings about an appreciation of meaningful consumption in enforcing the significance of one's existence (Hofer, 2013). A meaningful service has the potential to attenuate the existential fears reflected through anxiety, distress, and numbness arising due to the meaning threat posed by mortality salience (Rieger et al., 2015). And thus, it has been seen that despite materialism being a bottom-line resort for external validation, expectations for meaningful experiences are forming rapidly with the need for resilience and internal strength in the post-covid world.

While Terror management theory attempts to buffer the existential anxiety through quest for meaning (Greenberg et al., 1986), post-traumatic growth research suggests that instead of buffering the negative emotions arising due to crisis, accepting them as part of life will help in positive reconstruction and spiritual growth through appreciation for life, simple living, quest for meaning, and enthusiasm (Greyson & Bush, 1992; Ring & Valarino, 1998; Tedeschi et al., 1986). The behavioral manifestation of such suggestion is reflected in the tourism research which anticipates a gradual but positive shift in travel behavior from consumerism to experientialism as customers become more eco-conscious and socially responsible in the post-covid world (Miao et al., 2021; Rahimah et al., 2020).

The pursuit of happiness in the pre-Covid years: The backdrop

A closer look at the period before the Covid-19 pandemic struck in the year 2020 with nationwide lockdowns can help with the understanding of process of transformation in consumption patterns. Just before the pandemic hit in the year 2020, India was ranked as one of the fastest growing emerging nations in the world (Myers, 2020), with many Indian customers experiencing a rise in their discretionary income. With an astonishing jump of 290 percent in the Ultra High Net-worth Individuals (UHNIs) over the last decade, India stood sixth in the growth of wealthy individuals (*The Wealth Report*, 2016). Further backing up this rising affluence was the wave of the young generation in the country as about 50 percent of the population was in the age bracket 25-59 years (Census, 2011). With considerable disposable income in possession, these young and aspiring customers were eager to adopt better lifestyles, establish social status and indulge in hedonic consumption (ET Health World, 2017). They were inclined to base their consumption decisions more on lifestyle considerations and “keeping up with the joneses” than on functional necessities. This resulted in a rampant increase in the demand for experiential consumption.

However, the other side to this story was the lack of time in the fast-paced work environment of these customers. A combination of factors such as shrinking family support structures and fast-paced work had combined to create a heightened sense of time compression i.e., the need to perform increasing amounts of work within a given time period, for many Indian customers (Singhi et al., 2017). Multiple surveys conducted over time had placed Indian workers among the most stressed in the world (Cigna Well-Being Survey, 2019). The most visible and not always positive manifestation of this trend was multitasking i.e., talking on the phone while driving, for example, or checking e-mail while having dinner with friends. These customers expressed a strong desire for pleasure, relaxation, and wellbeing through consumption in their highly constrained time.

These shifting preferences of Indian customers from consumerism to pursuit of pleasure could also be inferred from the changing profile of their saving goals. As per the Statista report by Rathore (2022), there had been a considerable change in the customers’ saving goals in terms of declining emphasis on saving for children education and increasing budget on travel and entertainment spending. More and more customers wanted to “live in the moment” and were even prepared to have “fun and meaningful” consumption on credit. The two top customer categories—elite and affluent—were expected to become the largest combined segment by 2025, accounting for 40% of consumption compared with 27% in 2016 (Singhi et al., 2017). Thus, backed by the strong support of the young, optimistic, and flourishing customers, the already established consumerist market of India had transformed itself into an experience economy.

The exposure to experiences had also inculcated a need to share in many customers. This had led to an economy of shared experiences where customers were willing to pay for “experiences without ownership” (Moeller & Wittkowski, 2010). Assisted by technology, many such shared experience formats were gaining market share such as shared commuting systems (Uber, Ola etc.), shared living spaces (Airbnb, OYO rooms etc.), second-hand selling apps (eBay, best buy) etc. Thus, customers were becoming less attached to exclusive material consumption and were adapting well to shared, co-creative, and interactive experiences.

Not only this, a recent shift had been observed in the customer behavior from consumption for exclusivity to consumption for substance (Jain et al., 2019). For example, many customers were leaving their preferences for labeled and branded t-shirts to don t-shirts supporting social cause or voicing their opinions. Also, many customers were opting for killing two birds with one stone i.e., negotiating bargains along with contributing through charity. In other words, customers who were once happy to establish and exert social status through their consumption were now purchasing for attaining a meaningful life by associating themselves with several causes and social welfare. Thus, many customers were purchasing to show that they care, thereby, adding meaning to their lives.

Thus, behind the growth headlines of India before pandemic was an even more important story: customer behaviours and spending patterns were shifting as incomes rose and Indian economy evolved. Once, a consumerist society, the country had progressed towards experience economy where majority of customers expect their consumption experiences to bring happiness and fulfilment i.e., wellbeing to their otherwise stressful life. These shifts had big implications for how companies attract and retain customers.

Upgrading themselves from marketing concept to relationship marketing, many companies were already responding to the changing demands by weaving engaging and co-creative experiences for their customers (Rajput & Dhillon, 2013). Not only this, many top-notch firms were linking all their independent businesses and collaborating with others in the industry to offer seamless end-to-end customer experiences. Taking care of each and every touchpoint in the customer experience journey, the technology equipped firms of pre-Covid time were highly customer oriented and listened to and engaged their customers in the design and decision process. Thus, the marketers were leaving no stone unturned to satisfy the needs of their customers. This had led to intense competition in the Indian market space especially in the service industry.

Being exposed to multitude of experiences and faced with time constraint before pandemic, customers were increasingly relying on affective evaluations of their experiences (Pantano & Priporas, 2016). Such affective evaluations basically considered the wellbeing impact of the experience in terms of pleasure and meaning to their lives. The value-conscious Indian customers who were primarily sensitive to price and quality attributes were now increasingly concerned with the wellbeing outcomes of their consumption. Even though they were content with the product and service attributes and the overall experience, the customers were highly susceptible to external inducements (Chuah et al., 2017).

Ensuring survival with Covid-19: A time for transformative shift in consumption behavior

Crisis brings along with it the opportunity for swift change and transformations. Both through individual lifestyle shifts as well as through broader system-level reforms, a crisis bears the potential to fasten the progress towards a better future through environmental, social, and ethical transformations (Cohen, 2020). Covid-19 also brought with it many economic and social transformations with old patterns being left (decelerating trend), few patterns continued with renovations (accelerating trend), and some altogether new and surprising patterns being created in the light of new normal (Echegaray, 2021). The sudden consumption drop experienced during Covid crisis due to myriad of reasons, some of them being cautious and frugal spending, risk of contracting infection, and "realization of not missing" certain products and services (Hodbod et al., 2021), indicated clear signs of long run shift in consumption preferences. Indeed, in the post-covid world, while health and wellness sectors are growing rapidly, service sectors like dining restaurants, art galleries and amusement parks, with risk of contagion are more likely to suffer decline (Zwanka & Buff, 2021).

The promising growth trajectory of Indian economy came to a sudden halt with nationwide lockdowns and resultant shutdowns due to the Covid-19 pandemic. A pandemic of such global scale being completely unprecedented to the 21st century brought with it uncertainty about its nature, scope, and duration. Driven by the innate fear to feel safe and secure, panic buying and hoarding was a common behavior exhibited by the masses (Islam et al., 2021; Naeem, 2021; Omar et al., 2021; Prentice et al., 2021). In a state of utter confusion amidst long lockdowns, people resorted to buying large quantities of essentials in advance which caused a spillover panic buying among others. Not knowing when the pandemic will end, these customers coped with their insecurity and fear of not having the resources when needed or fear of rising prices as time passes by prioritizing over-spending on essentials such as toilet paper, canned food etc.

However, fear, whether of death, of uncertain future, of isolation, or job loss, it was just one of the multitude of emotions experienced by the masses due to the pandemic which clearly dictated their consumption decisions. While panic buying had its target on the products of immediate necessity and essentials, other negative emotions such as frustration, stress, anxiety, or sadness encouraged compensatory consumption of discretionary or luxury products and services, whenever possible. The rise in discretionary spending done in order to feel better is clearly evident by the strong OTT subscription growth and marked increase in online shopping during pandemic (Basuroy, 2022). While social distancing had restricted mobility to a great extent, customers found innovative ways to alleviate the lockdown induced stress and uplift their mood. For instance, customers have taken up in-home do-it-yourself benevolent creative activities such as cooking, painting, gardening etc. during the Covid lockdowns as anxiety buffers to the existential anxiety faced on a daily basis. Such benevolent creative consumption is an attempt to find meaning in life and cope constructively with the fear and insecurities borne during crisis (Cui et al., 2020). Even the customers who dealt with their Covid driven insecurities and fear by resorting to luxury and materialistic consumption sought sustainability as their focused shifted from exclusivity and prestige to mass trending and following or “masstige” (Wang et al., 2022).

Boredom is yet another emotional state motivating consumption to feel something. Being confined in their spaces for a long time, people during Covid-19 pandemic remained in a low arousal state with restricted outdoor mobility and thus got stuck in the same repetitive routine feeling utter boredom (Chao et al., 2020; W. Li et al., 2020). Not getting the desired stimulation needed from the external environment for a long time due to Covid crisis and not being able to engage in preferred stimulating activities caused people to lose their focus in their daily life and made them weary, depressed, and uncomfortable. As the arousal theory states that an individual needs a moderate amount of external stimulus in order to maintain focus and function optimally (Picard et al., 2016), else in case of prolonged state of low arousal, the individual may seek much more complex and extreme stimulations to compensate for their boredom later (Reisenzein, 2017). Based on trait activation theory, a state of boredom when experienced for a long time period can actually give rise to sensation-seeking, which is otherwise understood as a stable personality trait (Tett & Burnett, 2003; Zuckerman & Aluja, 2015).

Sensation seeking varies at the individual trait level and remains mostly stable, but with experience of long-term boredom such as the one induced here due to Covid-19 restrictions, one can start desiring relatively more complicated experiences comprising elements of novelty, variety, and intense stimulation. For instance, there was a surge witnessed by e-commerce firms globally with increased online impulse buying during the Covid period (Deng et al 2020). Another instance can be cited of long queues for alcohol despite lockdowns as people resorted to increased intake of psychotropics and alcohol to deal with anxiety, loss, and boredom (Severo et al., 2021). While boredom often led to impulsive and addictive consumption, it also created an urge to break the monotony and experiment as people found pleasure and meaning in new activities such as cooking, knitting, reading or yoga etc. and came out of their comfort zones (Droit-Volet et al., 2020).

The social isolation and loss experienced during Covid pandemic has led to drastic increase in number of people feeling numbness, sadness, loneliness, and a loss of interest in daily life activities (Killgore et al., 2020; Park et al., 2022; Wang et al., 2021). Such depressed population has a strong desire to form meaningful bonds to feel connected with the society. Many lonely and isolated people during lockdown became active on social networking sites and consumption communities. The consumption communities formed during crisis not only ameliorate loneliness through experience and compensatory consumption (Shrum et al., 2023; Woodruffe, 1997), but also lend social support and provide purpose to its members, as has been widely witnessed with the close-knit online communities formed during Covid crisis (Sullivan & Richardson, 2020). Understanding the social need of these depressed customers, many online social platforms attempted to intervene by offering innovative livestreaming functions to their customers during the pandemic period (Aghadjanian, 2020; Yanev, 2020), with the aim to provide a sense of belonging and emotional connectedness through para social relationships formed over the virtual network (L. Hair, 2021; Hsu et al., 2020; Leith, 2021). Such interventions of livestream viewing and engagement has been found to mitigate the impact of loneliness on customers' wellbeing during the socially isolating Covid pandemic (Goh et al., 2021; Onderdijk et al., 2021). Even the social experiential purchases sought by customers to get relief from depression amidst the Covid pandemic has been found to work way more effectively than coping through material or solitary consumption (Yang et al., 2021).

Though social media has helped the crisis struck lonely and sad customers with swift means to reach out and form social connections virtually through social experiences, purchases, livestreaming, and many other inbuilt functions promoting engagement, ironically, it has pushed these customers further down the lane of depression by creating a never-ending cycle of craving for superficial and unsatisfactory connections (Cunningham et al., 2021; Teppers et al., 2014). Through easy and convenient making and breaking of connections, the social platforms have awakened a bigger monster of existential loneliness, tackling which is bringing upon further dissatisfaction and frustration among the social media customers (Bonsaksen et al., 2021, 2023; Jin et al., 2014). Thus, the loneliness caused by Covid restrictions and losses has led to increased social media consumption, however the end result is still existential loneliness, as the social media connections re-enforce distrust and inauthenticity (Marker & Johnson, 2019).

Consumption in the post-covid era: Cautious and Meaningful or Revengeful

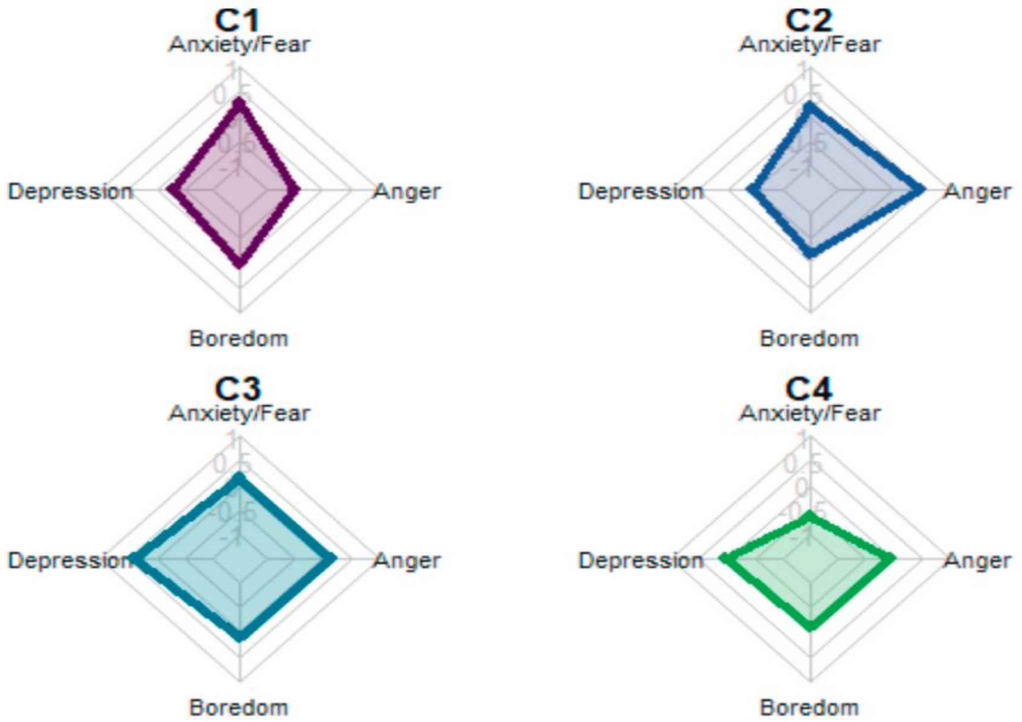
The noveaue riche and young population of India having a craving for everything pleasurable and hedonic in experience right before the Covid crisis have woken up to the realization of a need for meaningful consumption. Adapting to survive the crisis successfully, the appreciation for all that is long lasting and worthy pursuit has culminated in the minds of today's post pandemic customer. With more than 50 % of Indian customers belonging to the hero generations (Gen Y and Gen Z) i.e., in the age bracket 25-59 (Azimi et al., 2022; Census, 2011), it becomes crucial for the firms to understand the changing consumption motivations and expectations of these customers in the face of the pandemic. Being very cautious with where to spend their money after crisis, these young customers are looking for experiences that can help them prepare for the uncertain future at the same time is pleasurable for they know the importance of present moment with facing deaths of near and dear ones in Covid teaching them a lesson in impermeability of materialism. A study by Azimi et al. (2022) comparing these two generations in terms of their consumption values post-covid has found both the generations to be cautious spenders and health conscious, with Gen Y being more conservative and concerned about economy, while Gen Z more open-minded though more worried about the uncertain future.

Customers in the Covid era spent a lot of their time, money, and effort on coping with their distress and negative emotions through compensatory consumption. For instance, fearful and anxious customers tried to feel safe and secure through materialistic and luxury consumption, however, there also the shift occurred from "prestige" to "masstige", thereby integrating sustainability to make such consumption meaningful (Wang et al., 2022). Similarly lonely and sad customers were more likely to reach out to communities on social media, but ended up being frustrated with inauthentic and tenuous virtual relationships (Bonsaksen et al., 2021). While such compensatory consumption in order to cope with negative emotions experienced during the Covid crisis such as fear, anxiety, boredom, loneliness, depression etc. fell short providing lasting relief to the customers, a new concept of revenge spending emerged in the post-covid world when these customers started spending on experiences that they could not have due to Covid-restrictions. For instance, the regions with relaxed quarantine rules started witnessing revenge travel prompted by pandemic fatigue in terms of increased tourist traffic, longer stays, and customer spending much more than pre-Covid time (Zaman et al., 2021). The depression undergone by the customers due to social isolation and loss of close-ones to Covid found an outlet in such revenge consumption behaviors.

A more detailed report on post-pandemic customer behavior shifts by (KPMG, 2020) found significant shifts in customers' motivation and attention when it comes to their relationships, money, and time. The analysis distilled the recent emphasis to be on seeking trust, safety and assurance, physical and digital experience, humanizing digital experience, contactless interactions, compassionate communication, sense of community, high value of money, staggering of expense, value of time, and innovative thinking. Yet another attempt at delineating and profiling customers' transformed behavior in the wake of pandemic is made by Park et al. (2022). A cluster analysis conducted based on customers' emotional state during the Covid period found four main prototypes across the emotional states of: fear (anxiety), depression, anger, and boredom (indifference). These groups confirmed two main revenge shopping motives which is socialization seeking and mood alleviation, however, the anger group was found to prefer bulk buying in order to regain sense of control and was \indifferent to mood alleviation as a motive. The emotional maps and corresponding segmentation are reflected in Figure 1.1.

Figure 1.1

Customer clusters based on emotion experienced during Covid-19 pandemic

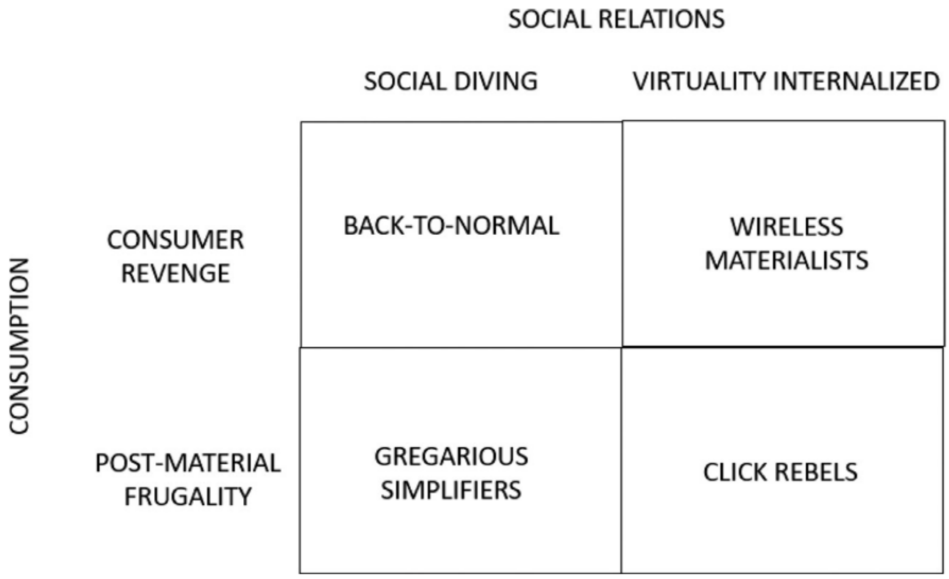


Note. This figure is sourced from Park et al. (2022)

A similar attempt to sketch customer lifestyles in the post-covid world by (Echegaray, 2021) resulted in four possible lifestyle scenarios using a two-by-two matrix across two major domains of practice i.e., consumption and social relations (Figure 1.2). The first profile is that of "back to normal" in which the customer seeks balance by achieving normal before crisis time and is ready to compensate for the wellbeing loss during crisis by indulging in revenge driven consumption and socialization. The second lifestyle profile is about "wireless materialists" who are very much active on digital platforms for revenge consumption. These customers like to compensate for all the activities and shopping they could not do during Covid but from the comfort of their virtual cocoons. The third lifestyle scenario of "gregarious simplifiers" is created based on customers who miss the social life prior to crisis and thus post-covid they are highly active in forming strong social relationships and community networks. However, these gregarious customers have embraced the new normal by being frugal and responsible in their consumption. Lastly, the fourth lifestyle profile is that of “click rebels” who deem materialism as a barrier to self-realization while forging their social realities on digital platforms as they transform the notions and goals of socialization from status comparison, reference groups, and social conformity to more meaningful definition incorporating mutual support, information exchange, and shared values.

Figure 1.2

Post-covid lifestyles scenarios



Note. This figure is sourced from Echegaray et al (2021)

According to positive psychology literature, the functional and psychological wellbeing of an individual is largely determined by his or her basic psychological need satisfaction of autonomy, competence, and relatedness (Deci & Ryan, 2000). However, two of these basic psychological needs were significantly compromised during the Covid crisis i.e., autonomy and relatedness. During Covid lockdowns across the globe, freedom to movement was restricted and mandatory rules regarding masks became a bit suffocating. Many compromises became a must. As for relatedness, attempts made to seek relationships on social media platforms were quite explicit after facing social and physical isolation. Still the inauthentic and temporary relationships formed became more and more passive and unsatisfying with time. The third need of mastery thus was highly sought after as can be witnessed from the rising subscriptions to skill-based services such as health and fitness apps, career and skill building apps, learning apps such as language or art or online dance classes etc. (Droit-Volet et al., 2020).

The present study

The young and wealthy Indian customers who were pursuing happiness, comfort, and relaxation in their stressful lives through discretionary spending on luxury and experiences have faced an unprecedented crisis in the shape of Covid-19 shaking their consumption values, beliefs, and habits and redefining their consumption practices and expectations in post-pandemic era. The rising experience economy following the promising growth trajectory of the country before pandemic saw a sudden and sharp drop in demand with nationwide lockdown (Hodbod et al., 2021). People reported a range of negative emotions experienced during the strict Covid lockdowns which clearly resulted in reduced wellbeing in terms of happiness and meaning (Brodeur et al., 2020; Greyling et al., 2020; Sibley et al., 2020). The hardships faced during this crisis brought many customers to the realization of mindful consumption and meaningful socialization. Thus, firms in the post-covid world can no longer afford to ignore customer wellbeing in designing their offerings. A balanced importance to both happiness and meaning must be considered in service design in order to attract and retain customers seeking relief to their mental, emotional, and social wellbeing loss due to Covid.

The unpredictable and erratic customer behavior in the post-covid world reflects various attempts of customers to cope with the Covid induced distress through panic buying, revenge shopping, mindful spending, wellness preference, and responsible and sustainable consumption (Echegaray, 2021; Park et al., 2022; Severo et al., 2021; Wang et al., 2022). Also, the rapid adaptation and shift to the digital platforms during the pandemic period has added another layer of complexity for the firms in decoding customer expectations and preferences from their services. With loyalty losing its relevance in marketing literature over its efficiency in predicting repeat purchases, researchers began questioning its highly invested antecedent i.e., satisfaction. While it was already a struggle to retain customers through satisfaction even before the pandemic period (Hogreve et al., 2022; Sheng et al., 2016), the issue has just gotten much worse due to Covid induced transformations in consumption and socialization values and practices. The experience of distress during the Covid crisis has made it even more difficult to ascertain and respond to customer needs with customer satisfaction as the sole metric to determine loyalty and profitability. The calls for more potential mediators beyond satisfaction for retaining customers has become much more urgent in the post-covid world (Hogreve et al., 2022; Mittal et al., 2022), especially the call for including wellbeing with both happiness and meaning as the elements of consideration in service experience design (Donthu et al., 2022; Ostrom et al., 2021).

The Covid pandemic has brought the fundamental human quest for happiness and meaning in life at the forefront, which for decades has been lost and muddled in the exploitative manipulation of consumerist economy through persuasive advertising and aggressive marketing (Brown & Vergragt, 2016). The crisis experience has shaken the conflation of consumerist and materialistic aspirations with real wellbeing needs of meaningful relationships, purposeful career, and acceptance by peers (Echegaray, 2021). In the uncertain and complex consumption and purchase decision behavior being witnessed post-covid, a focus on identifying and fulfilling customers' core wellbeing needs could go a long way in forging a meaningful and long-term bond with them (Hogreve et al., 2022; Ostrom et al., 2021). Meeting and exceeding not only the performance and attribute expectations, but designing an experience resulting in happy and meaningful memories for the customers might lend a successful start in catering to their higher order needs. Realization and acknowledgement of such wellbeing outcomes by the customers has the potential to place the firm at the core of their heart.

Thus, the study attempts to examine the role of customer wellbeing in retaining customers in the post-covid world. The study looks at the hedonic as well as eudemonic wellbeing outcomes of customer experiences and ascertains their relative mediational influence in shaping loyalty. The study also places and examines customer wellbeing in relation to the already established mediator of customer satisfaction in generating loyal attitudes towards the firm. Further, the study looks at relevant moderating influences such as experience buying tendency (EBTS) and customer engagement strengthening the mediation effects examined in the framework.

With these objectives at the core, the study aims to contribute to the Transformative Customer Research (TCR) paradigm by studying the construct of customer wellbeing in a holistic framework of hedonic and eudemonic wellbeing as opposed to the construct of customer happiness which primarily encompasses hedonic wellbeing. Also, the study attempts to add to the research on differentiating the hedonic and eudemonic wellbeing paths which is an ongoing debate in the school of positive psychology. The study also aspires to be of some use in reviving the lost glory of loyalty construct by placing customer wellbeing as a complement to customer satisfaction which may help in strengthening the loyalty of customers.

As for the practical implications, the experience marketers could gain insights into a new driver of loyal behavior i.e., customer wellbeing. The study attempts at providing valuable inputs to the practitioners in terms of the relative strength and influence of the wellbeing dimensions in retaining customers. The results of the moderators could help them in understanding which wellbeing dimension will be more effective under different contextual influences. Thus, the present study aims to be useful to the marketer seeking to better retain their customers and enhance their profitability in the post-pandemic era of shifting consumption values.

Research Process

The thesis is structured into five main chapters i.e., Introduction, Review of literature, Research methodology, Analysis and results, and finally Findings and conclusion.

Chapter 1 Introduction

This is the current chapter which introduced the backdrop of this thesis. The chapter introduces the research topic and problem statement and places it in the centre of the broader environment, which is Covid-19 pandemic. The chapter underscores the relevance of the research and positions it in the research context chosen for examining the study.

Chapter 2 Review of Literature

The following chapter presents the review of literature conducted to situate the problem with theoretical lens and relate it with relevant literature to find salient research gaps bearing useful theoretical and practical implications. Based on the direction provided by the research gaps, the research questions are formulated and specific objectives are framed. After setting the objectives, the section presents theoretical development of research framework and proposes hypothesis to be empirically examined.

Chapter 3 Research Methodology

This chapter provides a detailed account of research design starting with the nature of research, context of research, sampling population, sampling frame and technique, sample size determination, data collection method, selection of analysis tools and method and other procedures along with justifications to execute the examination of the theoretical models. Operational definitions of the constructs and their measurement methods have been detailed in the chapter.

Chapter 4 Analysis and Results

This chapter brings forth the data analysis conducted right from pretesting to data cleaning and purification procedures to summary statistics and assumption testing followed by factor analysis and modelling. Initial pilot test results are presented followed by hypothesis test results for the entire data.

Chapter 5 Findings and Conclusion

This final chapter concludes the research by presenting findings of the research and discussing it in context of relevant literature, thus connecting the results back to theory. In this way, the chapter attempts to highlight the contribution of the study to theory and practice and shows how the objective of the study have been met. Finally, limitations and future scope of the research is discussed and conclusion is given.

Chapter Summary

This chapter gave an insight into the backdrop of the present study. The chapter began with the broader macro-environment circumstance of crisis inflicted era and its implications for the timely relevance of this study on customer wellbeing. The transformation in the consumption and socialization practices of the customers, further catalysed by the sudden pandemic, and the consequence of such multitude of shifts for the firms, has been discussed. The problem statement of retaining customers in the new normal is presented. The chapter then progresses on to position customer wellbeing as a crucial metric which needs to be considered by the firms in the post-covid era. Finally, the chapter proves its relevance with its contribution to theory and practice and presents the organised chapter structure followed for the thesis.

Chapter 2

REVIEW OF LITERATURE

Chapter Introduction

The initial stage of the research focuses mainly on reviewing research from inter-disciplinary literature to identify the scope of research interest. Through repetitive systematic search through electronic sources and databases such as Emerald, ProQuest, Springer, and Science Direct where management, marketing journals and other relevant journals are published, the research problem is identified and related extant literature is reviewed. Besides academic journals, management and marketing handbooks, textbooks, and previous researchers' thesis are also used to conduct exhaustive literature review.

In this section, first a brief summary of conceptualization on each of the constructs followed by their operational definitions is provided. Then, an in-depth conceptual background of the research has been established. Finally, based on the theoretical framework, hypotheses of the study are proposed.

Study Constructs

Customer Experience

While trying to understand customer behaviour, Abbott (1955, p. 40) realized that "what people really desire are not products but satisfying experiences." This led to early research on "consumption experience" conceptualised by Holbrook and Hirschman (1982) with the objective of explaining inherently emotion laden hedonic consumption behaviour. Further, the concept was extended to the entire consumption cycle to encompass the entire customer purchase journey of highly personal and memorable experiences (Mathwick et al., 2001; Pine & Gilmore, 1998). In his seminal study on customer experience, (Schmitt, 1999) explained a shift in marketing focus from "Traditional marketing" to "Experiential Marketing". He explored various dimensions of a holistic customer experience and classified them as Strategic Experience Modules (SEMs). While Schmitt (1999) focused on customer encounters of experiential values through purchases, other studies conceptualised customer experience at every touchpoint or interaction with the service and the firm (Brakus et al., 2009; Schmitt et al., 2015), which is a more holistic and encompassing approach (Gentile et al., 2007; Grewal et al., 2009; Lemon & Verhoef, 2016).

However, all these conceptualizations of customer experience are from the firms' perspective as the creation of experience and its design rests with the firm and customer's multi-dimensional responses to the firms' direct and indirect stimulus is what builds up the experience. Most of these conceptualizations are based on micro-economic and cognitive psychology theories which attempt to optimize customer experience for the firms. Recently though, Waqas et al. (2021) has posed an alternative conceptualization using customer culture theory wherein customer experience is defined in terms of the meaning that the customer attributes to the experience, and thus has only two primary dimensions of affective and cognitive. Thus, the customer experience domain, as witnessed in the previous research, has worked towards refining the experience construct and its dimensions in various contextual formats such as experience related to brand, experience related to technology, experience related to online channel, experience related to events etc.

In a recent systematic review of customer experience conceptualizations, Waqas et al. (2021) has synthesized the various experience dimensions into the main categories of cognitive, affective, sensorial, behavioural, and relational. While these dimensions provide a comprehensive coverage of customer experience, a more subtle yet crucial dimension relevant to the examination of wellbeing is the spiritual experience. A spiritual experience felt during service consumption can have high predictive value for the wellbeing outcomes of customer such as life satisfaction, purpose, commitment etc. (Kass et al., 1991; Mansour, 2022). Hence, understood as a broad and holistic concept, customer experience, for the purpose of the study, refers to all interactions that a customer has with a firm while responding cognitively, emotionally, physically, sensorial, socially, and spiritually to the various stimulants encountered in the consumption process.

Customer Wellbeing

While the economic dimensions of customer wellbeing have been portrayed for ages as the scientific route to study the enrichment of customer lives, the responsibility of social and psychological dimensions of customer wellbeing had not been assumed by the marketing discipline till the 80's (Belk, 1985). Neither the experiential, symbolic, or ideological aspects of consumption were studied in relation to customer wellbeing (Holbrook & Hirschman, 1982). Framing the rational choice theory of more consumption-more wellbeing, the marketers have totally casted out the social, cultural, and psychological aspects of customer wellbeing until recently (Pancer & Handelman, 2012).

In the twenty-first century, a lot has been witnessed across disciplines in the realm of wellbeing conceptualization. With the origin of the stream of positive psychology to the research reforms in the domain of happiness and quality of life, the traditional foray of customer wellbeing confined to economic facet has been challenged. Such research launched investigations into the cognitive as well as affective responses encompassing the positive experiences and life perceptions of individuals (Seligman & Csikszentmihalyi, 2000).

As early as 1984, Diener and his colleagues defined subjective wellbeing as "the combination of a cognitive judgement of life satisfaction and the balance of the frequency of positive and negative emotions" (Diener, 1984). Research on subjective wellbeing measure especially in the empirical psychology domain established that life satisfaction, positive affect, and negative affect, are highly discriminable and co-existent, and that presence of positive affect doesn't mean absence of negative affect (Cacioppo & Berntson, 1999; Lucas et al., 1996). And, thus well-being is not the opposite of mental illness. Along these lines, the pioneer paper of Seligman and Csikszentmihalyi (2000) marked the emergent domain of positive psychology by using the concept of life satisfaction to conceptualize wellbeing as "pleasure, engagement and meaning". They defined wellbeing in Seligman (2002) as "peoples' positive evaluations of their lives, including positive emotion, engagement, satisfaction, and meaning". Considering its importance, the World Health Organization has developed a version of well-being index (WHOQOL-BRIEF) to assess and compare well-being of nations across the world in four primary wellbeing areas of physical, social, psychological, and environmental well-being (WHO, 2013).

Parallel research in the quality-of-life domain such as Lee et. al. (2002) developed a macro measure of customer well-being by combining satisfaction through each stage of consumption cycle starting with the acquisition and possession of the product or service to its disposal after consumption and maintenance over time. Grzeskowiak and Sirgy (2008) operationalized customer wellbeing as "the customers' perception of the extent to which a brand (a customer good or service) contributes to positive affect in various life domains creating an overall perception of the quality-of-life impact of that brand". Later, Sirgy and Lee (2008) defined customer wellbeing to be "a desired state of objective and subjective well-being involved in the various stages of the customer/product life cycle in relation to customers" (p. 378).

More recently, as part of the Transformative Customer Research (TCR) movement started by Mick (2006), Burroughs and Rindfleish (2011) defined customer wellbeing as "the alignment of individual and societal needs (i.e., physical, psychological, economic, social) as they relate through consumption" (p.253). Mick et al. (2012) further extended this definition to include more subtle dimensions of emotional, spiritual, environmental, and political. He defined wellbeing as "a state of flourishing that involves health, happiness and prosperity" (p.6). Embracing the wellbeing research of TCR movement, the service research domain also has begun to look at the effect of services in on wellbeing of customers and other stakeholders through its transformative service research (TSR) movement (Davis & Pechmann, 2013; Gallan et al., 2019; Ostrom et al., 2015). A recent literature review conducted by Rahman (2021) to categorize wellbeing sources and outcomes in service research found four main sources of wellbeing for service customers namely organization driven, individual driven, collective driven, and service system driven sources to be resulting in mainly two types of wellbeing which are reflected through enhanced capacity and functioning through consumption and positive appraisal of events in life. The present study situates the wellbeing source in the organization driven customer experience and considers both the categories of wellbeing through hedonic which encompasses subjective appraisals of domain specific emotions, satisfaction, and happiness and eudemonic which covers the competence and functioning category.

Thus, the concept of customer wellbeing borrows its existence from inter-disciplinary research focused on enhancing the quality, satisfaction, meaning and pleasure of human lives. For the purpose of the study, it shall refer to the customers' perception of the extent to which their service experience contributes to positive affect in various life domains creating an overall perception of the quality-of-life impact of that firm.

The studies on wellbeing as in "customer wellbeing" have a long history. Two main approaches based on two distinct philosophies have been observed in the conception of wellbeing namely hedonic enjoyment and eudemonia.

Hedonic Wellbeing

Emerging from the contentions of the Greek philosophers Aristippus and Bentham around 4th century B.C., wellbeing and 'good life' came to be associated solely with pleasure and the maximization of such pleasurable experiences. Following this philosophy, Kraut (1979) described the concept of hedonic pleasure as the positive affect associated with obtaining or possessing material goods and opportunities one desires and wishes to have or experience.

Thus, hedonic wellbeing finds its origin in the state of happiness and pleasure (Diener & Lucas, 1999). Consistent with this line of thought, Kahneman (1999) defined the psychology behind hedonic consumption as “the study of what makes experiences and life pleasant and unpleasant” (p. 9). Thus, their conceptualization of hedonism assumes pleasure attainment and pain avoidance. Similar view has been expressed by Kubovy (1999) who considered a broader conception of hedonism as the preferences and pleasures of the mind and body.

Past research on hedonic wellbeing has used the assessment of subjective wellbeing (SWB) to evaluate hedonic pleasure in human experience (Diener & Lucas, 1999). SWB consists of three components: life satisfaction, the presence of positive mood, and the absence of negative mood, together often summarized as happiness. Applied to transformative customer research, customer wellbeing has been defined in terms of subjective wellbeing wherein a happy, satisfied, and joyful customer is in a state of hedonic wellbeing, while a stressed, tensed, and fearful customer is devoid of any hedonic emotions (Anderson et al., 2013). Further conceptualization of wellbeing category similar to subjective wellbeing is provided by Rahman (2021) based on a systematic literature review of Transformative Service Research. He measures subjective wellbeing as a composite of elevated or lowered subjective evaluation of events in life through the experience of emotional balance, life satisfaction, and wellbeing in the contextual domain.

Eudemonic Wellbeing

A contrasting approach to wellbeing based on the Aristotelian philosophy (trans. 1985) led to the conception of eudemonic wellbeing. Aristotle proposed that the goal of human functioning is to live in a manner consistent with one's daemon, or true self, where the daemon represents one's best potentials. Norton (1976) explained that "living true to one's daemon" means engaging in subjective experiences associated with "doing what is worth doing and having what is worth having" in order to have a meaningful and purposeful life. Advancing personal potentials and attaining life goals has been stated to be worth doing and possessions that assist in such endeavours have been contented to be of worth according to this perspective (Telfer, 1980). Thus, under eudemonic conception of wellbeing, people are expected to be live authentically and intensely by being and existing true to themselves and others about who they are.

Eudemonic well-being dwells on the idea of fully functioning and realizing one's purpose and potential (Ryff, 1989). Ryff (1995) defined eudemonic wellbeing as "the striving for perfection that represents the realization of one's true potential" (p. 100). Ryff and Keyes (1995) proposed a multidimensional construct of psychological wellbeing (PWB) consisting of autonomy, personal growth, self-acceptance, life purpose, mastery and positive relatedness. Unlike hedonic wellbeing which is more related to pleasure seeking, pain and problem avoidance, and relaxation, Waterman (1993) labelled eudemonia as personal expressiveness (PE) which is more associated with taking on new challenges and goals and striving for them through effortful endeavours. Thus, the eudemonic position, in contrast to the hedonic view, suggests that the role of emotions is not only about feeling positive, but rather the extent to which a person feels fully-functional.

A holistic account of good life shall consider the extent of strength, meaning, and virtues experienced in life along with the hedonic pleasure. Seligman and Pawelski (2003) conceptualized eudemonic well-being as occurring "when a person's life activities are congruent with his/her values and the individual is holistically or fully engaged". Through their study regarding optimal wellbeing, Howell et al. (2011) argued that optimal well-being likely cannot be attained by only selecting enjoyable and stress-free behaviours. Even after the attainment of the most sought-after desires, one may not realise wellbeing. Despite giving pleasure, some desires are harmful in the long run. Most often a balance of short-term pain in terms of challenges and difficulties but long-term pleasure in terms of purpose and meaning is a better combination for attaining optimal wellbeing. Thus, from the eudemonic perspective, subjective happiness or hedonic pleasure alone cannot yield to optimal customer well-being and demands steady investment in eudemonic pursuits.

A systematic review of definitions and conceptualisations of hedonic and eudemonic wellbeing by Huta & Waterman (2013) finds both of them to be complementary and necessary in maintaining optimum wellbeing. While hedonic pursuits are needed for relaxation, pleasure, fun, and comfort in life, eudemonic pursuits can't be ignored for they bring meaning, personal growth, expression, and self-actualization for the customer (Seaborn et al., 2019). A much recent review by Rahman (2021) in the TSR domain also finds enhanced capacity and functioning through consumption and positive appraisal of events in life as two complementary wellbeing outcomes. The review synthesizes the extant service literature on wellbeing to define eudemonic wellbeing in terms of improved or worsened customer capability in terms of access (service, information, or resource), knowledge and competence, changes in behaviour and perception, and cognitive and affective functioning.

Customer Satisfaction

"Satisfaction is a customer state arising from a particular service encounter" (Gilbert, 2004). Bloemer and Kasper (1995) stated that "satisfaction is believed to occur through a matching of expectations and perceived performance". Based on this confirmation-disconfirmation theory, Giese & Cote (2002) defined customer satisfaction as "an evaluation (comparison) of actual performance versus expectations, generally geared toward a particular part of an experience within some time frame”. Such assessment may result in dissatisfaction and disappointment with the firm if the service performance does not meet the expectations. However, a service that matches the customers’ expectations, rather exceeds them, makes the customer satisfied and delighted with the firm (Kotler & Keller, 2006). Considering the experiential and process-oriented nature of service consumption, Olsen and Johnson (2003) defined customer satisfaction as “a customer’s stored evaluation of his or her purchase and consumption experience to date with a product or service provider”. This new take on customer satisfaction was then termed as “cumulative satisfaction” by (Oliver, 2010).

In services research, satisfaction is a considered to be a core performance metric and is used to predict future behavioural intention of existing and potential customers (Shamdasani & Balakrishnan, 2000). It has been found to predict many covert and overt patronage intent, attitude, and behaviours such as revisit intention, commitment, engagement, word-of-mouth, advocacy etc. (e.g., Fornell et al., 2010; Hui et al., 2007; Hume & Mort, 2008).

However, despite much research on customer satisfaction, few studies have examined its association and synergy with customer wellbeing in influencing customer behaviour (Hogreve et al., 2022). One such study is conducted by Day (1987), who examined customer satisfaction under the broader purview of satisfaction with life. He posited that satisfaction as a customer arises in discrete steps through the consumption experience which begins with the formation of expectations and then appraisal of the purchase to result in feelings of satisfaction or dissatisfaction through expectancy-disconfirmation process. Then such satisfaction or dissatisfaction shall evoke some attitudinal or behavioural responses. However, this study also, like others, did not further examine the ultimate influence on customer response.

Synthesizing the process-oriented approach of Day (1987) and the cumulative evaluation approach of Olsen and Johnson (2003), the present study operationalizes customer satisfaction as the feelings arising as a result of assessment of the cumulative experiences in light of confirmation or disconfirmation with their expectations with the firm.

Customer Loyalty

As early in time as 1978, Jacob and Chestnut have defined loyalty as "biased behaviour response expressed overtime by some decision-making unit with respect to one or more alternative brands out of a set of such brands" (p. 80). Such a biased behaviour may be exhibited by customers for different reasons (Meyer et al., 1993): "(1) because they want to be committed and feel emotionally attached to the firm (affective commitment), (2) because customers perceive no other options than to stay with the firm (continuance commitment), and (3) because they feel obliged to stay (normative commitment)".

Oliver (1997) proposed the stages of loyalty formation as "an evolutionary process in which logical (cognitive loyalty) reasons for ongoing patronage give way to emotional (affective loyalty) associations between the customer and the product, followed by a commitment to rebuy a product (evidencing conative loyalty), and may eventually result in ongoing repurchase even when action (loyalty) is necessary to overcome obstacles".

Taking a comprehensive view of the literature on loyalty conceptualization, the study finds the Ganesh et al. (2000) definition of loyalty most appropriate as they consider loyalty as a combination of both commitment to the relationship and other overt loyalty behaviors such as repurchase.

Experience Buying Tendency

With the profiling of an experiential customer through development of experience buying tendency scale measuring one's general desire to purchase experiential over materialistic offerings, Howell et al. (2012) fill a crucial gap in the experience-material psychology literature (Rozin & Royzman, 2001). Conceptualizing and measuring experiential tendency of customer by Howell et al. (2012) clears the ambiguous and contrasting path of experiential and materialistic purchases on wellbeing by providing the boundaries marking its differential influence. The propensity or tendency to buy experiences over material pursuits at the trait level is found to be closer to the other personality traits such as openness, sensation-seeking, extraversion, and agreeableness and ranks high on positive affectivity and sociability aspects.

The present study operationalizes experience buying tendency as the customers' dispositional preference for experiences over material purchases in general.

Customer Engagement

In marketing parlance, engagement of the customer is primarily considered a relationship marketing variable and is commonly referred as customer engagement. A typical definition is that of Bowden (2009) where he defines customer engagement as "a psychological process that models the underlying mechanisms by which customer loyalty forms for new customers of a service brand as well as the mechanisms by which loyalty may be maintained for repeat purchase customers of a service brand" (p. 65). Thus, maintaining and retaining customers through various relationship strategies forms engagement for the firm. The present study however, is more interested in the customers' felt and expressed intensity of positive emotions towards the service experience. Other than as a relationship building variable and an antecedent to loyalty from the firms' perspective, customer engagement is also defined in terms of related synonyms such as involvement and participation (Sawhney et al., 2005), arousal and activation (Etgar, 2008), commitment disposition (Moorman et al., 2013), and empowerment (Shaw et al., 2006) etc. However, on deeper examination these similar constructs are found to be close antecedents and consequents of customer engagement

(Beatty & Kahle, 1988; Bowden, 2009). Further, from a value co-creation perspective, customer, customer, brand, or user engagement has been defined as a customer's individual engagement with a product, brand, or firm (L. Hollebeek, 2011), with the focus revolving around stimulating engagement with the customer (Brodie et al., 2011). Thus, there are multiple interpretations of engagement depending on the study context, but most of them are from firms' perspective and are framed in terms of direction of engagement.

Customer engagement can be best understood by revisiting the source definitions of engagement across contexts (Calder & Malthouse, 2004; Kappelman, 1995; Said, 2004). One widely used definition of engagement that includes expressed intensity of customer is given by Higgins (2006) as he refers engagement as "the state of being involved, occupied, and interested in something" and emphasizes on the strength of engagement rather than just direction as a crucial value force in wellbeing context. Thus, the present study adapts this strength-oriented definition in understanding the moderating influence of engagement on wellbeing mediated relationships and operationalises customer engagement as a state of being involved, occupied, and interested in the service, with strong engagement referring to concentration, absorption, or engrossment with the activity.

Theoretical Framework

Loyalty is an important outcome metric for the success of firms. However, the approach towards it is highly organization centric and largely focussed on leveraging customer satisfaction. Much of customer satisfaction research is guided by the theoretical notion that customer satisfaction plays a major role in customer loyalty. However, after a detailed analysis, Kumar et al. (2013) found that satisfaction is not sufficient in retaining customers as the its influence on patronage attitudes and behaviours is being weakened by the presence of some others influences. They generalized that, despite a positive bond of satisfaction and loyalty, the variance explained by satisfaction is shrinking over time. Thus, there was a call to explore other potential complementary or supplementary mediators that can reliably predict loyalty. This decade old call was further strengthened by Hogreve et al. (2022) and Ostrom et al. (2021) who propose wellbeing to be a crucial predictor of loyalty alongside satisfaction in the future service research.

Thus, if the approach towards garnering loyalty is shifted to a more indirect and long-run customer-centric one, there lies a highly potent mediator of customer wellbeing. The concept of customer wellbeing took birth from the societal marketing concept which was an advance over the original marketing concept and a basis for earning increased customer goodwill and profits (Kotler, 1999). It stated that an enlightened marketer attempts to satisfy the customer and enhance his total wellbeing on the theory that is what is good in the long run for customers is good for business. The quality-of-life research domain furthered this concept not in competition to the traditional marketing concept, rather in an attempt to enhance the understanding of the potential of marketing activities. It aimed to achieve this understanding through increased knowledge of the impact that service provision has on customer well-being and, by extension, on societal well-being (Sirgy et al., 2007a). However, despite the tremendous potential of wellbeing attributions in forming commitment and intentions, very few research has attempted to systematically examine customer wellbeing at the centre of its framework.

The current research can be viewed within the paradigm of transformative customer research (TCR), a movement that “strives to encourage, support and publicize research that benefits the quality of life for all beings engaged in or affected by consumption trends and practices” (Mick et al., 2012, p. 6). The theory overarching the research framework of the study is the Broaden-and-Build Theory of Positive Emotions propounded by Fredrickson (2001) in the domain of positive psychology. The theory brings out the significance of positive experiences by stating that the experience of positive emotions broadens and builds one's personal resources and acts as a means to achieve psychological growth and improved overall wellbeing over time. It also highlights the role of positive affect and emotions in nurturing approach behaviour which may mean loyalty in case of customer experience. Thus, the theory becomes the backbone of this research study as it is proposed that favourable customer experiences leading to enhanced customer wellbeing through eliciting positive emotions have the potential to facilitate patronage behaviour in terms of loyalty.

Research Gaps

Need for studying customer wellbeing in services domain

The relationship of satisfaction with customer behaviour outcomes such as attitude, intention and loyalty are long established. However, apart from these firm-centric measures of customer behaviours, customer-centric measures are also crucial. When looked from the customers' perspective, satisfaction fails to produce much wellbeing spillover of the service to enhance the customer's quality of life. (Dagger & Sweeney, 2006a). In order to better understand customer behaviour, both satisfaction with the service and quality-of-life impact of the service needs to be considered for their alternative perspectives. More specifically, Waterman et al. (2008) suggested that future research at the level of the individual customer can be directed toward identifying the developmental antecedents, concurrent behaviours, and consequences of functioning to differing extents with respect to either or both hedonic enjoyment and eudaimonia.

Despite the significant potential of service experiences in enhancing individual wellbeing and satisfaction with life based on the positive psychology and sociology literature, very few studies in services domain have incorporated customer wellbeing as a construct in their framework (e.g., Moisio & Beruchashvili, 2010, Ostrom et al., 2010). Rosenbaum et al.

(2011) called the service researchers to explore “the subjective sense of well-being that services often confer on individuals, social groups and communities” (p. 4). Anderson et al. (2013) mentioned in their study that “the very nature of [some] services speak to customers’ well-being” (p. 1203).

However, few studies have examined the wellbeing perceptions of customers experiencing a service (Grossi et al., 2013). Traditionally, firms in services industries have used such measures as customer satisfaction, loyalty, and recommendation likelihood to assess the effectiveness of their efforts. They do not tap into the influence of services on customer wellbeing (Sheng et al., 2016). Pez et al. (2017) also emphasized on investigations into wellbeing measures to enrich the effectiveness of traditional marketing tools.

Responding to these urgent calls for paying more attention to the wellbeing of customer, service research domain has extended the transformative customer research (TCR) aims to include customer wellbeing as one of the core priorities of service firms through transformative service research (TSR). Amidst the turbulent and uncertain new normal, customer’s proactivity to wellbeing has been regarded as one crucial area of future research in the service domain (Ostrom et al., 2021). The aim of the TSR has been set around exploring the role of service in facilitating customers’ wellbeing (Anderson et al., 2013; Ostrom et al., 2015), with empirical investigations on various aspects of wellbeing such as physical and psychological wellbeing, subjective wellbeing, psychological wellbeing, financial wellbeing etc (Dhiman & Kumar, 2022). Identifying the sources and categories of wellbeing in services through systematic literature review of the TSR literature, (Rahman, 2021) shows how future studies can improve wellbeing of vulnerable customers through various sources of wellbeing.

Thus, responding to the persistent calls of TCR and TSR research and acknowledging the potential of wellbeing in transforming service relationships with the customers, the present study considers examining the role of customer wellbeing in retaining customers for the service firms.

Few studies on multi-dimensional customer wellbeing

Wellbeing for a customer can primarily arise through either hedonic pleasure benefits such as joy, comfort/ convenience, fun, and relaxation, or through eudemonic functioning benefits such as meaning, growth, personal expression, and purpose (Seaborn et al., 2019). However, the empirical studies in the customer research literature still widely use the concept of customer wellbeing as a unidimensional construct measuring happiness or pleasure (Guevarra & Howell, 2015; Tu & Hsee, 2016). Instead of examining only objective or broad all-encompassing measures of happiness in their frameworks, service researchers have been called by (Waterman, 2008) to use more detailed and specific measures of both happiness as well as meaning simultaneously.

Witnessing this gap, Thomas and Millar (2013) called for a more concurrent measure of happiness to study the relationship between discretionary consumption activity and happiness. There is a need to look at wellbeing holistically by focusing on both the perspectives of pleasure i.e., hedonic wellbeing path and meaning i.e., eudemonic wellbeing path in the empirical examinations of consumption behaviours and wellbeing outcomes (Schmitt et al., 2015; Huta, 2015).

Thus, addressing the hedonic bias present in customer research (Dhiman & Kumar, 2022; Gupta, 2019), the present study finds a research gap in the service literature regarding the inclusion of eudemonic wellbeing in the study of happiness outcomes.

Differential association of the two wellbeing paths with loyalty

Studies have found that hedonic wellbeing which reflects the pleasure derived from the experience may lead the customers to be more open to new and diverse experiences, thus, in a way hampering loyalty (Straume & Vittersø, 2012). In a state of happiness, the broaden-and-build theory suggests that customers' attention is broadened up and they are found to indulge in variety seeking behaviour which may prove detrimental to the firm's loyalty efforts (Fredrickson & Branigan, 2005a). Not only this, hedonic pleasures derived from an experience are short lived and tend to die down over time (Veenhoven, 2003). The happiness derived from hedonic experiences follows an inverted-U curve due to the working of hedonic adaptation (Yang et al., 2016).

On the other hand, eudemonic wellbeing which is more about generating interest and engagement is understood to narrow down customers' focus (Straume & Vittersø, 2012) and thus, promote long-term commitment and wellbeing attribution towards the firm. This differential association of the two wellbeing manifestations with loyalty necessitates an empirical enquiry into their role in encouraging and retaining loyalty (Vittersø & Søholt, 2011).

Inconsistent relationship observed between customer satisfaction and loyalty

As early as 2001, Yu and Dean showed a complex and asymmetric relationship between satisfaction and loyalty. For instance, while several studies report of a positive significant relationship between satisfaction and loyalty, Verhoef (2003) and (Carpenter & Fairhurst, 2005) found no significant direct effect for satisfaction while examining the effect of satisfaction along with other variables on defection and customer share development. This may be due to the operation of some other factors detracting the satisfied customers from acting on their intentions (Olsen, 2007; Powers & Valentine, 2008; Leingpibul et al., 2009).

A meta-analysis by Curtis et al. (2013) found that the relationship between satisfaction and actual repurchase rate is quite complicated. While satisfied customers may express their intent to repurchase, they may not actually purchase again. Their findings suggested that repurchase and satisfaction display a complicated relationship, which confirmed the view that satisfaction does not explain repurchase behaviour. Investigating the relevance or irrelevance of customer satisfaction, Kumar (2016) in his review posited that "as customers become satisfied over time, it may become more difficult to move the needle further on customer satisfaction, which could have a diminishing effect on its consequences". While having a satisfied customer base is a laudable goal that is not to be questioned, its impact on loyalty and performance outcomes is not as obvious.

A recent meta-analysis by Mittal et al. (2022) of the past forty years of satisfaction research has explicitly called for research to understand how and why the association between satisfaction and customer level outcomes such as retention and word-of-mouth may vary. The study emphasizes on the need to conduct studies spanning moderators and multiple satisfaction consequences or customer outcomes simultaneously to facilitate a deeper understanding of the theories underlying satisfaction and loyalty association. The present study therefore, attempts to examine this much contested satisfaction-loyalty relationship in the simultaneous presence of various contextually relevant mediators and moderators such as hedonic and eudemonic wellbeing, experience buying tendency, and engagement.

Research Questions

Based on the comprehensive review of literature under the theoretical framework shaped by the problem statement of the study, specific research gaps worthy of empirical examination were identified and then research questions were posed. The present study examines the satisfaction and loyalty relationship in a service context and thoroughly reviews and synthesizes the transformative customer research, transformative service research, positive psychology research etc. to find relevant research insights of practical and theoretical significance. After situating the problem under appropriate theoretical lens, the study acknowledges the need to empirically examine customer wellbeing along with its complementary yet distinct dimensions of hedonic and eudemonic wellbeing in addition to satisfaction in retaining the 21st century customer for a service firm. In order to fulfil the research gaps and make systematic enquiry, the following research questions were formulated:

1. What role does customer wellbeing play in explaining and enhancing overall customer loyalty?
2. Does hedonic wellbeing path differ from eudemonic wellbeing path in retaining customers of service experience?
3. Whether the relative influence of hedonic and eudemonic wellbeing differs across the different demographic segments?
4. Whether and to what extent the influence of customer wellbeing on loyalty is dependent or independent from customer satisfaction?
5. How does experience buying tendency of customer affect the mediating influence of hedonic and eudemonic wellbeing on experience-loyalty relationship?
6. How does customer engagement with the service affects the mediating influence of hedonic and eudemonic wellbeing on experience-loyalty relationship?
7. How do experience buying tendency and engagement together influence the mediating effects of hedonic and eudemonic wellbeing in explaining loyalty towards the experience provider?

Research Objectives

The research objectives were set on the basis of the specific research questions posed by the present study in order to solve the research problem. Each research objective corresponds to its respective research question asked towards the larger aim of making significant contribution to theory and practice regarding the problem under study. Given below are the research objectives of the present study:

1. To study the mediating role of customer wellbeing in explaining customer loyalty
    a. To examine the association of customer experience dimensions with customer wellbeing dimensions
2. To examine the influence of the two parallel mediating paths of hedonic and eudemonic wellbeing on experience-loyalty relationship
3. To examine the demographic differences in the role of customer wellbeing in influencing experience-loyalty relationship
4. To document the combined multiple mediation influence of customer satisfaction and wellbeing outcomes on experience-loyalty relationship
5. To examine the moderating influence of experience buying tendency on the mediating influence of hedonic and eudemonic wellbeing on experience-loyalty relationship
6. To examine the moderating influence of customer engagement on the mediating influence of hedonic and eudemonic wellbeing on experience-loyalty relationship
7. To examine the combined moderating influence of experience buying tendency and customer engagement on the mediation effects of hedonic and eudemonic wellbeing in explaining loyalty towards the experience provider

Hypothesis development

Establishing Hedonic wellbeing Path

Experience to Hedonic Wellbeing

About the same time of the birth of Transformative Customer Research (TCR) Paradigm, Desmeules (2002) in their conceptual study postulated that marketing strategies (here experience marketing strategies) influence customers' feelings regarding the range of possibilities and experiences that consumption can offer (customer happiness). Although considering only the hedonic aspect of wellbeing in terms of happiness, the study conceptualized and gave future research directions on customer happiness in the marketing domain.

Furthering the happiness research in consumption domain, many studies examined the relationship between discretionary consumption types and customer happiness and consistently found experiences to be better and stronger predictor (Boven & Gilovich, 2003; Millar & Thomas, 2009). Experiential consumption such as travel, exhibition, art or dining experiences have been researched in many different studies and are found to lead to pleasure and happiness i.e., hedonic wellbeing (Kim et al., 2016; Sirgy, 2010; Siu et al., 2016).

Based on the past studies, it can be inferred that experiential consumption will produce pleasure and happiness which we term as hedonic wellbeing in our study. Thus, the present study hypothesises that customer experiences will lead to hedonic wellbeing.

Hedonic Wellbeing to Loyalty

In service research, hedonic wellbeing has largely been studied in the form of customer happiness either at the state or trait level. However, it is well known that happiness is only a part of the subjective wellbeing which is the actual counterpart of hedonic wellbeing (Desmeules, 2002).

In their study, Hellén and Sääksjärvi (2011) examined the role of happiness in predicting commitment. They found that happier customers are more affectively, normatively, and continually committed to hedonic services as compared with utilitarian services. Similar findings were reported by (Belanche et al., 2013) when affective commitment generated through satisfaction was found to be positively influenced by happiness as moderator. This may be because happy customers may see their evaluations in a more positive light as compared to sad customers who may doubt their own evaluations despite prior satisfaction and trust and thus, may be indecisive in committing to the relationship. Through their study on the interaction effect of purchase type i.e., material vs experiential with customer happiness, Thomas and Millar (2013) elaborated that if customers happily engage in their experiences, they would want to repeat such activities and see them as source of bringing joy and happiness to life.

Since, commitment is a well-established antecedent of loyalty (Barra et al., 2018; Fullerton, 2003; Pritchard et al., 1999), the commitment of customers expressed as a result of their happiness may further strengthen their loyalty. Thus, the present study proposes that hedonic wellbeing will favourably influence loyalty of the customers.

Establishing Eudemonic Wellbeing Path

Experience to Eudemonic Wellbeing

Way back in 1993, Waterman investigated the contrasts between the two concepts of wellbeing i.e., personal expressiveness (eudemonia) and hedonic enjoyment. In his study, he expected that goal-fulfilling and self-enhancing experiences will give rise to the feelings of purpose and personal expressiveness which he termed as 'eudemonic wellbeing'. Later, Howell and Hill (2009) conducted a study on the relationship between experiential purchases and wellbeing. They found that experiences lead to greater wellbeing due to the decrease in social comparison. They attributed this enhanced wellbeing in case of experiences as compared with material purchases to eudemonic wellbeing. Recently, Schmitt et al. (2015) proposed that experiences bear mediating influence on the relationship between experiential-material consumption and its outcome i.e., wellbeing. They further contended that brand experience has the potential to influence the meaning i.e. eudemonic wellbeing derived from such experiential consumption.

Thus, synthesizing and garnering theoretical support from these studies, the study proposes that customer experience will positively influence eudemonic wellbeing.

Eudemonic Wellbeing to Loyalty

In his study, Waterman (1993) argued that even though active engagement with experiences yielding hedonic enjoyment will result in satisfaction, it is the personally expressive or eudemonic wellbeing generating experiences that promise to be more continually sought. Backing his argument based on the Broaden and Build theory of positive emotions

(Fredrickson & Branigan, 2005a), Straume & Vittersø (2012) proposed that eudemonic wellbeing which is more about generating interest and engagement is understood to narrow down customers’ focus to the current experience. This highly valuable focus of the customer will in turn promote long-term commitment and wellbeing attribution towards the firm. Later, Baumeister et al. (2013) found while differentiating a meaningful life from a happy life that meaning i.e., eudemonic wellbeing links experiences and events across time. It may be inferred from this finding that eudemonic wellbeing may enhance recall of cumulative experiences by staying longer in the customers’ mind and thus, garner commitment and loyalty (Gupta, 2019).

Thus, the present study aims to test a positive influence of eudemonic wellbeing on customer loyalty.

Customer Wellbeing as Mediator

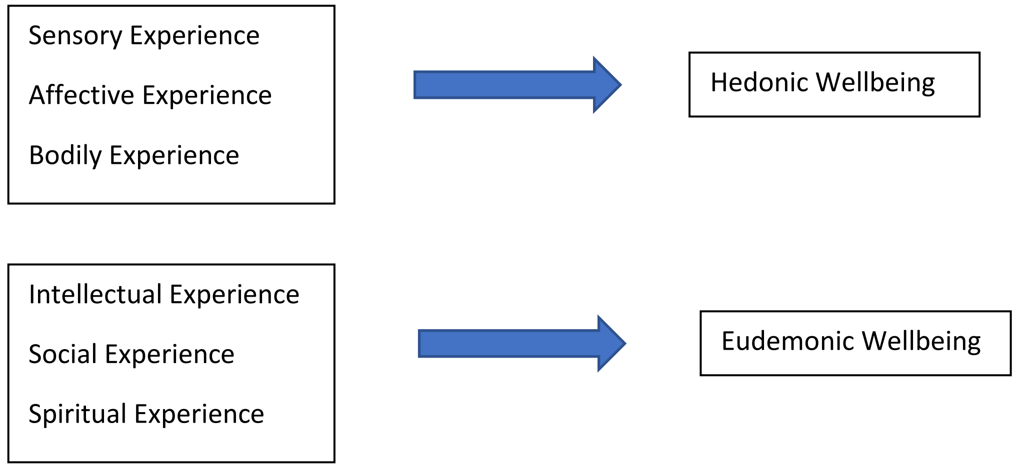
The effect of marketing on customer well-being (CWB) has interested many scholars (for an overview, see Sirgy et al., 2007; Sirgy & Lee, 2008). However, these studies are mainly confined to macro-level conceptualization and analysis. At a subjective level, customer wellbeing has primarily been studied in terms of subjective wellbeing or customer happiness, where both of these concepts reflect hedonic wellbeing. Very few studies have taken multi-dimensional construct of customer wellbeing at a micro-level analysis.

Experience to Customer Wellbeing

Guided by the Bottom-up Spill over Theory of Subjective Wellbeing (Diener, 1984; Lee et al., 2002), quality of life research has attempted to link satisfaction from different domains with overall life satisfaction (Howell and Hill, 2009; Sirgy, 2010). In one such investigation of wellbeing spill over from consumption domain, Carter and Gilovich (2010) highlighted the importance of life experiences in creating everlasting memories which “constitute a big part of the customers’ self-concept” (p. 2). Later, Bhattacharjee and Mogilner (2014) discovered that life experiences enhance one’s overall wellbeing. In their study on leisure experience, Stebbins (2017) also use the concept of wellbeing spill over while elaborating on the reciprocal relationship of leisure activity and leisure experience. They state that leisure experiences elicit positive emotions and enhancements adding to the customers’ overall quality of life and wellbeing, thus, prompting them towards further engagement with the leisure activity.

Thus, the present study also gaining ground from the Bottom-up Spill over Theory of Subjective Wellbeing and support from the studies done in the context of life and leisure experiences expects customer experience to positively influence customer wellbeing.

In their research dialogue on customer experience, Schmitt et al. (2015) conceptualized customer experience as a mediating influence on the relationship between consumption and wellbeing and described it using five dimensions of sensory, affective, bodily, intellectual, and social experiences. Also, Schmitt et al. (2015) argued that customers may derive pleasure (falling on hedonic path) primarily from consumption that evokes sensory, affective, and bodily experiences and derive meaning (falling on eudemonic path) primarily from intellectual and social experiences. Since, spiritual experiences are highly eudemonic and bring meaning to life (Waterman, 1993), the study expects them to produce eudemonic wellbeing. Based on these arguments, the study also attempts to test this relationship as it has the potential bring a better understanding of the distinct working of the hedonic and eudemonic wellbeing path.



Customer Wellbeing to Loyalty

Although the relationship between customer wellbeing and loyalty has not been empirically tested, many studies have conjectured a substantial positive relationship between the two. For instance, Sirgy (2010) portended that enhancing tourists' sense of wellbeing will pay a long term in terms of repeat business and positive word-of-mouth referrals. They argued that tourists who experience a greater sense of wellbeing from a tourist trip are likely to seriously consider and choose the same tourist operators in making future leisure travel plans. The same tourists are also likely to recommend the same tourist operators to their associates, friends, and family members. Similarly, in the context of restaurant industry, (Kim et al. (2012) identified that customers' well-being perceptions influenced their behavioural intentions. Further, many leisure studies have attributed the rising patronage of wellness centres to the favourable physical and mental wellbeing evaluations of massage, thermotherapy, and physical exercises (Field, 2001; Yuan et al., 2015). More recently, (Núñez-Barriopedro et al., 2021) found happiness to be a crucial mediator influencing the loyalty of karate athletes apart from their satisfaction with the centre.

Thus, based on these theories and propositions, the study expects a substantially favourable influence of customer wellbeing evaluations on their loyalty.

Customer Satisfaction as Mediator

Experience to Satisfaction

Experience and satisfaction have been extensively studied in the management literature. Storbacka et al. (1994) indicated that individuals use their personal experiences to form cognitive and affective evaluation of the service relationship and thus form the degree of satisfaction. Voicing the same, Phillips and Baumgartner (2002) found that satisfaction not only arises from the confirmation of performance expectations, but also from the pleasurable experience associated with purchase and consumption. Later, Kotler and Armstrong (2007) found that the fun, convenience, and excitement experienced during the consumption journey brings satisfaction to the customer. Experience and satisfaction are intricately linked in a way that the ratings and positive reviews of hotel guests are a direct reflection of their experience at the hotel (Xiang et al., 2015).

Thus, taking these findings into consideration the present study proposes that customer experience will have an influence on his satisfaction with the service.

Satisfaction to Loyalty

A recent meta-analysis of satisfaction and its outcomes by (Mittal et al., 2022) finds that loyalty is one direct consequence of satisfaction with word-of-mouth being the best representative dimension in the service domain. The present study also hypothesizes that customer satisfaction with the experience will lead to the formation of loyalty intentions.

Satisfaction to Wellbeing

The relationship between satisfaction and wellbeing falls directly under the purview of Bottom-up spill over theory of Subjective Wellbeing (Diener, 1984; Lee et al., 2002). The basic premise of bottom–up spill over is that life satisfaction is functionally related to satisfaction with all of life’s domains and subdomains. Thus, the theory becomes the foundation for establishing the positive spill over of a specific domain satisfaction i.e., customer satisfaction to the overall life satisfaction i.e., subjective wellbeing. Further, many studies have proposed and established the existence of this relationship (Grzeskowiak & Sirgy, 2008; Lent et al., 2005).

In his study on tourist’s quality-of-life, Sirgy (2010) argued that the extent to which travel satisfaction enhances tourists’ quality-of-life is highly predictive of customer loyalty, repeat patronage, and positive word-of-mouth communications. He empirically found a positive influence of travel trip satisfaction on the tourists’ overall wellbeing and recommended longitudinal enquiry into the relationship in future.

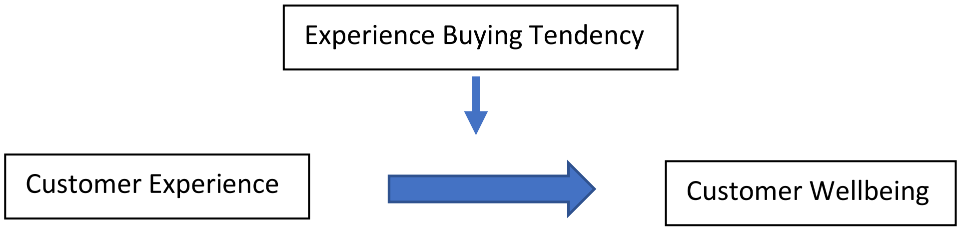
Apart from Sirgy, Belanche et al. (2013) in his enquiry into the role of customer happiness in relationship marketing found that customer happiness moderates the relationship between satisfaction and affective commitment. Further, citing the lack of research on how satisfaction effects personal wellbeing, Siu et al. (2016) found that autonomy and relatedness need fulfilment of the customer are the beneficial outcomes of satisfaction which then enhance one's personal wellbeing.

Thus, based on the past research it can be inferred that a satisfied customer is highly likely to derive optimum wellbeing from a given experience.

Experience Buying Tendency as Moderator

Much of the literature on experience and wellbeing finds a positive effect, while, that on material purchase and wellbeing with negative association (Howell & Hill, 2009; Van Boven & Gilovich, 2003). Treating experientialism and materialism as positive and negative traits, past literature fails to see the two on the same continuum by recognizing the role of behavioral propensity. As an individual difference variable, the propensity to indulge in experiential consumption is subjective and habitual. And thus, what a customer typically buys can have a significant influence on wellbeing. For instance, tendency to buy experiences positively moderates the effect of experiential consumption on subjective wellbeing and thus, explains the higher level of happiness reported by customers with higher propensity as compared to rest on having similar experiences (Howell et al., 2012). Similarly, material consumption itself may not reduce wellbeing for customers with lower material value propensity to the same extent as the customer with higher materialistic tendencies (Zhang et al., 2014).

Thus, the present study considers the potential moderating influence of experience buying tendency in significantly influencing wellbeing constructs and its mediation effect on the experience and loyalty relationship.

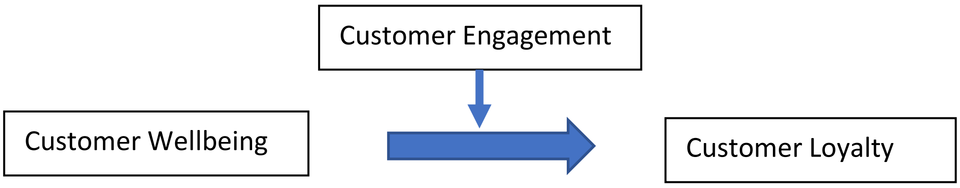


Customer Engagement as Moderator

A customer's loyalty to the firm can rely to a great extent on his or her wellbeing evaluation of the service experience. For instance, happiness derived from the experience can lead to increased word-of-mouth due to increased openness and variety seeking emotions as postulated in the broaden and build theory of positive emotions postulated by Fredrickson and Branigan (2005). Whereas, meaning derived from the experience can increase commitment and re-patronage intention due to narrowed attention of positive emotions to the firm (Straume & Vittersø, 2012).

Engagement is a close and prominent construct widely examined in the experience-loyalty literature, with mostly positive association with both. The combined effect of engagement and wellbeing, both having positive consequence of loyalty as an outcome, is examined in the present study. Happy versus meaningful engagement has long been a study of interest to the service marketers, with Thomas and Millar (2013) linking happy engagement with repeat patronage and Liu et al. (2017) examining meaningful engagement as firm's value addition to the user encouraging long-term loyalty. Meaningful engagement strategy is much closer to addressing the issue of optimal customer engagement for the service marketing firms (Singh, 2021), with its focus on firms' efforts in adding to customers' quality-of-life through the service.

The wellbeing-loyalty link is very much influenced by the strength of engagement whether it is hedonic or eudemonic influence. A strong interest in the service can positively influence the effect of wellbeing, both hedonic and eudemonic, on the experience and loyalty relationship. While a passive interest or detachment felt with the service can significantly dampen the existing mediating influence of wellbeing on the experience-loyalty relationship. Thus, the present study examines the moderating role of customer engagement with the service on the mediating role of wellbeing over the experience-loyalty main effect.

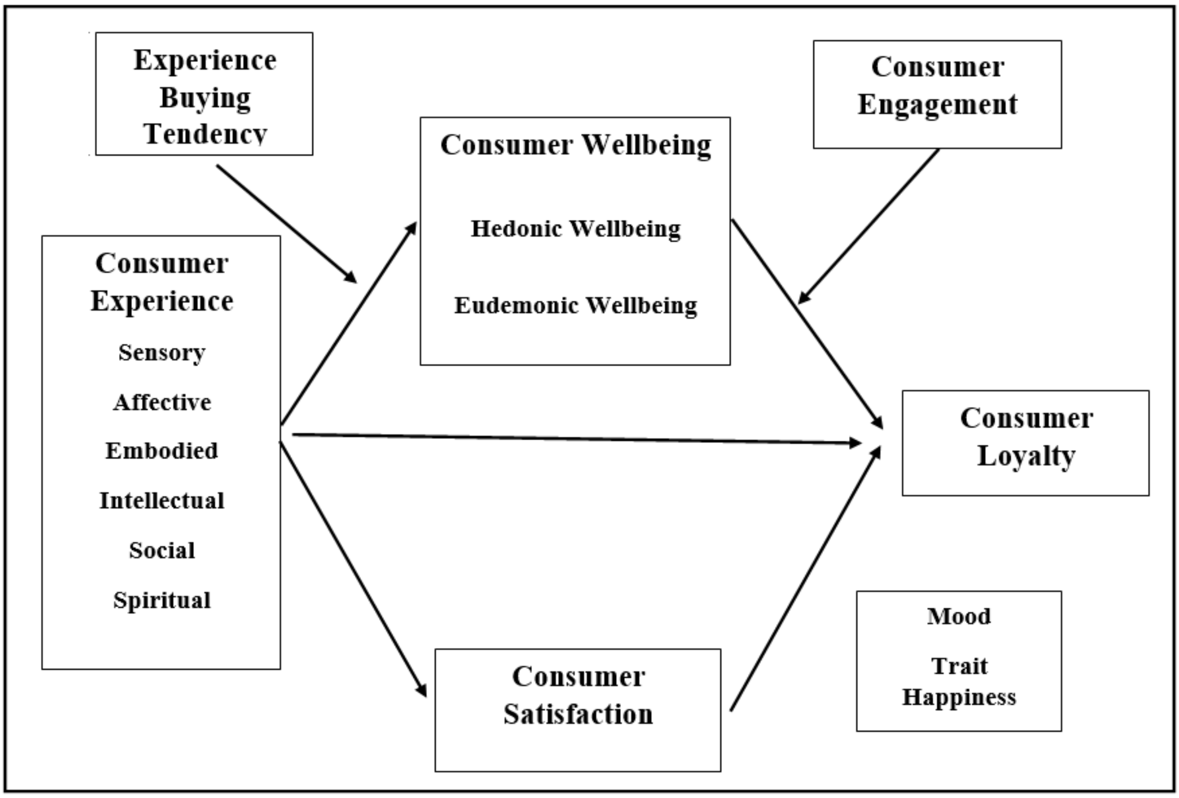


Theoretical Model

Based on the theoretical arguments made and the supporting evidences presented in the above section for developing the hypothesis under examination based on systematic review of relevant literature, the present study proposes the theoretical framework in the Figure (2.1) for empirical examination. Customer experience is the independent variable bearing a direct effect on customer loyalty. Customer wellbeing and customer satisfaction are posing a mediating effect. Experience buying tendency and customer engagement are playing a moderating role. While mood and trait happiness are considered as covariates and are controlled for their effect on endogenous variables in the study.

Figure 2.1

The theoretical model of present study



Note. The figure depicts the hypothesized relationships in the study based on theoretical arguments and evidences.

Research Hypothesis

H1 There is a significant positive influence of customer experience on loyalty

H2 There is a significant positive influence of customer experience on customer wellbeing

H2a There is a significant positive influence of customer experience on hedonic wellbeing

H2b There is a significant positive influence of customer experience on eudemonic wellbeing

First-order correlations

H2c There is a significant positive influence of sensory experience on hedonic wellbeing

H2d There is a significant positive influence of affective experience on hedonic wellbeing

H2e There is a significant positive influence of embodied experience on hedonic wellbeing

H2f There is a significant positive influence of intellectual experience on eudemonic wellbeing

H2g There is a significant positive influence of social experience on eudemonic wellbeing

H2h There is a significant positive influence of spiritual experience on eudemonic wellbeing

H3 There is a significant positive influence of customer wellbeing on loyalty

H3a There is a significant positive influence of hedonic wellbeing on loyalty

H3b There is a significant positive influence of eudemonic wellbeing on loyalty

H4 There is a significant positive influence of customer experience on loyalty through the mediating effect of customer wellbeing

H4a There is a significant positive influence of experience on loyalty through the mediation effect of hedonic wellbeing

H4b There is a significant positive influence of experience on loyalty through the mediation effect of eudemonic wellbeing

H5 There is a significant difference in the dimensions of customer wellbeing (Hedonic and Eudemonic) across various demographic segments such as a) Age b) Gender c) Education d) Occupation e) Income f) Service subscription g) Service duration h) Service Frequency i) Geographic location

H6 There is a significant positive influence of customer experience on customer satisfaction

H7 There is a significant positive influence of customer satisfaction on customer loyalty

H8 There is a significant influence of customer experience on loyalty through the mediating effect of customer satisfaction

H9 There is a significant positive influence of customer wellbeing on customer satisfaction

H10 There is a significant influence of customer experience on loyalty through the parallel mediation influence of customer satisfaction and customer wellbeing (parallel mediation)

H11 There is a significant influence of customer experience on loyalty through the serial mediation influence of customer satisfaction and customer wellbeing (serial mediation)

H12a There is significant moderating effect of EBTS on the mediating effect of hedonic wellbeing on the experience to loyalty relationship (Stage 1 moderated mediation)

H12b There is significant moderating effect of EBTS on the mediating effect of eudemonic wellbeing on the experience to loyalty relationship (Stage 1 moderated mediation)

H13a There is significant moderating effect of Customer engagement on the mediating effect of hedonic wellbeing on the experience to loyalty relationship (Stage 2 moderated mediation)

H13b There is significant moderating effect of Customer engagement on the mediating effect of eudemonic wellbeing on the experience to loyalty relationship (Stage 2 moderated mediation)

H14a There is significant moderated mediation effect of EBTS on the experience to hedonic wellbeing relationship which is further significantly moderated by customer engagement on the mediating effect of hedonic wellbeing to loyalty relationship (2 Stage moderated mediation)

H14b There is significant moderated mediation effect of EBTS on the experience to eudemonic wellbeing relationship which is further significantly moderated by customer engagement on the mediating effect of eudemonic wellbeing to loyalty relationship (2 Stage moderated mediation)

Chapter Summary

This chapter reviewed the literature guided by theoretical directions given by the problem statement and purpose of the study. The study identified crucial research gaps worthy of empirical examination and formulated research questions and objectives of the study. Further, the study developed hypothesis for fulfilling each of the objectives by synthesizing comprehensive literature review on study constructs and their inter-relationships on experience, wellbeing, satisfaction, loyalty, experience buying tendency, and engagement. After developing the hypothesis and providing relevant theoretical arguments and evidence, the theoretical framework and model was proposed and research hypothesis were provided.

Chapter 3

RESEARCH METHODOLOGY

Chapter Introduction

The main objective of this chapter is to explain the methodology used in conducting this research. The chapter begins with the research design encapsulating the philosophical approach adhered to and the research orientation of the study. Then a comprehensive process model of the research design is provided along with the steps taken to execute the design. For conducting empirical research in social sciences, it is crucial to situate the theoretical framework developed from the literature in a relevant situational context in order to test the theory on real-life data and generalize the findings to the best-suiting context. Context of the study brings robust boundaries for facilitating the external validity of the results drawn. Thus, the second section discusses the context chosen in which the research framework shall be examined.

After providing the choice of context, the third section details the population of the study and applies an appropriate sampling reference frame such as geography and industry sector to arrive at accessible population to be targeted by the study. Such target population serves as the basis for generating samples for the study. Using the statistical rules for known population, sample size is determined and justifications are provided. In the fourth section dealing with sampling procedures, the sampling method, sampling unit, and sampling technique is discussed. In simple words the section outlines what kind of data is to be collected from whom and in which way.

The next i.e., fifth section provides information on the measures adopted as survey instruments and the procedure followed to ensure face and content validity of such instruments. Discussion of procedural measures taken to avoid ethical issues and questionnaire design issues such as method bias is made. Pretesting of the questionnaire is also discussed along with a table presenting the final questionnaire used for survey. Finally, the last section deals with the tools and procedures used for analysing the data.

Research Design

Research in social science pertains to the use of systematic and controlled logical enquiry to find, describe, understand, explain, evaluate, and change patterns or regularities of social life (Blaikie, 2000). The controlled inquiry consists of a series of decisions regarding the conduct of study which is planned in advance before the commencement of research so that the decisions are explicit, consistent, in alignment with the ontological assumptions, and allow for critical evaluation of the research design and its elements and processes.

Table 3.1

Research Design Framework

Research design elements	Considered methodological choice
Research Type	Applied Scientific Research
Research Nature/ Classification	Descriptive and Explanatory
Research Strategy	Deductive logic
Research Philosophy	Critical Rationalism/ Falsificationism
Research Paradigm	Quantitative/ Positivist
Research Design	Cross-sectional surveys

The purpose of designing research is to formulate a logical structure facilitating systematic execution of study. Such a research design generates empirical data capable of relatively accurate conclusions with lesser ambiguities. A strong research design is established by incorporating and eliminating alternative explanations to the analysed results (Lewis-Beck et al., 2004). In the words of Blaikie (2000), “a research design refers to the process that links research questions, empirical data, and research conclusions” (p. 39). And this pervasive process is based on the inherent assumptions about the logic of inquiry in the social sciences research. Thus, the present study situates the research design in the overarching philosophical position and orientation guiding the research questions, empirical data, and research conclusions inferred from the data (Table 3.1).

Philosophical position and Research orientation

The philosophical stance of research comes from the epistemological and ontological assumptions surrounding the subject of inquiry and has an influence on the constituent core elements of the research design. At each step of research design process, the corresponding research orientation of the design element is determined. The core research design elements of the present study are given in Table 3.1 based on Blaikie (2000) which have been considered for shaping the philosophical stance and research orientation of the present study.

Research Topic/ Problem: Applied

The present study aims to describe and explain customer retention in service firms through customer wellbeing effects of service experience. Based on the research topic and the problem under study, the research type is determined to be applied research which is representative of the applied scientific discipline of service research focused on the relevance and rigour of study conclusions.

Research questions/ objectives: Descriptive and explanatory

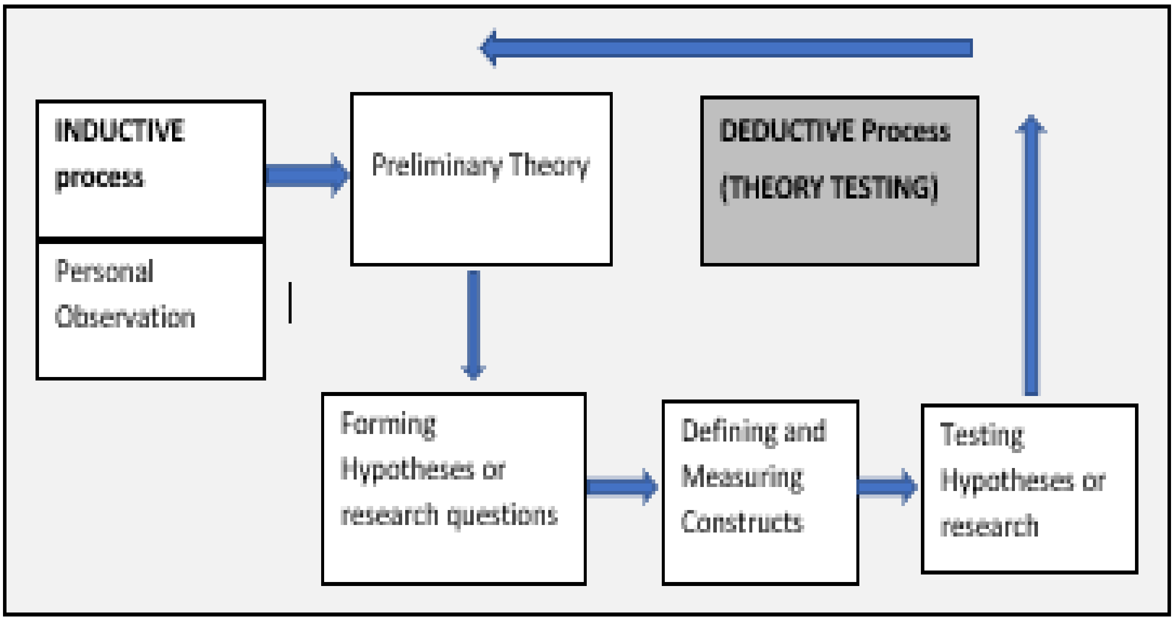
Since the purpose of the study is to examine and explain the interrelationships between the variables of interest, viz. experience, satisfaction, wellbeing, and loyalty in a service firm, the research questions are formulated in the what, how, and when interrogatives. Thus, the present study is descriptive and explanatory in nature with an empirical-analytical orientation.

Research Strategy: Deductive

In order to carry out descriptive and explanatory research, it is crucial to determine a logic of inquiry or research strategy based on the literature, theory, audience, feasibility, and paradigms and approaches to social enquiry etc. The present study attempts to test hypothesis drawn from extant literature using deductive logic. The hypothetico-deductive logic aims to test theory borrowed or constructed from the literature with expressed argumentation for plausibility to eliminate the false ones to remain with the valid theory. The truth however for this critical rationalist paradigm is a tentative one which always leaves room for falsification. Thus, the present study considers deductive research strategy for theory construction through testing of falsifiable hypothesis using quantitative analysis of representative observations (Figure 3.1).

Figure 3.1

The theory construction process



Note. The figure depicts the process of theory construction in social sciences. The dark grey shaded box indicates the research strategy of the present study i.e., theory-testing through deductive logic.

Philosophical Stance: Critical Rationalism

The deductive strategy is governed by the philosophical position of critical rationalism or falsificationism given by Popper (2002). Though proposed on the criticisms of positivist philosophy, falsificationism shares in common the ontological assumptions of positivist approach that is both the approaches assume an orderly universe comprising of observable discrete events. Both the approaches construct theory through observations, however, while positivist stance considers inductive logic to build a theory based on observed patterns, the critical rationalist approach considers deductive logic to test a theory based on theory dependent observations. The two approaches differ in their epistemology where positivism determines truth based on objective reality presented by data observations while critical rationalism considers truth to be tentative, only to be falsified and terminated over time, or under changed circumstances (Lewis-Beck et al., 2004). Thus, the present study assumes the philosophical stance of critical rationalism and considers deductive research strategy with the aim to test the refutability of research hypothesis formulated based on abstract theories.

Research Paradigm: Quantitative research paradigm

The study aims to test hypothesized relationships among variables of interest for which primary data collection is considered in a natural social setting of service firm. Taking the positivist notion of paradigm by Kuhn (1996) in service research (Tronvoll et al., 2011), the study considers the research paradigm to be quantitative with the empirical orientation to collect and analyse data and draw generalizable inferences for the study population. Since, the study aims to empirically examine the interrelationship among its variables, the method adopted as part of the research design is quantitative method. As compared to multiple and mixed methods of research choice which are more prominently employed in exploratory studies, quantitative method has been chosen to match the descriptive design of the study.

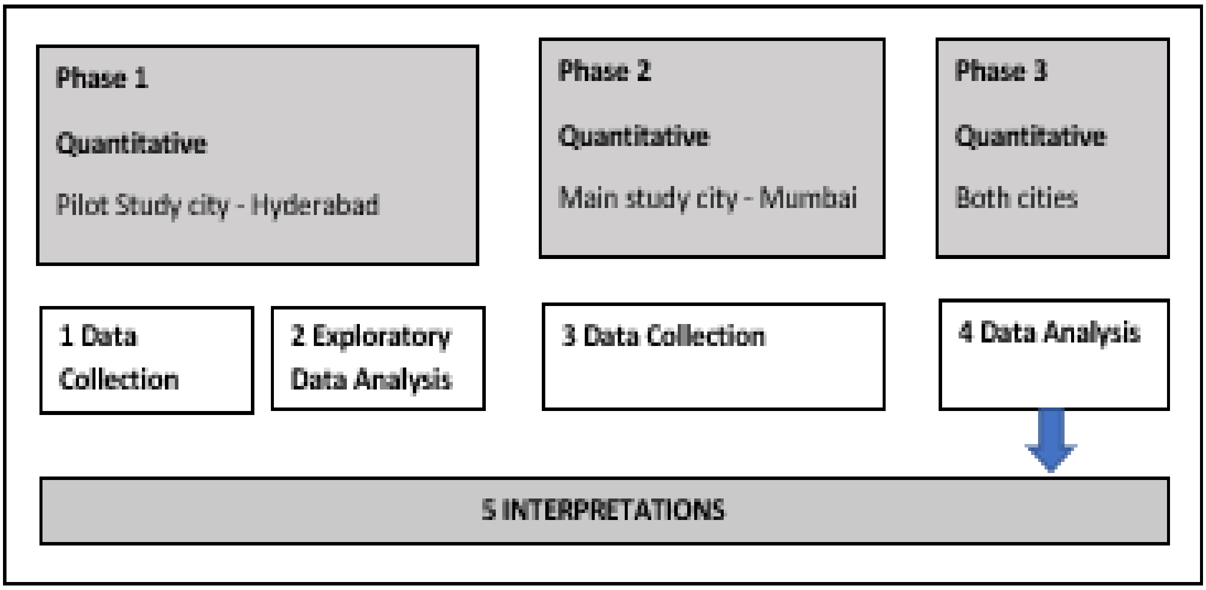
The present study is a cross-sectional design with all the observations made only once. Survey research method well suited to the deductive approach is used generate and analyse data. Self-administered questionnaires are used as part of survey strategy which ensures a standardized and comparable data collection. It allows the researchers to conduct empirical analysis using descriptive and inferential statistics. As compared to census survey strategy, conducting sample survey is more parsimonious in representing the population.

Steps followed in study execution

The first step in executing the study design is to pre-test the questionnaire for data collection. After pretesting, first phase data is collected from the city of Hyderabad for pilot testing which is then analysed for exploring the factors and examined for their reliability. With sufficient internal consistency of the survey instrument, the second phase of data is collected from the city of Mumbai. After examining both the data sets for any significant differences using homogeneity and heteroskedasticity tests, both the data sets are combined as final dataset which is then analysed for testing research hypothesis and arriving at interpretations (Figure 3.2).

Figure 3.2

The research design



Note. The figure depicts the research design of present study regarding data collection and analysis. The data collected in phase one is combined with data collected in phase two after finding insignificant differences in error variance distribution and overall homogeneity of final dataset. The phase 3 involves analysing the combined dataset and finally drawing interpretations.

The final dataset was examined for descriptive statistics, demographic analysis, exploratory factor analysis, item analysis, reliability analysis, association analysis, analysis of variance, multiple regression analysis, structure equation modelling, conditional process analysis etc. These are the various quantitative analysis conducted in the order of the corresponding research steps to be followed in quantitative research using deductive research strategy (Table 3.2).

Table 3.2

Research execution steps

Quantitative research steps	Research strategy	Quantitative analysis
Survey of a non-probability purposive sample		Testing and Validation of the measuring instriument
Collection, coding and electronic capture of data		Exploratory Factor analysis Item Analysis Reliability analysis
Establishment of relationships between dependent and independent variables	Deductive	Association analysis (correlations)
Comparison of different groupings		Analysis of Variance Multiple regression analysis
		Structure equation modelling
		Conditional Process Analysis

The context of the study: Wellness Services

The present study attempts to delineate the differential role of hedonic and eudemonic customer wellbeing in retaining customers for a service firm. The study looks for a service context having both these dimensions for an appropriate examination. Wellness services have long been ridden with the issue of conflation of hedonic and eudemonic elements and a need for finding an optimal balance through relevant mediators and moderators. A wellness service has been defined by Global Wellness Institute (2022) as “the active pursuit of activity, choices, and lifestyle which lead to a state of holistic health” (p. 2), and has multiple dimensions of physical, mental, emotional, spiritual, social, and environmental defining its scope. This makes wellness economy to enable customers to achieve this holistic health state through the use of their wellness offerings in their daily lifestyle. Having huge potential, the Indian wellness industry at present is still in the emerging stage as compared to rest of the developed nations and necessitates research facilitating stable customer relationships. Thus, the study considers wellness services as the context to examine the framework.

The global wellness economy

The global wellness industry right before Covid pandemic was found to have a market size of around 4.9 trillion dollars in the year 2019 at an average annual growth rate of 6.6 % per annum across continents, which shrunk by almost 11 % during the pandemic year of 2020, to be around 4.3 trillion-dollar market post-pandemic (Table 3.3). Taking the massive hit of the Covid induced economic stagnancy, the wellness economy underwent a sharp demise of its promising growth especially in the North and Latin-American regions (Yeung & Johnston, 2021). Already facing economic turmoil and spending downturn even before Covid, the Latin-American region took the hardest hit of around 22 % in the year 2020. Whereas despite being the fastest growing region with 81 % annual growth rate before Covid, the North American region was the second hardest hit with around 13 % decline in its wellness economy.

Table 3.3

The global wellness economy by the pandemic year

Global wellness economy 2015 ($ 3.7 trillion)		Global wellness economy 2020 ($ 4.4 trillion)	
Beauty & Aging	$ 999 b	Personal care & beauty	$ 955 b
Healthy eating, Nutrition, & Weight loss	$ 648 b	Healthy eating, Nutrition, & Weight loss	$ 946 b
Wellness Tourism	$ 563 b	Physical Activity	$ 738 b
Fitness and Mind-body	$ 542 b	Wellness Tourism	$ 436 b
Preventive & Personalized Medicine and Public Health	$ 534 b	Traditional & Complementary Medicine	$ 413 b
Complementary & Alternative Medicine	$ 199 b	Preventive & Personalized Medicine and Public Health	$ 375 b
Wellness Lifestyle Real Estate	$ 119 b	Wellness Real Estate	$ 275 b
Spa Industry	$ 99 b	Mental Wellness	$ 131 b
Thermal/ Mineral Springs	$ 51 b	Spas	$ 68 b
Workplace Wellness	$ 43 b	Workplace Wellness	$ 49 b
		Springs	$ 39 b

Note. The data is adapted from Yeung and Johnston (2017, 2021). In both the figures, the numbers may not add due to overlap in segments.

However, the resilience of the Asia-pacific region stood out with only 6 percent of negative growth in the sector as compared to the average decline of 11 percent worldwide (Yeung & Johnston, 2021). Despite Covid restrictions, the Asian-pacific wellness economy which was the fastest growing region even before pandemic continues to hold that rank due to increased demand in two of its key sectors of wellness real estate and preventive health care. Driven by millennials on the forefront, the Asian pacific wellness economy performed relatively better in the physical fitness sector as well. As can be observed from the Table 3.3, fitness as in physical activity has altogether become a wellness sector on its own along with workplace wellness in the global wellness economy in 2020. Amidst the nine wellness sectors comprising the global wellness economy, fitness forms a major chunk of the pie by being the third most prominent sector in revenue contribution, after nutrition and beauty in the emerging wellness markets (Yeung & Johnston, 2021).

The Indian wellness economy

Prior to Covid pandemic, India ranked among the top five fast growing wellness markets with its growing sub-sector of alternate therapy of ayurveda, naturopathy, and yoga (NSDC, 2013). Thriving on the affluent and middle-class customers of Tier I and some Tier II cities having the desire to look young and good and to de-stress in the fast-paced work life, holistic wellness became a priority service sector for growth and development. Holistic health through consumption, activity, and lifestyle choices or in other words wellness was actively sought after by the young, educated, affluent customers with relatively heightened consciousness of collective wellbeing.

The wellness industry of India had shown great potential prior to Covid and was predicted to be one of the promising sectors driving growth in that decade through increased demand and employment generation. In a growing experience economy, the Indian customers had increased personal spending out of their discretionary wallets and were willing to pay a premium on wellness experience as they started considering wellness as a necessity instead of "luxury." The younger customers were more experimental with unisex services in all sub-segments such as salons or fitness centres (Wagh, 2020). This led to a rise in organised service brands offering unisex models rapidly penetrating in the newer territories of Tier II cities to beat competition and expand as even the foreign brands saw potential and sales in Indian wellness market.

However, despite the watershed year of Covid restrictions and stagnancy leading to a negative growth rate of 6 percent, the country still stands as the third fastest growing emerging wellness market in the world, after Brazil and Mexico (Global Wellness Institute, 2022). Owning to a favourable demographic positioning with rising urban middle class looking forward to holistic health and quality of life in their future ridden with uncertain setbacks such as Covid, the wellness economy of India holds a lot of potential. With the increased health consciousness among the masses and a heightened sense of collective wellbeing after Covid crisis experience, the pursuit of long-lasting health in all aspects of life such as physical, mental, spiritual etc. has become more prominent than ever. Due to a shift in the attitude towards wellness from a leisurely service to an essential pursuit in the wake of Covid, wellness services are bound to be in demand in the coming age of new normal.

The evolution of Indian wellness industry

The wellness industry in India includes hygiene, preventive, and enhancement services along a broad continuum based on different skillsets required. Table 3.4 provides the description of each of the major sub-segments of the Indian wellness economy. The major sub-segments in the wellness industry are beauty and wellness taking about 49% of the Indian wellness market comprising of beauty centre and hair salons, counter sales segment covering 33% of the market, fitness and slimming with 13% and rejuvenation and alternate therapy segment with 5% of wellness market share in the country (Figure 3.3). Keeping aside the products and counter sales segment which is more of a retail nature, beauty and salon segment covers about 48%, fitness takes up about 28 %, nutrition and weight loss about 20%, leaving 4% of the Indian wellness market share to the rejuvenation segment (NSDC, 2013).

Till the Covid crisis hit the nation in 2020, the wellness industry was an emerging growth sector with beauty care segment and fitness segment being the prominent contributors and needing huge workforce to keep up with the demand from young and affluent customers.

It was estimated that the industry would require double the workforce from around 70 lakhs to 140 lakhs employees by 2020 (NSDC, 2013). Both the service segments of beauty and fitness grew significantly, almost tripled, in terms of revenue generated over the five years preceding the Covid-pandemic. However, the fitness industry was still at a nascent stage with strong potential in the following years.

Table 3.4

The prevalent sub-segments of Indian wellness economy

Sub-segments	Composition
Beauty Centres	Cosmetic services such as pedicure, manicure, facial, makeup, waxing, nail art etc.
Hair Salons	Cutting, styling, colouring, and other latest techniques such as rebonding
Fitness	Gymnasiums, yoga centres, Zumba classes, and aerobics etc.
Slimming	Slimming and weight loss centres therapies
Rejuvenation	Includes therapeutic services such as spa, massages, and extended therapies such as acupuncture
Product and counter sales	Sale of wellness products at general and specialised retail outlets
Alternative therapy	Includes traditional systems of healthcare such as AYUSH i.e., ayurveda, yoga, unani, siddha, and homeopathy

Note. The table is adapted from NSDC (2013).

Sub-context: Indian Fitness Economy

The aspirations of "looking good" and "feeling young" in the immediate pre-Covid years sought after by the middle-age Gen Y and youngsters of Gen Z implicated unprecedented growth in health and fitness industry with the emergence of national and international brands in the field. The industry witnessed increasing demand from physique conscious urban dwellers in Tier I as well as in Tier II cities for well-equipped unisex gymnasiums in their nearby locality. Dealing with the fast-paced stressful work-life and unhealthy lifestyles, the customers were willing to spend more time and money in keeping themselves fit by subscribing to gym services or joining jumba classes. As a result, chain of fitness centres opened up and expanded to catch the potentially profitable opportunity. Market interaction reports at that time forecasted almost 19 percent CAGR in the segment with 22 percent in organized and 15 percent in unorganized sector, and hence, the workforce requirements of the segment also were estimated to double by the year 2022 (Table 3.4).

By the year 2018, these market size projections of the Indian fitness industry had materialized placing India as the fifth ranking nation in the Asia-pacific fitness market with 1020 million USD in revenue (Table 3.5). However, the participation rate from the customers stood quite low indicating their passive and irregular attitude towards the service. This brought opportunity to the fitness centres in designing fun and meaningful experiences for attracting, engaging, and retaining customers. The fitness segment market held a lot of potential for growth and profitability but the fitness service firms could not generate as much participation and retention.

Table 3.5

Indian Fitness Participation rate and Market size in Asia-Pacific

Top five fitness markets in Asia-pacific (2018)		
Country	Participation Rate (%)	Market Size (USD million)
Japan	7.8	5554
China	0.8	5525
Australia	24.3	3871
South Korea	9.2	2593
India	0.3	1020

Note. This table is based on data from Global Wellness Institue (2019).

*Participation rate measures the share of the total population who are paying members of gyms/ health clubs/ fitness facilities and/ or who access or utilises such facility/classes/ service on a regular basis (at least monthly).

*Market size measures customer expenditures on classes, entry fees, trainers, memberships, and related services and methods of participation.

However, amidst the strong Covid waves with its social distancing and infection risk, the entire wellness industry along with the fitness segment perished drastically. The promising growth just started to pick up, when crisis hit shattering all dreams of small entrepreneurs in fitness sector. Many gym owners and fitness centers lost in their struggle to survive the pandemic as almost 30 percent of the small gym owners had to keep their premises closed for months during lockdown, making it impossible to pay their property rent and incur huge losses, leading to massive shut downs (Chakraborty et al., 2021).

In the desperate attempt to survive, many reputed fitness centers moved their services online to cater to the growing mental and physical fitness needs by transforming their offerings. The social media platforms became flooded with tutorials and live-in sessions on fitness activities, be it jumba classes, home walking routines, yoga sessions etc. to keep the members engaged (Southern, 2020). The industry witnessed the emerging growth of health and fitness apps offering a range of fitness services, such as mindfulness apps, nutrition and diet apps, calisthenics, and other workout routine specific apps. Closing of their gyms and fitness centers did not stop members from staying fit, rather they adapted to the new circumstances and moved on to social media such as fitness influencers (Godefroy, 2020). The customers facing boredom, anxiety, and an unhealthy lifestyle with increased screen time during lockdowns, readily utilized these social media resources to find fitness, peace, and balance in their confined spaces (Chen et al., 2020; Kaur & Kumar, 2021).

While gaining good physique to look young and fit is what attracted the experience seeking customers before Covid, the restrictions and realizations during the lockdown has made attaining health and peace the primary concern for fitness customers. Whether the goal is to achieve social appreciation or internal peace and health, the Covid crisis period has pushed forward a positive shift towards a focus on process and journey undergone for fitness rather than the obsession with performance outcomes. These transformations can play a decisive role in setting customer expectations from fitness firms in the post-covid world and thus, influence customer loyalty. In a survey conducted on Indian wellness customers in the age range of 18-75 years during March and April 2021 right after pandemic year (Kanwal, 2023), almost 42 percent of the respondents expressed exercising for fitness as a wellness goal to deal with stress and maintain health which is the highest response as compared to their responses to other wellness activities. Thus, fitness through active physical workout has become a priority in the post-covid world. The conflating presence of happiness as well as meaning motives make fitness experience as the ideal context for examining this study which looks at the role of holistic customer wellbeing in service environment. Thus, the present study chose fitness industry as the context for examining the unique roles of happiness and meaning in enhancing loyalty among post-pandemic customers.

Research Population

Total Population

The total population of the study has been ascertained to be the customers of wellness industry of India. The industry has been growing at 14 percent over the past years and is expected to grow at 12 percent annually attaining about INR 1,50,000 Cr. by the year 2020 (FICCI-EY Report, 2016). Estimated potential per capita spend on holistic wellness is expected to be between INR 800 – 1000 per month (PWC Report, 2012). Moreover, the astounding revenue of this economy is highly garnered from the rich and wealthy individuals who are ready to engage at every opportunity to pursue activities, offerings, and lifestyles rendering remarkable wellness attainment (Yeung & Johnston, 2017). Thus, the experiential nature of this service industry is appropriately suited to the research framework.

Based on the literature from secondary sources, the study assumes the mainstream working population (comprising of self-employed and salaried population) to be the wellness customers as sought by the total population (Table 3.6). This mainstream working population in the two metro cities of Mumbai and Hyderabad consist of urban-middle class and urban professionals representing majority of the customers of organized wellness services.

Table 3.6

Total Population

Metropolitan city	Total population	Workforce population estimate (%)	Estimated workforce population*
Mumbai	18,394,912	45	8,277,712
Hyderabad	7,674,689	40	3,069,875
Total Population for the study (Indian Organized Wellness Customers)			11,347,587

Note. District level Estimates, Ministry of Labor and Employment Report (2013-14) based on (Census, 2011); Directorate of Economics and Statistics

* Estimated workforce population consists of salaried and self-employed population of organized economic sector.

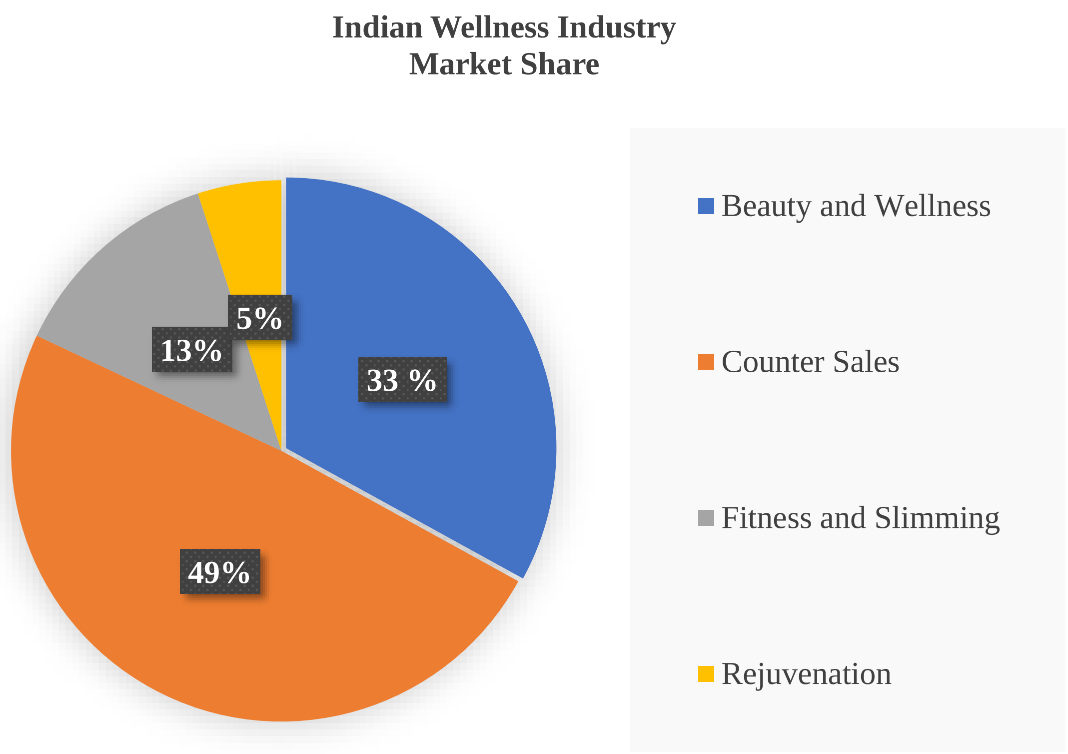
Sampling reference

Based on study context

The wellness industry in India consists of four main segments namely beauty and wellness basically salon services, over the counter beauty sales i.e., beauty and health products, fitness and slimming i.e., fitness centers and rejuvenation i.e., spa and alternate therapy. Except for over-the-counter sales segment, rest three segments offer service experiences to the customers. Since, the rejuvenation segment is still at a nascent stage as evident from its small market share of 5%, the study considers the customers of remaining two high growth segments of beauty salons (33%) and fitness centers (13%) as its population (Figure 3.3). However, the beauty segment is well-researched market and poses feasibility issues for survey data collection is post-covid world. Thus, the study finally chose the fitness and slimming segment having a 13 % share in the Indian wellness market. Fitness segment for the study refers to the organized commercial fitness centers or gymnasiums offering fitness services such as cross-fit, aerobics, jumba etc. on a membership basis.

Figure 3.3

Indian wellness market composition

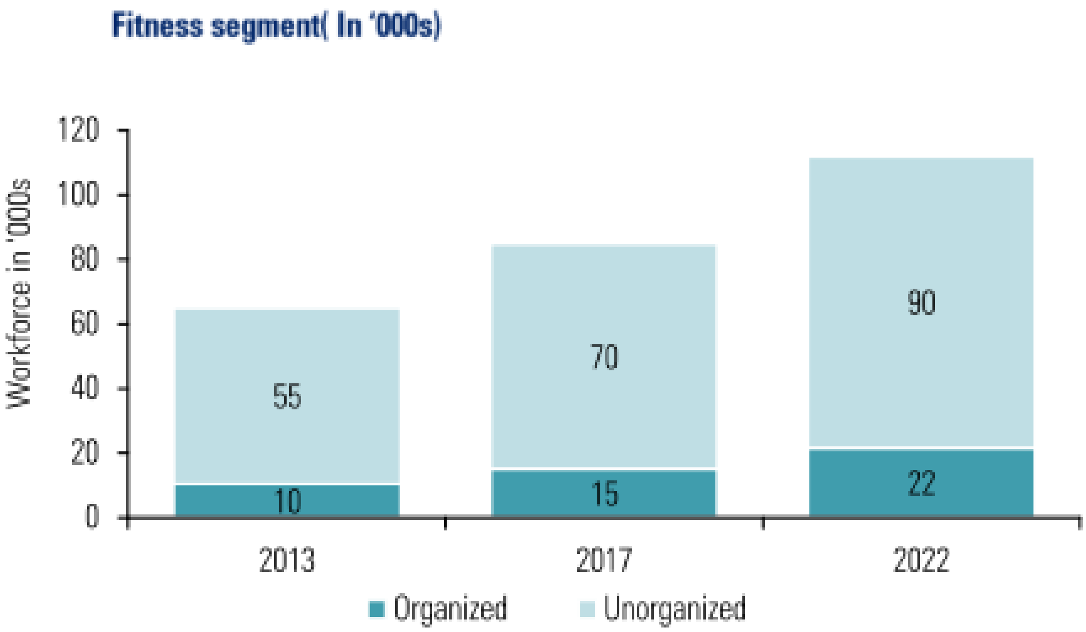


Note. This pie-chart is based on the market penetration rates given in Yeung and Johnston (2017). The figure depicts the Indian Wellness Market with segments represented by color variations and market size of each segment given in percentage values in the pie chart.

Also, the promising potential of the Indian fitness economy can be assessed based on the projected workforce requirements before Covid (Figure 3.4). Further, the Covid has brought a fitness consciousness among the masses who are prioritising fitness as their main health and wellness goal (Kanwal, 2023). Thus, the increasing demand for fitness provides opportunity to the fitness service firms to restart with a better understanding of their customers' expectations, experiences, evaluations, and re-patronage behaviour. Thus, the study considers Indian fitness economy to be the context for examining the conceptual framework.

Figure 3.4

Incremental HR requirements of Fitness Industry in India (2013-2022)



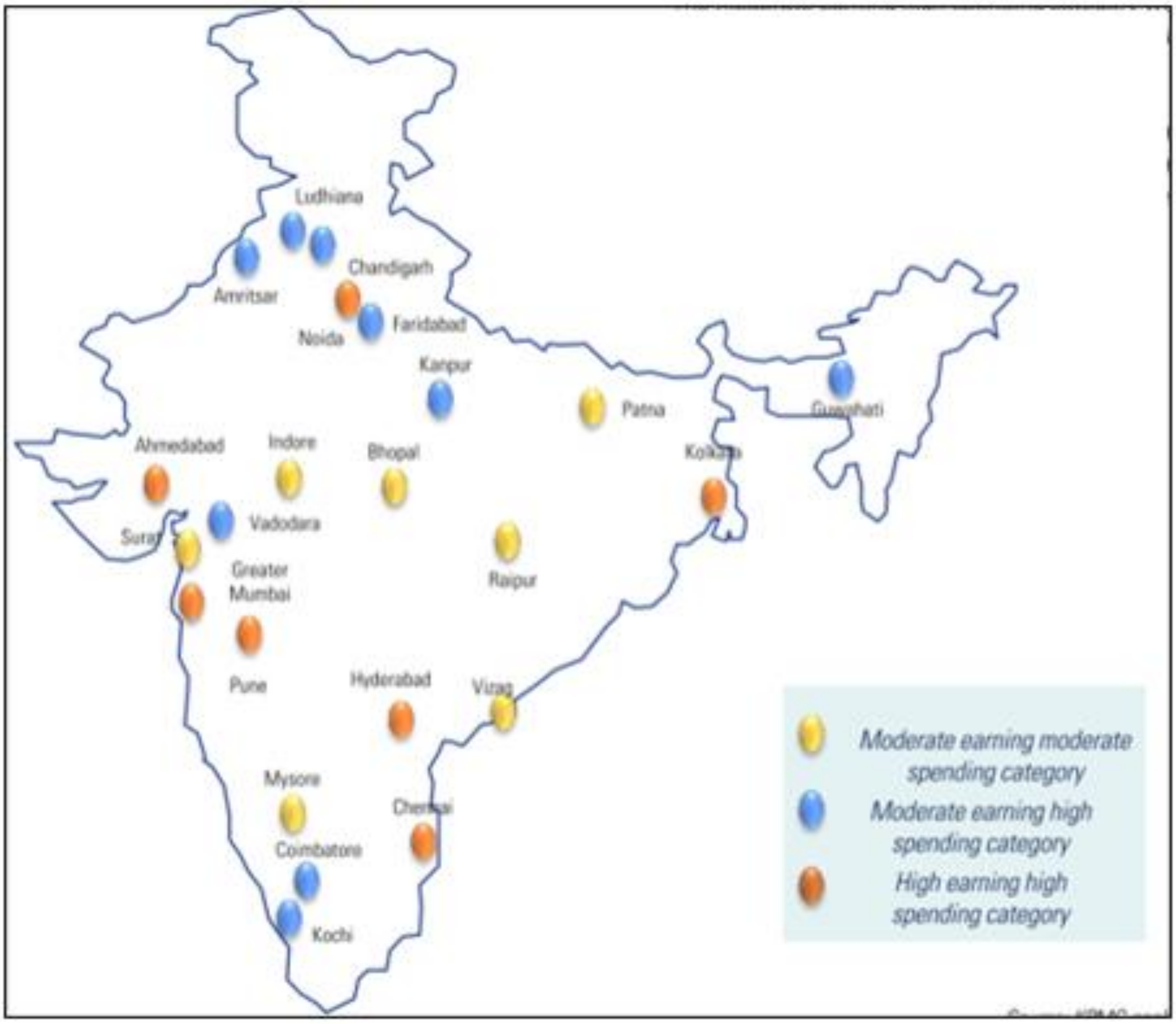
Note. The figure is sourced from the NSDC (2013) report. The figure depicts the projected workforce requirements of the organised and unorganised fitness segment based on 2013 data.

Based on sampling area

Since, the growth and demand for wellness services has primarily been driven by the highly stressed and well-endowed working population of the Indian urban agglomerations (Cigna, 2019), the study has chosen the economic cluster of metropolitan cities as the sampling reference for the population. Therefore, the research has been conducted in two major metro cities i.e., Mumbai (Financial Capital) and Hyderabad (Pharmaceutical Capital). These two cities fall among the five richest cities in India having high demand for spending on discretionary experiences (Bouchet et al., 2018; PRICE, 2016). As can be observed from the Figure 3.5, both these metro cities fall in the high earning high spending category in the NSDC (2013) report making them the cities of high wellness potential in terms of sustained growth through footfalls and conversion rates.

Figure 3.5

The wellness potential of Indian cities

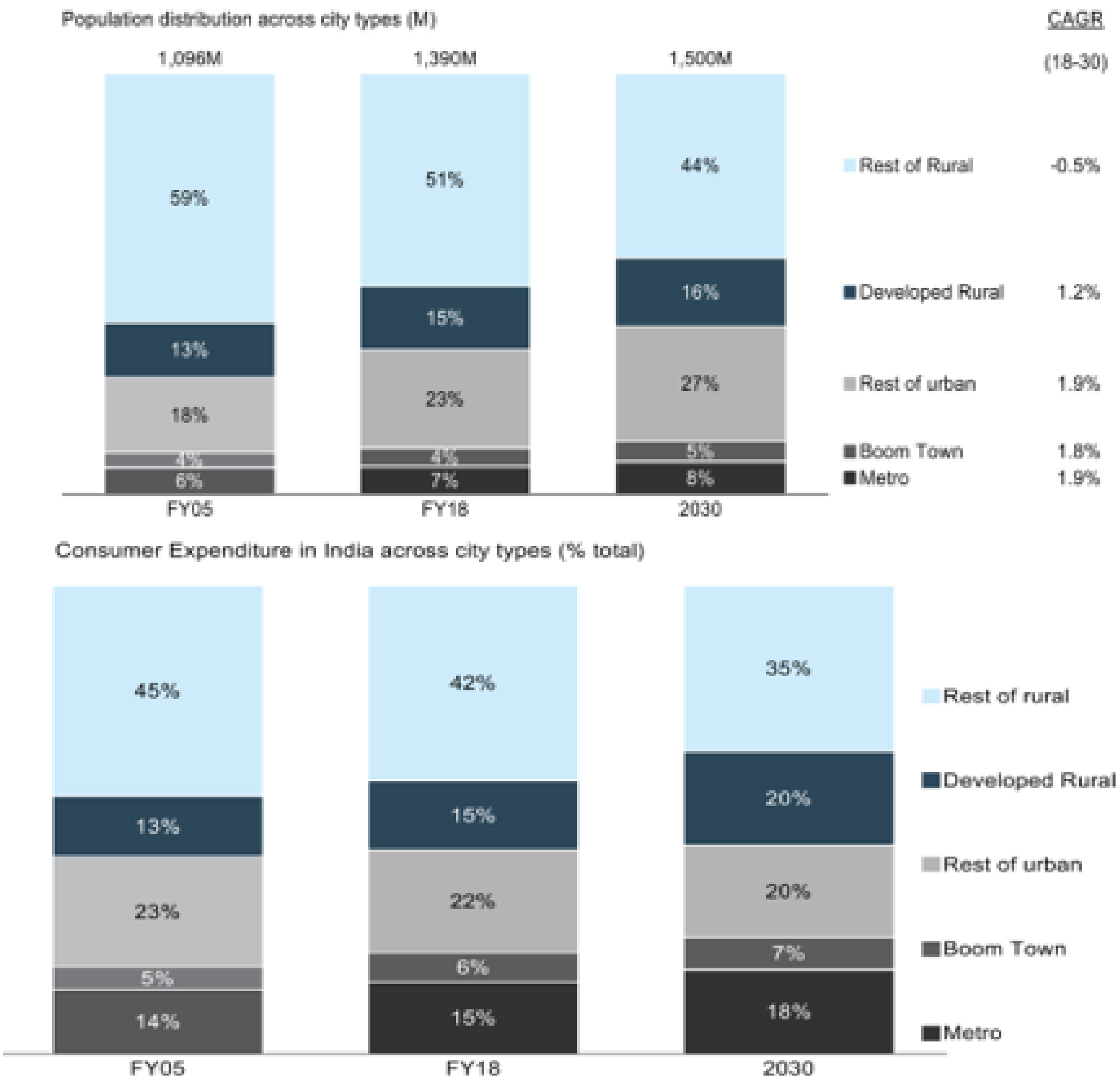


Note. The figure is sourced from NSDC (2013). The figure depicts select Indian cities with potential for wellness based on their earning and spending data.

Another way to ascertain the wellness potential for choosing cities is to observe the proportion of spending on discretionary services. Figure 3.6 taken from World Economic Forum (2019) report shows that at similar levels of income, an urban household is likely to spend twice the amount a rural household would spend on discretionary services such as appearance (personal care, apparel shopping) and fun (travel, entertainment, and leisure). Both the metro cities considered for the study are good representative of these urban households. Also, metro cities are found to consist of only 1 percent of country population, but their expenditure as customer takes up a share as big as 15 % of the total customer expenditure in India (Figure 3.6). Thus, based on population also the per capita spending of metro city dwellers is much higher than the other economic clusters, making them suitable for consideration for the present study context of discretionary service of fitness which includes commercial fitness centers.

Figure 3.6

Population and Customer Expenditure across economic clusters



Note. Figure is sourced from World Economic Forum (2019) Report.

Target/ Accessible population

The total population of the study consists of the customers of organized wellness industry of India. Taking the sampling frame, the target population of the study is confined to the organized fitness economy of two major metro cities of Mumbai and Hyderabad. Much of the fitness market in India is driven by the rise of fitness conscious urban middle class professionals residing in the metropolitan cities (Global Wellness Institute, 2019). Based on the market penetration rate of fitness segment of the Indian wellness economy as observed from Figure 3.3, the target or accessible population in the two metro cities has been ascertained as a percentage of total wellness customers in these cities (Table 3.7).

Table 3.7

Target Population

Sample segment	Market penetration	Metropolitan cities	Fitness customers
Fitness	13 %	Mumbai	1,076,102
		Hyderabad	399,084
Target/ Accessible Population for the study (Indian Organised Fitness Service Customers)			1,475,186

Sample size determination

Based on study population

Since, the population of the study is defined and unknown, sample size can be determined using Krejcie and Morgan (1970) table for defined population. At 5% margin of error, the estimated sample size corresponding to the population (> 1,00,000) for the study is 400.

Based on data analysis technique

Apart from the need for population representation, the tool and technique used for data analysis requires a minimum sample size to operate reliably. The study aims to test and establish structural relationships among the variables using structural equation modelling

(SEM) which is a specific application of confirmatory factor analysis (CFA). For testing a theoretical model using SEM, a minimum of 200 sample size is sufficient (Kline, 2016). In case of a complicated model with many constructs, (Hair et al., 2009) suggests a minimum sample size of 500 to estimate the model fit indices.

Based on observed or manifest variables

Further, based on the number of questions posed or manifest variables, Bentler and Chou (1987) prescribed a ratio of 10:1 for getting appropriate significance tests in his normal distribution theory. Since, the total manifest variables of the study equal 50, the estimated sample size for the study should be and is greater than 53 X 10 i.e., 530.

Based on free parameter estimates

The Normal Distribution Theory (NDT) stipulates a thumb rule of minimum 5 observations for every one parameter to be estimated in the model, for the estimates to be more accurate and credible (Bentler & Chou, 1987). As can be observed from Table 3.8, the number of free parameters to be estimated for the study is 119 which is a sum of the fixed parameters, factor variances and covariances. Five times these unlabelled parameters or free parameter estimates shall give an estimate of sample size which is 595 (119 x 5). The total sample size considered for the study is 732 which is greater than the lower threshold of 595.

Table 3.8

Parameter Summary

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	47	0	0	0	0	47
Labelled	0	0	0	0	0	0
Unlabelled	27	45	47	0	0	119
Total	74	45	47	0	0	166

Based on past literature

Moreover, according to Roscoe and Byars (1971), sample size larger than 30 and less than 500 are appropriate for most research. Past studies conducted on the same dependent variable of Loyalty have had a sample size ranging between 200-1750. The estimated sample size for the study falls in this range.

Sampling Procedure

Sampling Method

The sample for the study is collected using cross-sectional design using survey method

Sampling unit

The sampling unit for the study is the member of an organized fitness center located in the two metro cities of Hyderabad and Mumbai.

Inclusion criteria

The inclusion criterion for firms is restricted to commercial fitness services firms operating for at least two years in the two metro cities. The inclusion criterion for customers is restricted to those who are availing membership subscription for the last three months.

Exclusion criteria

The criteria of the fitness centers being commercial will exclude the informal and charity or free physical activity spaces inconsequential for the purpose of the study. The criteria of fitness service centers will also help in excluding the fitness related enabler segment such as fitness apps, fitness apparel, and other retail fitness products. The criteria of minimum two years of operation in the locality is considered to exclude the new fitness establishments lacking experience in the market. Membership criterion of last three months will exclude those members who do not possess a real motivation for the experience. It is indicative of consistent and regular visits of the member. These members will be able to better respond to the study variables as they are assumed to be regular and have invested in the service which is required for an accurate assessment of their experience.

Sampling technique

The study is designed to be conducted in the respondents natural setting i.e., within the fitness centers with the permission of the owners. This design is considered to ensure that the responses given by the participants are not biased and confounded by external factors of environment and time delay. This technique can be considered purposive since the customers are being approached with the judgment of them being a better representative being a fitness centre member as compared to general population. Thus, purposive sampling technique shall be used to approach the respondents. This technique shall enable a judgement-based selection of respondents wherein the respondents who are a better representative of the target population shall be considered.

Survey Instrumentation

Study variables

The study builds a theoretical framework to examine the inter-relationships among four variables namely Customer Experience (CE), Customer Satisfaction (CS), Customer Wellbeing (CW) and Customer Loyalty (CL). Customer Experience is the exogenous and latent variable consisting of sensory, affective, bodily, intellectual, social and spiritual experience dimensions. Customer Wellbeing, Customer Satisfaction and Customer Loyalty are the endogenous variables of the study wherein customer wellbeing is a second-order construct or latent variable with hedonic and eudemonic wellbeing as its dimensions.

Customer Experience Measure

Customer experience has been operationalized as a multi-dimensional construct in the study with its dimensions as sensory, affective, embodied, intellectual, social, and spiritual experience (Table 3.9). For measuring sensory, affective, embodied, and intellectual experience, Brakus et al. (2009)'s scale on brand experience is adapted to the service context. This brand experience scale has the similar operationalization of experience with the focus object of brand instead of customer in the present study and is a widely adapted scale across contexts (Gao et al., 2021; Hollebeek et al., 2014; Hwang et al., 2021; Kim et al., 2012), and thus is most suited for measuring customer experience with adaptation from the customer's perspective. Whereas for measuring social experience of the customer in the service setting, social bonding dimension of modified involvement scale from Kyle et al. (2007) has been adapted. The social bonding dimension items that have been adapted for the present study are conceptually cogent with the measure of measure social experience having strong focus on relational aspect of the service experience. For measuring spiritual experience, the INSPIRIT scale by Kass et al. (1991) has been adapted which measures spiritual experience in a wellbeing context. Thus, the second-order customer experience construct is measured using six dimensions each of which is observing three responses from the participant.

Table 3.9

Measurement items for Customer Experience

Sub-constructs	Item	Statement	Sources (Adapted from)
Sensory Experience	Sens1	This gym experience engages all my senses.	Brand Experience Scale, Brakus et. al. (2009)
	Sens2	This gym has pleasant environment.	
	Sens3	I find the interior space of this gym unappealing. (R)	
Affective Experience	Affec1	I have feelings and sentiments attached with my workout experience here.	Brand Experience Scale, Brakus et. al. (2009)
	Affec2	I have no strong emotions for this gym experience. (R)	
	Affec3	Coming to this gym is an emotional experience for me.	
Embodied Experience	Bod1	I engage in physically energizing activities during my workout here.	Brand Experience Scale, Brakus et. al. (2009)
	Bod2	My fitness experience involves intense body training.	
	Bod3	I find workout routines and charts missing in my experience here. (R)	
Intellectual Experience	Intel1	I engage in self-reflection while working out.	Brand Experience Scale, Brakus et. al. (2009)
	Intel2	My workout session makes me mindful and focused.	
	Intel3	This experience in this gym stimulates my curiosity and brings clarity.	
Social Experience	Socl1	I enjoy discussing my gym activities and progress with my friends.	Modified Involvement Scale, Social Bonding, Kyle et. al. (2007)
	Socl2	Most of my friends are physically active.	
	Socl3	This gym provides me with an opportunity to be with friends.	
Spiritual Experience	Spirit1	A nice workout makes me giving, loving, and caring throughout the day.	INSPIRIT Scale, Kass et. al. (1991)
	Spirit2	This experience is an experience of profound inner peace.	
	Spirit3	Spending time at the gym heals my body and/or mind.	

Customer Wellbeing Measure

For measuring customer wellbeing and its dimensions, the present study heeds to the guidelines of Huta and Waterman (2013) regarding the level of conceptualization. At the state level conceptualization, researchers follow Huta and Ryan (2010) for wellbeing as orientation or motive with hedonic and eudemonic motive and either Vittersø et al. (2009) with pleasure and engagement or Waterman et al. (2010) with hedonic enjoyment and personal expressiveness when operationalizing wellbeing as a feeling state outcome. The present study considers the dimensions of hedonic wellbeing as hedonic enjoyment and eudemonic wellbeing as personal expressiveness based on the operationalization of Waterman (1993) with average correlation of 0.8 (Table 3.10). The category of analysis for the construct is subjective experiences evaluated at the state level of measurement. Despite significant overlap among the two conceptions, Waterman (1993) has shown significant contrast among them with implications varying with the experience dimensions. Similarly, Lucas et al. (1996) found that the three components of subjective wellbeing measure i.e., life satisfaction, positive affect, and negative affect are fairly discriminable. Thus, it is this contrast among the close wellbeing dimensions that is of vital interest to the service researchers and the present study.

Table 3.10

Measurement items for Customer Wellbeing

Sub-constructs	Item	Statement	Sources (Adapted from)
Hedonic Wellbeing	HW1	I feel more satisfied with myself when I work on my body.	Revised PEAQ scale, Hedonic enjoyment, Waterman (1993)
	HW2	Coming to gym gives me a strong sense of enjoyment.	
	HW3	When I engage in workout sessions, I feel good about my appearance.	
	HW4	Indulging in gym activities gives me great pleasure.	
	HW5	When I engage in fitness activities, I feel a warm glow.	
	HW6	I feel happier when I maintain fit body.	
Eudemonic Wellbeing	EW1	Working out at gym makes me feel alive and vibrant.	Revised PEAQ scale, Personal Expressiveness, Waterman (1993)
	EW2	When I engage in this experience, I feel more intensely involved.	
	EW3	Working out gives me a strong sense of identity of "who I am?"	
	EW4	My fitness routine here is meaningful to me.	
	EW5	When I come here to the gym, I feel that fitness is what completes and fulfills my life.	
	EW6	I feel inner harmony and peace when engaging in thorough gym training.	

Customer Satisfaction Measure

The age old and widely used customer satisfaction measure by Fornell et al. (1996) based on expectancy-disconfirmation theory still holds reliable and valid in the service context. Also, the study considers two more items from the service satisfaction scale by Dagger and Sweeney (2006) to not to miss out on measuring any contextual assessment through service setting. Thus, the study considers four items to measure customer satisfaction on a 5-point likert scale ranging from Strongly Disagree (1) to Strongly Agree (5) (Table 3.11).

Table 3.11

Measurement items for Customer Satisfaction

Sub-constructs	Item	Statement	Sources (Adapted from)
Customer satisfaction	Sat1	Overall, I am satisfied with this fitness centre and the service it provides.	Services Satisfaction, Dagger and Sweeny (2006)
	Sat2	I feel satisfied that the service outcomes are the best that can be achieved.	
	Sat3	My workout progress in this gym is satisfying.	ASCI Customer Satisfaction Scale, Fornell et. al. (1996)
	Sat4	This gym has exceeded my service expectations.	

Customer Loyalty Measure

While studies even use a single item to measure loyalty, the present study considers the all the possible manifestations of loyal attitude and intent through the ten-item multidimensional scale used by Oliver (2010) and Keh and Lee (2006). These dimensions are repeat purchase intention, self-stated retention, price insensitivity, commitment to centre, and word-of-mouth. Each of these dimensions are measured on two items using 5-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5) (Table 3.12). The study adapts this multi-dimensional scale on the call of Mittal et al. (2022) who in their meta-analysis of customer satisfaction consequents argue for the use of multiple outcomes and measures due to varying contextual relevance of different measures.

Table 3.12

Measurement items for Customer Loyalty

Sub-constructs	Item	Statement	Sources (Adapted from)
Customer Loyalty	L1	I am likely to renew my membership to this fitness centre.	Repeat Purchase Intention, Keh and Lee (2006)
	L2	I will come to this gym as often as I can.	
	L3	I will not go to any other fitness centre.	Self-stated Retention, Keh and Lee (2006)
	L4	This gym will always be my first choice for workout.	
	L5	I will remain a member of this gym even if member fee is slightly increased.	Price Insensitivity, Keh and Lee (2006)
	L6	I would switch to a competing gym that offers a better price. (R)	
	L7	I will switch to a competing gym if I face problem with the services here. (R)	Commitment to centre, Keh and Lee (2006)
	L8	I would stand by this gym even if its service drops sometimes.	
	L9	I would highly recommend this fitness centre to my friends and family.	Word-of-Mouth, Keh and Lee (2006)
	L10	I would say positive things about this gym to other people.	

Measuring Moderators

The present study considers two moderators, Experience buying tendency and Customer engagement. Experience buying tendency of the respondent is measured using four item scale given by Howell et al. (2012) with two of them being reverse coded on a 7-point semantic differential scale ranging from “Not at all” on one extreme to “A great deal” on the other (Table 3.13).

Table 3.13

Measurement items for Experience Buying Tendency

Sub-constructs	Item	Statement	Sources (Adapted from)
Experience Buying Tendency	EBTS1	In general, when I have more (extra) money, I am likely to buy material item/life experience	Experience Buying Tendency Scale, Howell et al (2012)
	EBTS2	When I want to be happy, I am more likely to spend my money on material goods/ activities and events	
	EBTS3	Some people generally spend their money on a lot of different life experiences (e.g., eating out, going to a concert, traveling, etc.). They go about enjoying their life by taking part in daily activities they personally encounter and live through. To what extent do you think you belong to this group?	
	EBTS4	Some people generally spend their money on a lot of material goods and products (e.g., jewelry, clothing). They go about enjoying their life by buying physical objects that they can keep in their possession. To what extent do you think you belong to this group? (R)	

For measuring customer engagement, items from different dimensions of customer engagement scale given by Vivek et al. (2012) are adapted in order to find a measure closely representing the operational definition of engagement variable used in the study (Table 3.14). The first two items are taken from the enthusiasm dimension, the second two items are taken from the conscious participation dimension, and the last item is adapted from the social interaction dimension of the customer engagement scale.

Table 3.14

Measurement items for Customer Engagement

Sub-constructs	Item	Statement	Sources (Adapted from)
Customer Engagement	CE1	Fitness is an important part of my life.	Customer Engagement Scale, Enthusiasm, Vivek et al. (2012)
	CE2	I spend a lot of my discretionary time on keeping myself fit.	
	CE3	I am heavily into fitness.	Customer Engagement Scale, Conscious Participation, Vivek et al. (2012)
	CE4	I keep up with things related to fitness.	
	CE5	I love going to gym with my friends.	Customer Engagement Scale, Social Interaction, Vivek et al. (2012)

Measuring Control variables

Customer mood is measured using the two-item mood scale given by Hellén and Sääksjärvi (2011) on a 5-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5) (Table 3.12). For measuring Trait level happiness, two of the Lyubomirsky and Lepper (1999) four item scale is adapted considering parsimony (Table 3.15). The items were measured on a 7-point semantic differential scale with very happy on one end and less happy on the other.

Table 3.15

Measurement items for Control Variables

Sub-constructs	Item	Statement	Sources (Adapted from)
Customer Mood	Mood1	For some reason I am not very comfortable right now. (R)	Hellen and Sääksjärvi (2011)
	Mood2	Currently, I am in a good mood.	
Trait level Happiness	TH1	Generally, I am not a very happy/ a very happy person.	Lyubomirsky and Lepper (1999)
	TH2	Compared to most of my peers i.e., colleagues, friends and relatives, I consider myself less happy/ very happy.	

Measuring Marker variable

Marker variable has been used in the study to prevent, identify, and consider the extent of common method variance in the responses. Choosing a good marker variable is crucial (Simmering et al., 2015), and thus based on prior study using marker in a similar context (Hansen, 2012), the present study adapts 'web use' as a marker variable for examining common method variance. The three items are measured on a 7-point semantic differential scale with low tendency on one end and high tendency on the other end (Table 3.16).

Table 3.16

Measurement items for Marker Variable

Sub-constructs	Item	Statement	Sources (Adapted from)
Web Use Propensity for financial information	MV1	Tendency to use web when searching for financial information in general	Hansen (2012)
	MV2	Tendency to use web when searching for financial information when need arises such as housing loans, health insurance etc.	

Sub-constructs	Item	Statement	Sources (Adapted from)
	MV3	Tendency to use web when searching for information that compares financial services on interest rates, risk, returns etc.	

Questionnaire Design

It is crucial to look at the ethical and technical considerations before designing a questionnaire so as to prevent the various response and method biases introduced in the data as a result of design.

Ethical Considerations

The anonymity of the responses has been maintained by not asking any identity related questions such as name, organization name, fitness centre name, email-id, or IP address. It is made sure that the participants understand the purpose for which their responses are being collected that is for academic use. Informed consent of customers is established in person. For providing a way for the respondents to reach out for any comment, feedback, or enquiry, researcher's email id is provided.

Technical Considerations

The study has considered including relevant covariates in the study to control for confounding influences. For controlling response and method biases, the study has taken preventive measures such as using reverse coded items, randomizing the order of items, using likert scales with different points, using marker variable etc.

Pretesting

For ensuring that the respondents are understanding the items accurately and to identify the items that are ridden with issues such as double meaning, confusing wording, redundancy, or incomprehensible, the questionnaire is subjected to pre-testing first before pilot study. Scholars of marketing domain are considered to be a good judge of the questionnaire with items on customer behavior. Based on pre-testing responses from these experts, the questionnaire is readjusted for final data collection.

Data Analysis Tools and Procedure

Examining raw data – Exploratory and descriptive analysis using SPSS

It is crucial to conduct data examination before proceeding to further statistical analysis (Hair et al. 2010). After the collection of survey data, the data is entered case by case into a worksheet. For this purpose, SPSS (Statistical Package for Social Sciences) version 26 was used to examine the data. For preliminary analysis such as data cleaning and preparation, SPSS provides descriptive data results such as frequencies, means, standard deviations, skewness, kurtosis etc. Also, the missing values and outliers can be explored and screened at this stage for identifying data distribution and confirming multivariate assumptions for conducting further analysis. Demographic analysis using frequency tables and cross tabulations is also conducted at this stage to understand potential influences of demographics such as gender, age, income etc.

Reducing data – Factor Analysis i.e., EFA, CFA using SPSS and AMOS

Since large data is observed and collected to assess relevant theoretical concepts, a factor analysis such as EFA or CFA is needed to reduce the data. Factor analysis is a data reduction technique which helps in systematically ordering and grouping large number of inter-correlated measures into abstract factors open to assignment of theoretical meaning (Ho 2006). This interdependence multivariate analysis helps in identifying a parsimonious arrangement of observations in order to generate the most meaningful factors with least loss of information (Raven 1990). While exploratory factor analysis (EFA) is used when no prior information on correlation of observations is known or when the known correlational understanding is believed to not stand under contextual influences as often is the case in social sciences, confirmatory factor analysis (CFA) is used only when the researcher has complete information through previous research on the factors that the items will generate and is interested only, as the name suggests, in confirming his measurement model.

While EFA generates a set of factors which can be further considered to analyze the data, CFA confirms a given factor structure through various model fit indices representing the statistical deviance of observed covariance matrix from the estimated covariance matrix. SPSS is used to conduct EFA and then CFA is conducted using AMOS (Analysis of Moment Structure) version 21. The factors generated by EFA are considered in confirming the measurement model in CFA. The measurement model confirmed by CFA is examined for fit, reliability, and validity and then is considered for examining structural model.

Identifying Common method variance – Common Marker Variable Technique

CFA marker variable technique uses five CFA models at various levels of constraints to identify the presence and extent of common method variance in the data. The first model is the CFA with marker model which is nothing but the respecified first-order measurement model taken along with the marker variable. The second model is the baseline model wherein the parameters related to marker variable are assigned values based on the first model results and covariances are set to 0 to obtain the model fit indices. Method-C i.e. constrained model is the third model which indicates the presence of common method bias by constaring the substantive item-factor loadings from the marker variable to be equal. The fourth model of Method-U i.e. unconstrained model examines whether the existing common method bias influences all the indicators equally. It is unconstrained in the sense that all the constrains on the regression paths from marker variable to substantive are removed from the Method- C model. Method-R i.e. the restricted model is the fifth model that finds out if the common method bias skews the relationship between substantive variables. It is built on either method-C or method-U model whichever has a better model fit. This model is restricted as the substantive factor covariances are fixed to their baseline values. The study shall use AMOS (Analysis of Moment Structure) version 21 to use this CMV technique.

Establishing theoretical relationships – CB-SEM using AMOS

Structure Equation Modelling (SEM) examines the theoretical model by building dependence relationships among the measured latent constructs validated by CFA and thus is the next step to the correlation focused interdependent technique of CFA. It is a two-step process examining the measurement model through CFA as its first step and the structural or theoretical model in the second step. Overall, SEM is conducted in six stages, with first four stages of defining individual constructs, developing the measurement model, designing model for empirical results, assessing validity of measurement model as part of CFA, and the remaining two stages of specifying and assessing the validity of structural model (Hair et al 2014). For conducting both the steps of SEM, AMOS software is used.

Testing hypothesized relationships – Conditional Process Analysis using Process Macro

For testing dependence relationships among latent constructs, AMOS is preferred to calculate regression estimates for the structural model. However, for complex conditional processes such as mediation, moderation, moderated mediation etc., Process Macro provides more comprehensible results. Since the results of ML based and OLS based regression models produce similar result when the multivariate assumptions are sufficiently satisfied, it is expected that Process Macro is an effective tool to examine conditional effects.

Chapter Summary

The present chapter presented the research methodology and design of the study. The various decisions taken at each step of designing the study right from the research philosophy guiding inherent assumptions, to the design of various research components such as population, sample, instrument, and data processing tools etc. has been discussed in detail along with valid justifications for taking such decisions. The discussion of research orientation included details of the nature and type of research and its ontological and epistemological position. The context of the study was presented at the global and national economic level and the specific sub-context chosen for the study was discussed with appropriate justifications using secondary sources. The research population included a number of decisions and their justifications for total population, target population based on sampling frames, and sample size determination for the study. The sampling decisions regarding method, unit, and technique along with the inclusion and exclusion criteria defining the scope of the study has been provided. In the survey instrument heading, the various measures used for the study are provided and the considerations for the robust questionnaire design has been discussed. In the final stage of data processing and analysis, the various techniques and tools to be used for data analysis are discussed in detail.

Chapter 4

DATA ANALYSIS AND RESULTS

Chapter Introduction

This section presents the results of the data analysis conducted to examine the research hypothesis. The sections begins with the description of the raw data collected using survey questionnaires after applying data screening and data purification procedures. After describing the data, a demographic segmentation of the data is presented through frequency tables. Pilot data results are then discussed followed by the main study results. Factor analysis to arrive at the conceptualised factors was conducted and then the first-order measurement model was confirmed using the first stage of SEM i.e., CFA. Second-order constructs and model were then examined for model fit and validity. Likelihood ratio tests were conducted to consider the more parsimonoius and effective measurement model. After ruling out method bias using common marker variable technique, the structural model was then assessed in the second stage SEM. Finally, conditional process analysis was conducted to examine complex indirect effects of the research model. Relevant model indices, relaibility and validity results for all these analysis are reported with tables and figures.

Data collection and preparation

The first stage of data collection started with pretesting of the survey instrument. Pretesting is a technique that helps in proactively identifying reliability and validity issues in the survey instrument (Brace, 2008). Thirty eight scholars were approached (Age_{mean}(s.d.) = 28.46 (3.66), 64% male and 36% female, 82% doctoral and 15% post-doctoral scholars), out of which twenty-nine of them responded on the questionnaire design elements such as duration, word length, double-barreled questions, item ambiguity, item redundancy etc. Two of the pretested questionnaires were returned significantly incomplete with missing values > 5%, which were then not included in analysing pretest data. Thus, the survey questionnaire was revised considering the twenty seven scholars' inputs in order to render face and content validity to the measures (Table 4.1).

Table 4.1

Data Collection results

No. of responses	Pretest	Pilot	After pilot	Final dataset
Approached	38	342	423	732
Received	29	336	415	676
Discarded (Missing > 30%)	2	48	113	161
Discarded (Outliers)	0	8	29	37
Total	27	279	273	552

After pretesting face and concept validity, a pilot study was conducted in one of the study region i.e. Hyderabad to obtain a preliminary understanding of the sample characteristics, respose rate, reliability of measures etc. Three hundred and forty two members in sixteen fitness centers across five suburbs were approached in person with a request to fill the survey questionnaire (Table 4.1), out of which three hundred and thirty six members accepted to participate and took the survey. After discarding forty-eight questionnaires on account of incompleteness (missing value > 5 %) and eight questionnaires on account of outliers (using Mahalanobis $D^2/df > 4$), finally two hundred and seventy nine responses were retained for pilot data analysis (Table 4.1). Since, the data was collected in-person using purposive sampling, the respondents considered filling the survey on approaching, thus, the response rate was almost 100% (336/342 i.e. 98%). However final responses retained were relatively lower (279/342 i.e., 81%), due to large number of incomplete responses.

The next phase of data collection was conducted in fifteen fitness centers across six municipalities in the second region of the study i.e. Mumbai (Table 4.2). Four hundred and twenty three members were approached for purposive data collection in these centres, as around four hundred respondents were needed to meet the sample size criteria for the study. Out of these 423 respondents, 415 respondents agreed to participate in the study. After 113 incomplete responses being excluded due to incompleteness (missing values > 5%) and 29 responses excluded due to presence of outliers (based on mahalanobis threshold of $D^2/df > 4$), 273 responses were finally retained for the study (Table 4.1).

Thus, overall 732 members of 31 fitness centres were appraoched across five suburbs and six municipalities of the two tier-1 study regions to receive 676 informed responses with 161 incomplete responses and 37 outlier resposes. Finally, 522 valid responses form part of the main study dataset. Missing value analysis of this final dataset did not find missing values to be more than 5%, both case-wise and list-wise. This may be because 161 cases having missing values > 30% were already excluded at an earlier stage of data purification. Thus, interpreting this result as a case of values missing at random (MAR), mean substitution method was used to assign values to the missing values less than 5%.

Table 4.2

Sample segmentation across study region and fitness centers

Geographic region/ City	Suburb/ Municipality	Fitness center	No. of respondents
Hyderabad (Pilot data)	Gachibowli	Iron Gym	14
		Infinity Gym	23
		Target Fitness	19
	Kondapur	Redefine Fitness	25
		Prime Fitness	20
		Vintage Fitness	26
		Rainbow Fitness Studio	11
		SKF Fitness Studio	12
	Miyapur - Madeenaguda	Creed Fitness	28
		Hustle Fit	11
		Real Fitness	26
		Fitmax	21
	Kukatpally	Pledge Fitness	30
		Sai Kalyan Fitness Studio	24
	Serilingampally - Nalagandala	Abraham’s Cardio gym	20
		Seventy7 Fitness	26
		Total	336
Mumbai	Virar	Global Fitness	32
		The fitness empire	26
		Xtreme fitness	23
		Metafit	26
		Reshape me	31
	Nalasopara	The fitness house	14
		Powerhouse Fitness	33
	Vasai	Gymzilla	35
		JFitness	21
		Waltz fitness	34
	Mira Road	Life fitness first gym	28
		Pulse fitness studio	33
	Borivali	J9 Fitness	25
		Perfect Fitness center	36
	Vashi	Fitfuel	18
		Total	415

Data Description

Combining the pilot data collected in phase 1 from Hyderabad region and further data collected in phase 2 from Mumbai, the final dataset consisted of five hundred fifty two valid responses. A description of mean values, standard deviation, and range on each of the study variables has been provided in Table 4.3. Since the data taken from two diferrent regions is combined, Levene test was carried out to examine the equality of error variances across the demographic groupings (Table 4.4). The results indicated significant homogeneity despite two cities of data collection except in the case of loyalty variable.

Table 4.3

Descriptive statistics of study variables

Variables	N	Minimum	Maximum	Mean	Std. deviation
Experience	552	3	5	4.20	.363
Wellbeing	552	2	5	4.30	.456
Hedonic wellbeing	552	2	5	4.26	.564
Eudemonic wellbeing	552	2	5	4.35	.501
Satisfaction	552	3	5	4.21	.554
Loyalty	552	2	5	3.98	.492
EBTS	552	1	7	5.05	1.126
Engagement	552	1	5	3.98	.584
Mood	552	2	5	4.10	.655
Trait Happiness	552	1	7	5.61	1.071
Marker	552	1	7	3.96	1.623

Table 4.4

Test of Homoscedasticity

Variable	Gender		Age		Education		Occupation		Income		Subscription		Member type		Service frequency		City	
	Levene statistic	Sig.	Levene statistic	Sig.	Levene statistic	Sig.	Levene statistic	Sig.	Levene statistic	Sig.	Levene statistic	Sig.	Levene statistic	Sig.	Levene statistic	Sig.	Levene statistic	Sig.
Experience	.865	.353	1.062	.375	.980	.418	1.281	.257	.404	.900	.017	.898	1.078	.300	1.665	.115	.250	.617
Wellbeing	.635	.426	1.432	.222	1.139	.337	.917	.493	1.148	.331	.001	.980	.551	.458	1.026	.412	.047	.829
Satisfaction	.433	.511	1.533	.191	.930	.446	1.058	.390	1.086	.371	.494	.482	.490	.484	.321	.944	1.518	.218
Loyalty	1.857	.174	1.406	.231	.360	.837	1.371	.215	1.122	.347	.104	.747	1.322	.251	1.066	.384	4.389	.037*

*sig. = significance at 0.05

Demographic description

The respondents were almost equally distributed across the two Tier I cities considered for the study namely Hyderabad and Mumbai, with 50.5% repondents from Hyderabad and 49.5% respondents from Mumbai. As can be observed from Table 4.5, majority of the study respondents were male i.e., 69.6%. This is very much in line with the reality of relative male orientation towards organised physical activities of gym training (Contractor & Rasquinha, 2023; Craig & Liberti, 2007). Typical age reported by the study participants falls in the range of 30-39 years followed by 20-29 years. While the working population in the early 30's have been found to be focused on fitness with onset of age-related health concerns, with the growing awareness of fitness and gyms and rising earnings of younger job holders in the Tier I cities, the 20s age range men are also joining their elder counterparts in joining these centers.

Most of the study respondents have graduate (61.8%) and post-graduate degree (25.4%) consistent with their age-range of early work-life stage i.e. 20-29 years and 30-39 years, predominantly in the private sector (51.8 %). However, even students belonging to 20-29 years age range comprise around 16.5 % of the respondents. While 18.3 % of the respondentd chose not to disclose their income and another 5.4% not earning at the time, mostly students, majority of the respondents reported their average monthly income in the range of 20-40k (25.4%), followed by 40-60k (13.8%) in INR. Another fraction of respondents reported below 20k as their income range (13.9%), however, it seems plausible for the category to be confounded by the reporting of students (16.5%). While majority of respondents reporting working in the private sector, only around 9% of them have their membership sponsored or reimbursed by their firms, with the rest (around 90%) paying for their gym subscription.

While the initial survey included a question on membership as the exclusion criteria, pretest results revealed that everyone joining a gym takes the membership plan with the first month being the trial period. Thus, the question was reframed to ask membership or service duration. The average duration in gym is around 9 months with a standard deviation of about 11 months. The minimum duration reported is 2 months, whereas the maximum duration in the gym is reported to be 84 months or 7 years. Further, the service duration variable was transformed into a non-metric variable with categories representing new and old members of the centre. The new members' service duration was set to be less than or equal to 3 months while the rest were assigned to be old members. Thirty six (36%) of the respondents had joined the centre in the last 3 months whereas about 52% were the old members of the gym. In terms of regularity of service, around 15% of the respondents came less frequently to the center (0-3 days in a week) as compared to the majority of regular respondents (about 72%) coming for 4, 5, or even six days in a week. Also, there were respondents who reported coming on all seven days of the week (about 5%).

Thus, an average respondent of this study can be a graduate male in the age range of 20-39 years working for a private firm with an average monthly income of 20-60 k. Residing in either of the cities, this respondent can most likely be an old member with around 9 months with his fitness center where he usually goes for 4-6 days in a week and is a regular.

Table 4.5

Frequency distribution of demographic variables

Demographic characteristic	Frequency	Percentage (%)
Gender		
Male	384	69.6
Female	166	30.1
Missing	2	0.4
Total	552	100

Demographic characteristic	Frequency	Percentage (%)
Age		
20 years and below	44	8.0
20-29 years	187	33.9
30-39 years	218	39.5
40-49 years	83	15.0
50 years and above	17	3.1
Missing	3	.5
Total	552	100.0
Education		
12th and below	42	7.6
Graduate/Bachelors	341	61.8
Post Graduate/ Masters	140	25.4
Doctorate/PhD	9	1.6
Other	4	.7
Missing	16	2.9
Total	552	100.0
Occupation		
Business Owner	44	8.0
Self-employed	64	11.6
Homemaker	15	2.7
Retired	9	1.6
Govt. Employee	11	2.0
Student	91	16.5
Private Employee	286	51.8
Other	25	4.5
Missing	7	1.3
Total	552	100.0
Income		
Below 20k	77	13.9
20k to 40k	140	25.4
40k to 60k	76	13.8
60k to 80k	40	7.2
80k to 100k	24	4.3
100k and above	38	6.9
Do not wish to disclose	101	18.3
Does not apply	30	5.4
Missing	26	4.7
Total	552	100.0
Service Membership		
Self-paid	500	90.6
Paid by firm	48	8.7
Missing	4	.7

Demographic characteristic	Frequency	Percentage (%)
Total	552	100.0
Service Duration	Mean = 9.24; SD = 11.924; Range = (2, 84)	
Old member (> 3 months)	289	52.4
New member (<= 3 months)	203	36.8
Missing	60	10.9
Total	552	100.0
Service Frequency		
0 days last week	9	1.6
1-day last week	9	1.6
2 days last week	31	5.6
3 days last week	30	5.4
4 days last week	146	26.4
5 days last week	120	21.7
6 days last week	133	24.1
Every day in week	26	4.7
Missing	48	8.7
Total	552	100.0
Geographic Region/ City		
Hyderabad	279	50.5
Mumbai	273	49.5
Total	552	100.0

Demographic Analysis

One-way ANOVA is conducted to examine the demographic differences in terms of survey responses to study variables. In case of significant difference in responses among the demographic groups, further univariate t test results are examined to draw relevant inferences. There is no significant difference observed in the responses of participants groups based on different demographic variables such as age, gender, education , occupation, income and city of residence. However, the time spent with service in terms of service duration and frequency did show significant differences between the groups’ responses to wellbeing related questions.

Differences based on Service duration. Time spent with the service was recorded in months and partcipants having less than one month of prior service avalied were excluded from the study. The members having less than 3 months of prior service availed were classified as new members whereas the rest of the members were considered as old members of the service. As can be observed from the ANOVA results in Table 4.6, there is a significant difference in these groups' responses to statements on hedonic wellbeing ($F= 5.556$, $p< 0.05$), whereas the responses to eudemonic wellbeing statements did not differ significantly between the groups ($F= 1.882$, $p = 0.171$). Further examination using t-test results show that the new members of the service are reporting greater hedonic wellbeing than their older counterparts ($Mean_{new} = 4.34 > Mean_{old} = 4.22$) as can be observed from Table 4.7.

Table 4.6

Differences in wellbeing based on service duration

ANOVA						
		Sum of squares	df	Mean square	F	Sig.
HW	Between groups	1.709	1	1.709	5.556	.019
	Within groups	150.674	490	.307		
	Total	152.383	491			
EW	Between groups	.476	1	.476	1.882	.171
	Within groups	123.917	490	.253		
	Total	124.393	491			

Table 4.7

Differences in wellbeing based on service duration

Group statistics					
	Member type	N	Mean	Std. deviation	Std. error mean
HW	Old member	289	4.22	.575	.034
	New member	203	4.34	.524	.037
EW	Old member	289	4.38	.486	.029
	New member	203	4.31	.526	.037

Differences based on Service frequency. Members' frequency of availing the service is assessed through the number of days spent in the service by the member in the previous week for a reliable recall. Three or less than 3 days in a week is classified as an irregular member while more than 3 days visit in the previous week is classified as indicating regular visits. As can be observed from the ANOVA results in Table 4.8, there is a significant difference in these groups' responses to statements on eudemonic wellbeing ($F= 4.579$, $p< 0.05$), whereas the responses to hedonic wellbeing statements did not differ significantly between the groups ($F= 2.981$, $p = 0.085$). Further examination using t-test results show that the regular members of the service are reporting greater eudemonic wellbeing than their less frequent counterparts ($Mean_{new} = 4.37 > Mean_{old} = 4.24$) as can be observed from Table 4.9.

Table 4.8

Differences in wellbeing based on service frequency

ANOVA						
		Sum of squares	df	Mean square	F	Sig.
HW	Between groups	.942	1	.942	2.981	.085
	Within groups	158.716	502	.316		
	Total	159.658	503			
EW	Between groups	1.143	1	1.143	4.579	.033
	Within groups	125.367	502	.250		
	Total	126.511	503			

Table 4.9

Differences in wellbeing based on service frequency

Group statistics					
	Member type	N	Mean	Std. deviation	Std. error mean
HW	Irregulars	79	4.16	.560	.063
	Regulars	425	4.28	.563	.027
EW	Irregulars	79	4.24	.474	.053
	Regulars	425	4.37	.504	.024

Pilot Data Analysis

The survey instrument is the foundation for all the successive analysis and results. It is of utmost importance to determine the internal consistency of the questionnaire developed using adapted scales (Revicki, 2014). A pilot test was conducted with the purpose to examine the reliability of the survey instrument before conducting the complete study. Such reliability assessement at the pilot stage can help in identifying potential procedural inconsistencies and bias in the instrument. With the 279 valid responses obtained at the pilot stage, reliability assessment was done on the survey instrument consisting of 60 items. The result indicates good overall reliability of the survey with chronbach alpha value ($\alpha = 0.896$) greater than the threshold value of 0.7 suggested by (Hair et al., 2007).

Further, split-half reliability test was also conducted to examine the internal consistency of the survey instrument. The questionnaire items were divided into two halves of thirty observations each based on odd-even method, which were then compared for similarity of true scores and error variances. As can be seen from Table 4.10, all the reliability coefficients are more than the threshold value of 0.7, thus indicating a reliable survey instrument for further data collection.

Table 4.10

Relibility Statistics of Pilot data

Cronbach's alpha	Part 1	Value	.796
		N of items	30[a]
	Part 2	Value	.810
		N of items	30[b]
	Total N of items		60
Correlation between forms			.877
Spearman-Brown coefficient	Equal length		.935
	Unequal length		.935
Guttman split-half coefficient			.933

[a] The items are: SensExp_1, SensExp_3, AffecExp_2, BodExp_1, BodExp_3, IntelExp_2, SoclExp_1, SoclExp_3, SpiritExp_2, Sat_1, Sat_3, HW_1, HW_3, HW_5, EW_1, EW_3, EW_5, CE_1, CE_3, CE_5, MV_2, EBTS_1, EBTS_3, Loyalty_1, Loyalty_3, Loyalty_5, Loyalty_7, Loyalty_9, TrtHapp_1, Mood_1.

[b] The items are: SensExp_2, AffecExp_1, AffecExp_3, BodExp_2, IntelExp_1, IntelExp_3, SoclExp_2, SpiritExp_1, SpiritExp_3, Sat_2, Sat_4, HW_2, HW_4, HW_6, EW_2, EW_4, EW_6, CE_2, CE_4, MV_1, MV_3, EBTS_2, EBTS_4, Loyalty_2, Loyalty_4, Loyalty_6, Loyalty_8, Loyalty_10, TrtHapp_2, Mood_2.

Data reduction using Exploratory Factor Analysis (EFA)

After obtaining reliable survey instrument in the pilot data stage, further data was collected in stage 2 and screened for missing values > 30% and outliers ($D^2/df > 4$) to add 273 valid responses to the study and arrive at the final dataset of 522 valid responses. The overall reliability statistic for the instrument with this entire study data came out to be good ($\alpha = 0.896$), greater than 0.7 threshold value.

After data collection and preparation, the immediate next step for the study is aimed at understanding the underlying patterns and relationships of the observed dataset. The large number of responses collected on observations of theoretical interest need to be summarized and reduced for finding highly correlated observations converging into theoretically meaningful factors. Exploratory factor analysis (EFA) is the interdependence technique which assesses the correlational patterns in the data and condenses the correlated observations into more parsinomious and effective groupings known as factors. It is used when the researcher has little idea of the underlying patterns in the dataset and wishes to explore the data.

Rationale for conducting EFA

The present study adapts the scales from relevant literature and there is prior understanding of the potential pattern structure and variables hidden in the dataset. However, before proceeding with further analysis, it is crucial to explore the factors due to contextual influences of the population and study environment used in the study which is different from the western contexts. Due to such influences, many correlations initially supposed to be thoretically present may not hold, while new associations and patterns might be exhibited unique to the study poulation and context. Thus, the study considers to conduct EFA to arrive at the factors reflective of the study observations.

Assumptions of Factor Analysis

For performing Exploratory Factor Analysis, it is important to satisfy three basic assumptions regarding the strength and relevance of the expected correlational structure.

Strong conceptual background

The study proposes a theoretical framework and uses adapted scales from relevant literature to measure the study variables. Using pilot data, the responses on these theoretical scales are tested for reliability, which has shown overall good reliability (Table 4.10). Thus, there is strong correlational structure expected in the data based on the adapted scales.

Adequate Sample size

The minimum threshold for sample size adequacy lies at 5 observations for each factor expected to emerge (Hair et al., 2014). The study sample size is above this threshold with 552 sampling units for 60 variables. Further, based on Kaiser (1970)'s characterization of acceptable thresholds, KMO measure of sample adequacy for conducting factor analysis greater than or equal to 0.5 is satisfactory, between 0.5 and 0.7 is average, between 0.7 and 0.8 is satisfactory, between 0.8 and 0.9 is great, and more than .9 is excellent. The study reports adequate sample size for this purpose with the KMO measure = 0.889, which can be considerd great (Table 4.11).

Sufficient inter-correlations

The third assumption to be met before conducting EFA is that of sufficient inter-correlations among the observations. Bartlett’s test of sphericity tests for the significance of the presence of correlations, even if among some and not all of the observations. The results report statistical significance at 0.01 level (Table 4.11), thus indicating the appropriateness of EFA for the data.

Table 4.11

Factor analysis assumption tests

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy		.889
Bartlett's Test of sphericity	Approx. Chi-Square	13028.265
	df	1770
	Sig.	.000

Steps in Exploratory Factor Analysis

Factor Extraction Method

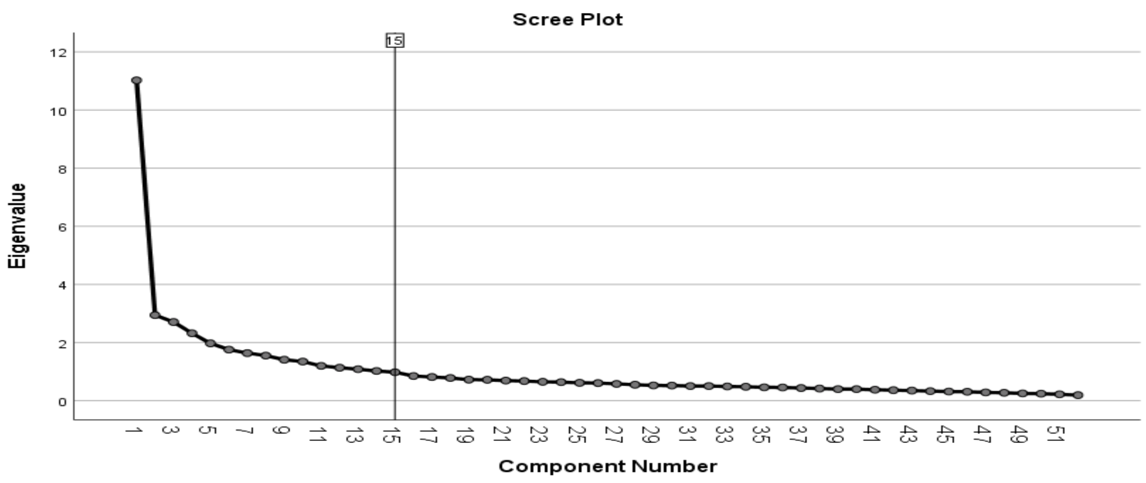
The study considers component factor analysis as the appropriate method for extracting factors. Component factor analysis, also known as Principal component analysis (PCA) focuses on explaining maximum total variance in the initial observations using minimum number of factors or components. Thus, the method is a step ahead of common factor analysis method which focuses solely on common variance and is more restrictive with little understanding of specific and error variance.

Factor Extraction Criteria

Determining the number of factors to extract can be be based on multiple criteria. The study uses latent root criterion which entails that for any factor to be retained in the study it should explain variance of at least one variable. Thus, only those factors are retained that contribute variance of more than 1 to the total eigen value. Factors having eigen values less than 1 are not considerd. Another way to determine stopping criteria for factoring is to examine the scree plot at the inflexion point. The number of components till the inflexion point are considered for extraction the maximum covariance structure. The study finds 15 components till the inflexion point of the scree plot (Fig. 4.1). Also, while initial EFA resulted in 14 factors with eigen values strictly greater than 1 explaining 63 percent of total variance, one more factor was extracted by giving instruction for 15 factors to be extracted as suggested by Hair et al. (2014) and though this fifteenth factor had eigen value slightly less than 1 i.e. .984, after factor rotation it was greater than 1, and the total variance explained by 15 factors were 65 perecnt which is a more parsimonious factor structure (Table 4.14). Thus, 15 factors were extracted in the study.

Figure 4.1.

Scree plot



Factor Rotation Method

Factors are rotated to improve the interpretation of the structure by simplyfying the factor loading distribution and minimizing the ambiguities. Two main factor rotation methods are orthogonal and oblique. While orthogonal method maintains a 90 degree axis in its rotation, oblique rotation method has no such restriction and thus is more closer to the correlational nature of data. Out of the orthogonal methods for rotating the factors, varimax rotation is typically considered which gives a clear separation to the factors by maximizing or minimizing the loadings towards 0 or 1 and minimizing cross-loadings to more parsimoniously distribute the variances on to the factors. The study chooses varimax rotation method to arrive at a meaningful factor matrix as it has been found to be relatively more invariant and successful in arriving at uncorrelated measures thorugh data reduction for futher analysis (Finch, 2006).

Rotated Factor Matrix Interpretation

After obtatining the rotated component matrix based on varimax rotation method, the next step is to interpret the matrix and examine insignificant and cross-loadings to finalise the pattern based on theoretical structure and label the factors.

Identifying significant Factor loadings. A factor loading greater than 0.5 is generally considered good for practically significant interpretation. Thus, using this threshold, the study suppresses the factor loadings below 0.5 to get a clearer interpretation of the factor matrix. Only loadings greater than 0.5 are shown in the rotated component matrix (Table 4.12).

Table 4.12

Rotated Component Matrix

	Sens.	Affec.	Bod.	Intel.	Socl.	Spirit.	EBTS	Mood
Sens1	.673							
Sens2	.662							
Sens3	.634							
Affec1		.731						
Affec2		.783						
Affec3		.726						
Bod1			.543					
Bod2			.700					
Bod3			.726					
Intel1				.703				
Intel2				.699				
Intel3				.682				
Socl1					.644			
Socl2					.805			
Socl3					.612			
Spirit1						.567		
Spirit2						.721		
Spirit3						.761		
EBTS1							.776	
EBTS2							.787	
EBTS3							.755	
Mood1								.752
Mood2								.797
	Sats.	HW	EW	CE	Loyal.	T_H	MV	
Sat1	.642							
Sat2	.694							
Sat3	.680							
Sat4	.631							
HW1		.723						
HW2		.797						
HW3		.748						
HW4		.716						
HW5		.661						
HW6		.773						
EW2			.741					
EW3			.647					

	Sens.	Affec.	Bod.	Intel.	Socl.	Spirit.	EBTS	Mood
EW4			.677					
EW5			.699					
EW6			.615					
CE1				.507				
CE2				.787				
CE3				.797				
CE4				.722				
Loyal1					.662			
Loyal2					.639			
Loyal3					.617			
Loyal4					.673			
Loyal9					.662			
Loyal10					.689			
TH1						.853		
TH2						.879		
MV1							.896	
MV2							.906	
MV3							.914	

Assessing Communalities. For a meaningful factor to be retained after EFA, it should explain at least half of the variance in the variable. This can be assesed from the communalities table which gives the factor solution for each of the variable and then dropping the variables having the value less than 0.5. Thus, four variables were dropped after factor analysis based on insufficient explanation (communatlity< 0.5). These variables were EBTS4, CE5, Loyalty5, and Loyalty8 (Table 4.13).

Table 4.13

Communalities Table

Items	Communalities	Items	Communalities
Sens1	.551	HW1	.647
Sens2	.603	HW2	.719
Sens3	.491	HW3	.652
Affec1	.666	HW4	.639
Affec2	.685	HW5	.562
Affec3	.643	HW6	.695
Bod1	.431	EW1	.545
Bod2	.574	EW2	.539
Bod3	.554	EW3	.679
Intel1	.559	EW4	.561
Intel2	.589	EW5	.549
Intel3	.480	EW6	.578
Socl1	.611	CE1	.562
Socl2	.669	CE2	.691
Socl3	.551	CE3	.697
Spirit1	.582	CE4	.627
Spirit2	.613	**CE5**	**.426**
Spirit3	.689	Loyalty1	.568
EBTS1	.642	Loyalty2	.537
EBTS2	.663	Loyalty3	.510
EBTS3	.600	Loyalty4	.592
EBTS4	**.462**	**Loyalty5**	**.471**
Mood1	.618	Loyalty6	.747
Mood2	.714	Loyalty7	.792
Sat1	.636	**Loyalty8**	**.435**
Sat2	.665	Loyalty9	.607
Sat3	.629	Loyalty10	.580
Sat4	.535	TH1	.787
MV1	.817	TH2	.788
MV2	.831		
MV3	.851		

Note. Extraction Method: Principal Component Analysis (PCA); **Bold** – Items dropped (communalities < 0.5)

Final number of emerged factors. Finally, the factor structure is respecified after dropping the variables with low communalities, cross-loadings, here EW1, and thoretically incongruent variables, here loyalty6 and loyalty7 which loaded separately on another factor. After respecification, fifteen components were extracted explaining 65 percent of total variance in the matrix which is sufficient (> .60) to proceed for further analysis (Table 4.14).

Table 4.14

Total Variance Explained

Component	Rotation sums of squared loadings		
	Total	% of variance	Cumulative %
1	4.705	8.877	8.877
2	3.306	6.237	15.114
3	2.954	5.573	20.687
4	2.603	4.911	25.598
5	2.442	4.608	30.206
6	2.400	4.529	34.735
7	2.075	3.914	38.650
8	1.963	3.705	42.354
9	1.941	3.662	46.016
10	1.821	3.435	49.451
11	1.761	3.322	52.773
12	1.754	3.310	56.083
13	1.730	3.263	59.346
14	1.719	3.243	62.589
15	1.329	2.508	65.097

Note. Extraction Method: Principal Component Analysis (PCA); Rotation: Varimax; Criteria: Eigen values > 1

Reliability of Factor scales

The factors obtained from the exploratory factor analysis were converted into summated scales to examine their relibility. Concept validity or face validity of these composite measures have already been assessed during pre-testing stage and their uni-dimensionality has been observed from the rotated component matrix from EFA. To examine internal consistency of these scales, Chronbach's alpha is the most popular and valid method. Chronbach alpha values greater than 0.6 are considered to exhibit significant reliability. All of the summated factor scales show acceptable internal consistency other than mood scale (Table 4.15).

Table 4.15

Reliability Statistics of summated factor scales

Summated factor scales	Chronbach's alpha	Chronbach's alpha based on standardised items	No. of items
1 Sensory exp.	.667	.672	3
2 Affective exp.	.745	.745	3
3 Embodied exp.	.599	.604	3
4 Intellectual exp.	.692	.692	3
5 Social exp.	.622	.621	3
6 Spiritual exp.	.732	.734	3
7 Hedonic Wb	.886	.887	6
8 Eudemonic Wb	.798	.799	5
9 Satisfaction	.776	.783	4
10 EBTS	.702	.701	3
11 Engagement	.768	.765	4
12 Mood (Control)	**.462**	**.479**	2
13 Trait Happiness (Control)	.788	.788	2
14 Marker	.900	.900	3

Validation of Factor Analysis

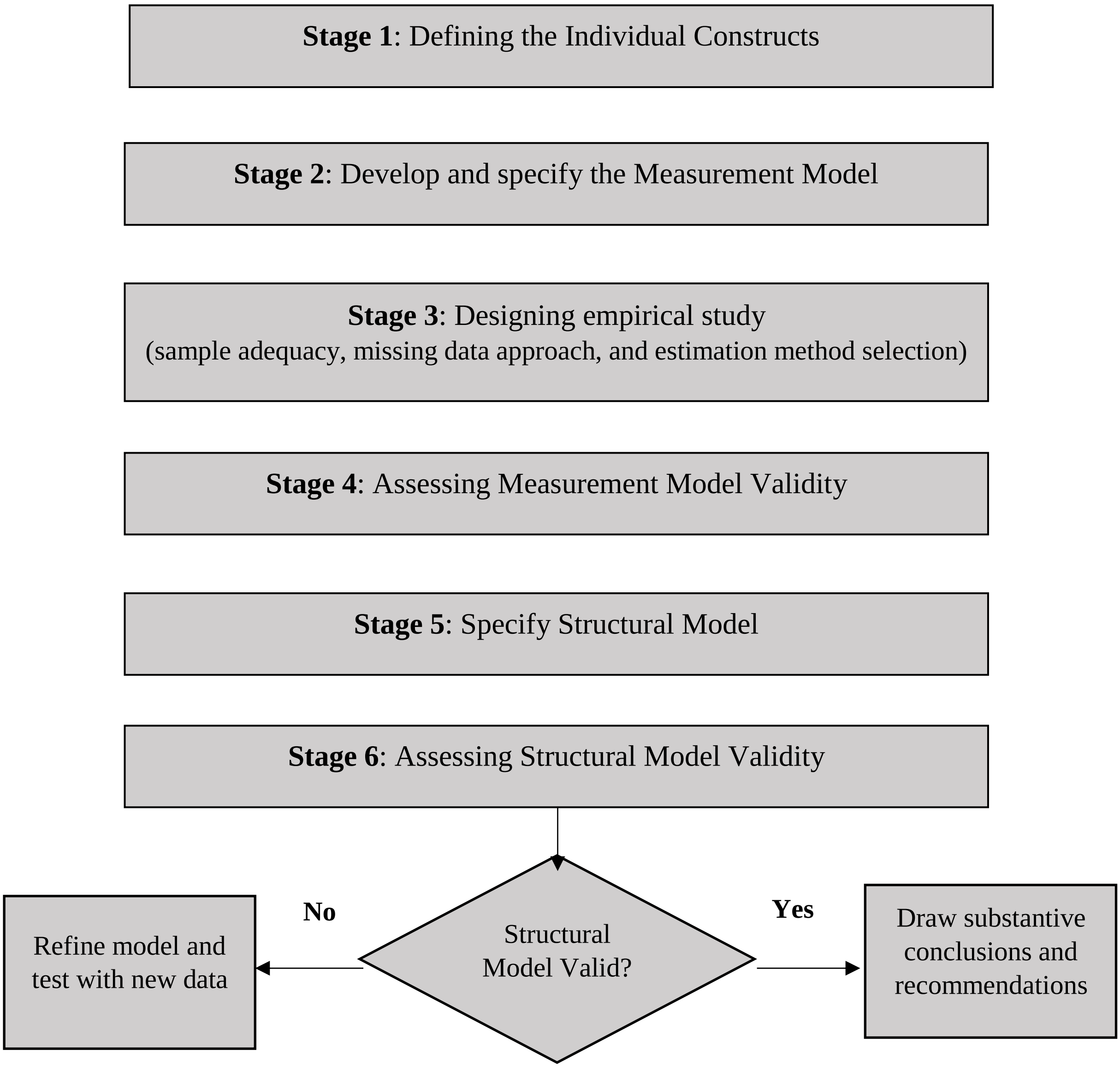
In order to validate exploratory factor analysis results, confirmatory factor analysis (CFA) is conducted to assess model fit of the measurement model. CFA is the advanced stage of factor analysis conducted after exploratory factor analysis produces a factor structure, and can also be conducted to confirm the validity and generalizatbility of a predetrmined and known factor structure based on theory. And, then it becomes the first stage of the multivariate latent structure analysis also known as structure equation modeling (SEM).

Covariance based Structure Equation Modelling (CBSEM)

Structure Equation Modeling (SEM) is a set of statistical models used to determine multiple inter-related dependence relationships among latent or unoserved variables by accounting for measurement errors in its estimation and arriving at a structural model explaining the entire set of proposed relationships (Hair et al., 2014). This multivariate analysis uniqley combines dependence as well as interdependence analysis of latent relationships in the same model using factor analysis and ML based multiple regression. CBSEM first provides a valid measurement model using covariance based confirmatory factor analysis and estimates measurement errors among variables and latent factors for reliability. In the second step, a structural model is designed by specifying directional dependence relationships among the latent constructs and is examined for model fit, validity and reliability. Thus, CBSEM is a two-step assessment of the extent of fit between the theory and the data representing reality in which the first step is to assess and validate the measurement model (Stage 1, 2,3, and 4 in Figure 4.2) and the second step is to establish the structural model and examine its fit and validity for further hypothesis testing (Stage 5 and 6 in Figure 4.2).

Figure 4.2

The six-stage CBSEM Process



Note. The figure is adapted from Hair et al. (2014).

CB-SEM Assumptions

Since exploratory factor analysis has provided with a 15 factor structure which needs to be validated, Stage 1 and 2 of the SEM process are already complete. The SEM process requires certain multivariate assumptions to be met. The results regarding these assumptions are provided below.

Univariate Normality

The variables obtained from exploratory factor analysis were examined for normality of distribution. While Kruskall-wallis test and resulted in significance suggesting non-normality, a lenient approch using 0.05 level of significance with skewness and kurtosis at +3 and -3 times of standard error has shown univariate normality (Table 4.16). Also, the kurtosis value less than ±1 indicates normality while values more than ±1 to ±10 are considered as representing moderately normal distribution with values more than ± 10 being considered as abnormality (Holmes-Smith et al., 2006). A normal probability curve of the dependent variable loyalty against all the independent variables in the study is presented in figure 4.3. Thus, it can be concluded based on the results depicted in table 4.16 and the figure 4.3 that sample is sufficiently normal to conduct parametric analysis such as multiple regression.

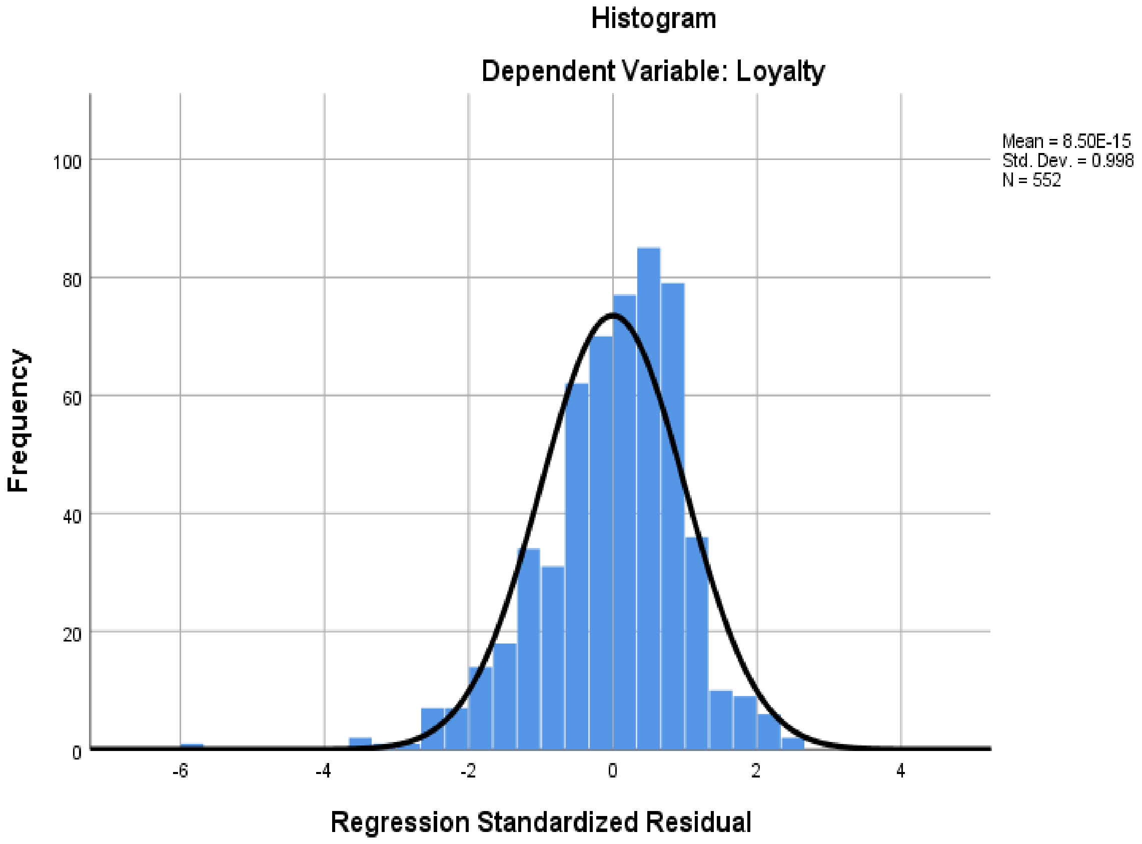
Table 4.16

Univariate Normality statistics

Variables	Min.	Max.	Mean	SD	Skew		Kurtosis	
					Statistic	S.E.	Statistic	S.E.
Experience	3	5	4.20	.363	-.091	.104	-.177	.208
Wellbeing	2	5	4.30	.456	-.224	.104	-.282	.208
Satisfaction	3	5	4.21	.554	-.347	.104	-.392	.208
Loyalty	2	5	3.98	.492	-.259	.104	-.041	.208

Figure 4.3

Normal Probability Curve for Loyalty



Multivariate Normality

Based on the output regarding multivariate normality provided by AMOS for all the variables in the study, most of the variable were found to exhibit sufficient normal distributions with critical ratio for skewness and kurtosis greater than ±1.96 at 0.01 level of significance (Table 4.17). Thus, it can be concluded based on the results depicted in table 4.17 that sample is sufficiently normal to conduct structure equation modelling (SEM).

Table 4.17

Assessment of multivariate normality

Variable	Skewness	Critical ratio	Kurtosis	Critical ratio
MV_3	.077	**.739**	-.858	-4.115
MV_2	.117	1.126	-.682	-3.272
MV_1	.080	**.767**	-.880	-4.220
TrtHapp_2	-.709	-6.802	.394	1.891
TrtHapp_1	-.573	-5.496	-.139	**-.666**
Mood_2	-.604	-5.791	.558	2.676
Mood_1	-.934	-8.958	.842	4.037
CE_4	-.598	-5.737	.490	2.349
CE_3	-.271	-2.604	-.270	-1.296
CE_2	-.427	-4.100	.036	**.173**
CE_1	-.765	-7.335	.050	**.237**
EBTS_3	-.650	-6.238	.032	**.154**
EBTS_2	-.882	-8.461	.201	**.966**
EBTS_1	-.803	-7.701	-.082	**-.392**
EW_6	-.857	-8.218	1.160	5.564
EW_5	-.950	-9.112	1.099	5.271
EW_4	-1.351	-12.962	3.849	18.457
EW_3	-1.200	-11.514	1.976	9.475
EW_2	-1.051	-10.079	2.160	10.361
HW_6	-.758	-7.266	.021	**.100**
HW_5	-.419	-4.015	-.274	-1.315
HW_4	-.591	-5.671	-.151	**-.723**
HW_3	-.495	-4.746	-.172	**-.825**
HW_2	-.595	-5.704	-.236	-1.130
HW_1	-.846	-8.119	.210	1.006
Sat_4	-.588	-5.639	.497	2.382
Sat_3	-.657	-6.304	.395	1.893
Sat_2	-.531	-5.098	-.196	**-.938**
Sat_1	-.597	-5.731	-.162	**-.776**
Loyalty_10	-.496	-4.756	-.682	-3.273
Loyalty_9	-.524	-5.024	.362	1.734
Loyalty_4	-.679	-6.510	.154	**.737**
Loyalty_3	-.879	-8.433	.522	2.502
Loyalty_2	-.922	-8.841	1.235	5.924
Loyalty_1	-1.019	-9.771	1.749	8.386
SpiritExp_1	-.561	-5.385	-.608	-2.916
SpiritExp_2	-.606	-5.812	.218	1.046
SpiritExp_3	-.753	-7.220	-.231	-1.108
SoclExp_1	-.813	-7.799	.707	3.390
SoclExp_2	-.499	-4.782	.121	**.581**
SoclExp_3	-.396	-3.797	-.369	-1.767
IntelExp_1	-.289	-2.777	-.649	-3.110
IntelExp_2	-.421	-4.038	-.960	-4.605

Variable	Skewness	Critical ratio	Kurtosis	Critical ratio
IntelExp_3	-.302	-2.899	-.758	-3.633
BodExp_1	-.296	-2.837	-.894	-4.286
BodExp_2	-.420	-4.024	-.488	-2.339
BodExp_3	-.465	-4.458	-.565	-2.708
AffecExp_3	-.402	-3.857	-.428	-2.054
AffecExp_2	-.397	-3.809	-.225	-1.079
AffecExp_1	-.544	-5.215	.077	**.370**
SensExp_1	-.824	-7.903	1.156	5.542
SensExp_2	-.573	-5.501	.380	1.824
SensExp_3	-.472	-4.525	-.313	-1.503

Note. Bold indicates critical ratios indicating non-normal statistic (moderate)

Linearity

Before proceeding with SEM based on multiple regression, it is crucial to have a linear relationship among the study variables just as any regression based analysis would assume. Based on Kolmogorov smirnov's test, deviation from linearity is examined where p value greater than 0.05 is expected to report linearity, since, as the name suggests, significance values less than 0.05 indicates deviation from linearity. All the independent variables in the study exhibit a linear relationship with the dependent variable loyalty (Table 4.18).

Table 4.18

Deviation from Linearity

Variables	Sum of Sqaures.	df	Mean square	F	Sig.
Experience	29.702	143	.208	1.152	.145
Wellbeing	12.463	55	.227	1.129	.252
Satisfaction	3.561	12	.297	1.613	.084
EBTS	9.537	32	.298	1.343	.102
Engagement	6.787	21	.323	1.495	.073
Mood	1.355	8	.169	.712	.681
Trait Happiness	2.514	14	.180	.743	.731
Marker	6.796	24	.283	1.180	.253

Homoscedasticity

Any multivariate analysis assumes equal error variances across the dataset. This ensures that the result generated is applicable uniformly across the data and is not biased by the unequal error distributions. A levene test conducted for testing the assumption of equal variances across the study groups based on various demographic characteristics revealed insignificant differences in error variances and thus, established homoscedasticity (Table 4.4). Overall, White test was conduted for examining heteroscdasticity across entire data. The results showed no significant heteroscedasticity in the data (Table 4.19) and hence, erorr variances were found to be independent of independent variables.

Table 4.19

Test for heteroscedasticity

White Test for Heteroskedasticity[a,b,c]		
Chi-Square	df	Sig.
552.000	551	.480

Note. [a] Dependent variable: Loyalty. [b] Tests the null hypothesis that the variance of the errors does not depend on the values of the independent variables. [c] Design: Intercept + Experience + Wellbeing + Sats + EBTS + CE + Experience * Wellbeing + Experience * Sats + Experience * EBTS + Experience * CE + Wellbeing * Sats + Wellbeing * EBTS + Wellbeing * CE + Sats * EBTS + Sats * CE + EBTS * CE

Multicollinearity

Multicollinearity indicates significant correlations among the exogenous variables in the study leading to redundancy and poor fit of the model. Thus, the first step to identify multicollinearity is to examine the inter-correlations among independent variables and drop any variable with correlation more than 90 percent. The correlation matrix shows all correlation to be below 0.9 (Table 4.20). Further, based on Gaus and Gaus () recommendation, the collinearity statistics such as variance inflation factor should be low (less than 5) and tolerance value must be more than 0.2 in order to waive multi-collinearity as an issue. Table 4.21 reports insignificant multi-collinearity in the data and thus, SEM can be conducted.

Table 4.20

Bi-variate Correlation matrix

Pearson correlations	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1 Sensory	.642													
2 Affectiv	.336**	.690												
3 Embodie	.361**	.314**	.617											
4 Intellect	.358**	.272**	.435**	.670										
5 Social	.231**	.313**	.262**	.144**	.639									
6 Spiritual	.370**	.250**	.326**	.415**	.264**	.671								
7 Hedonic	.456**	.285**	.381**	.447**	.200**	.518**	.898							
8 Eudemo	.371**	.308**	.260**	.303**	.328**	.449**	.464**	.817						
9 Satisfact	.483**	.393**	.344**	.320**	.336**	.421**	.431**	.426**	.774					
10 EBTS	.111**	.143**	**.059**	.118**	.140**	.089*	**.058**	.169**	.180	.666				
11 Engage	.261**	.302**	.233**	.291**	.331**	.315**	.329**	.454**	.272**	.129**	.751			
12 Mood	.102*	.188**	.097*	**.029**	.276**	.142**	**.082**	.105*	.205**	.101*	.106*	.500		
13 Trait Happine	.182**	.111**	**.072**	.160**	.123**	.207**	.181**	.105*	.187**	.162**	.202**	.164**	.500	
14 Marker	**.056**	**.107**	**-.033**	**-.057**	**.048**	**-.055**	**.029**	**.030**	**.041**	**.006**	**-.065**	**.055**	**-.065**	.752

Note. **Correlation is significant at the 0.01 level (2-tailed); *Correlation is significant at the 0.01 level (2-tailed). **Bold** – Correlation is insignificant; <u>Diagonals</u>: KMO Measure of Sampling Adequacy (MSA)

Table 4.21

Multicollinearity Statistics

		Tolerance	VIF
Case 1: Dependent Variable – Customer Loyalty			
Independent Variables	Sensory Experience	.650	1.538
	Affective Experience	.757	1.320
	Embodied Experience	.705	1.418
	Intellectual Experience	.675	1.482
	Social Experience	.798	1.254
	Spiritual Experience	.619	1.617
	Hedonic Wellbeing	.567	1.763
	Eudemonic Wellbeing	.654	1.529
	Customer Satisfaction	.608	1.644
Case 2: Dependent Variable – Customer Satisfaction			
Independent Variables	Sensory Experience	.692	1.446
	Affective Experience	.780	1.282
	Embodied Experience	.708	1.412
	Intellectual Experience	.675	1.481
	Social Experience	.813	1.230
	Spiritual Experience	.629	1.589
	Hedonic Wellbeing	.573	1.746
	Eudemonic Wellbeing	.665	1.503
Case 3: Dependent Variable – Eudemonic Wellbeing			
Independent Variables	Sensory Experience	.700	1.428
	Affective Experience	.789	1.268
	Embodied Experience	.709	1.411
	Intellectual Experience	.676	1.480
	Social Experience	.843	1.186
	Spiritual Experience	.657	1.522
	Hedonic Wellbeing	.602	1.660

		Tolerance	VIF
Case 4: Dependent Variable – Hedonic Wellbeing			
Independent Variables	Sensory Experience	.742	1.347
	Affective Experience	.792	1.263
	Embodied Experience	.718	1.392
	Intellectual Experience	.700	1.428
	Social Experience	.843	1.186
	Spiritual Experience	.738	1.356
Case 5: Dependent Variable – Spiritual Experience			
Independent Variables	Sensory Experience	.772	1.296
	Affective Experience	.793	1.261
	Embodied Experience	.723	1.382
	Intellectual Experience	.756	1.323
	Social Experience	.864	1.158
Case 6: Dependent Variable – Social Experience			
Independent Variables	Sensory Experience	.779	1.284
	Affective Experience	.835	1.197
	Embodied Experience	.740	1.351
	Intellectual Experience	.756	1.323
Case 7: Dependent Variable – Intellectual Experience			
Independent Variables	Sensory Experience	.814	1.228
	Affective Experience	.844	1.184
	Embodied Experience	.828	1.208
Case 8: Dependent Variable – Embodied Experience			
Independent Variables	Sensory Experience	.887	1.127
	Affective Experience	.887	1.127

Note: Variance Inflation Factor = VIF; VIF < 5; Tolerance > 0.2

Confirmatory Factor Analysis (CFA)

In order to validate the factor structure generated by EFA, confirmatory factor analysis is conducted. CFA assesses the model fit by estimating a covariance matrix from the measurement model and comparing it with the observed covariance matrix. It is the first step in CBSEM which asseses the validity, reliability, and model fit of the measurement model.

Preliminary Criteria for CFA

The stage 3 of the CBSEM process requires that certain criteria need to be satisfied before conducting CFA:

Unidimensionality

Since, exploratory factor analysis (EFA) has been conducted to arrive at unidimensional factors, there is no significant cross-loadings among the measurement model variables considered for CFA (Table 4.12).

Sample Adequacy

The KMO measure of sample adequacy for the entire data is found to be more than great as can be seen in Table 4.11. Further, KMO statistic for individual variables is provided on the diagonal of the correlation matrix in Table 4.20.

Model Identification

It is preferable to begin with an over-identified measurement model with more observed parameters than the parameters to be estimated. The consensual thumbrule is to consider at least three indicators for each construct (Hair et al. 2015).

Total no. of parameters to be estimated (free parameters) = Factor loadings + Factor variance/covariances + Error variance (fixed parameters) = 27 + 45 + 47 = 119

Observed parameter estimates = n (n+1)/ 2 = 47 x 48 / 2 = 1128;

where n = no. of fixed parameters.

Thus, the measurement model is overidentified with observed parameters (1128) more than the free parameters (119).

Model estimation

Since, the multivariate assumptions regarding the data distribution have been acceptably met, the estimation method for the measurment model is decided to be Maximum Likelihood (MLE). ML estimation has been found to produce unbiased, accurate, and reliable results over time in identifying the most likely estimates to achieve the best model fit (43, 44, 49).

CFA: First order Measurement model

All the criteria for conducting CFA were satisfactory, then first-order measurment model was assesed for validity. The first order measurement model with standardized estimated parameters is given in Figure 4.4. Model validity was assessed using model fit indices falling in the threshold range prescribed by past research (Niemand & Mai, 2018). Instead of relying only on the chi-square statistic or any other single index, multiple indices were considered such as absolute fit indices (GFI, RMSEA, Normed chi sq., RMR, SRMR), incremental or relative fit indices (NFI, TLI, CFI, RFI), parsimony fit indices (AGFI, PNFI). Not only goodness of fit but badness of fit indices were also included such as RMSEA, Normed Chi-sq, SRMR, RMR etc.

As can be observed from the CFA results of first-order measurment model (Table 4.22), the model performs well on all the badness of fit measures and acceptably on few of the incremental and absolute fit measures but badly on parsimony fit indices.

Table 4.22

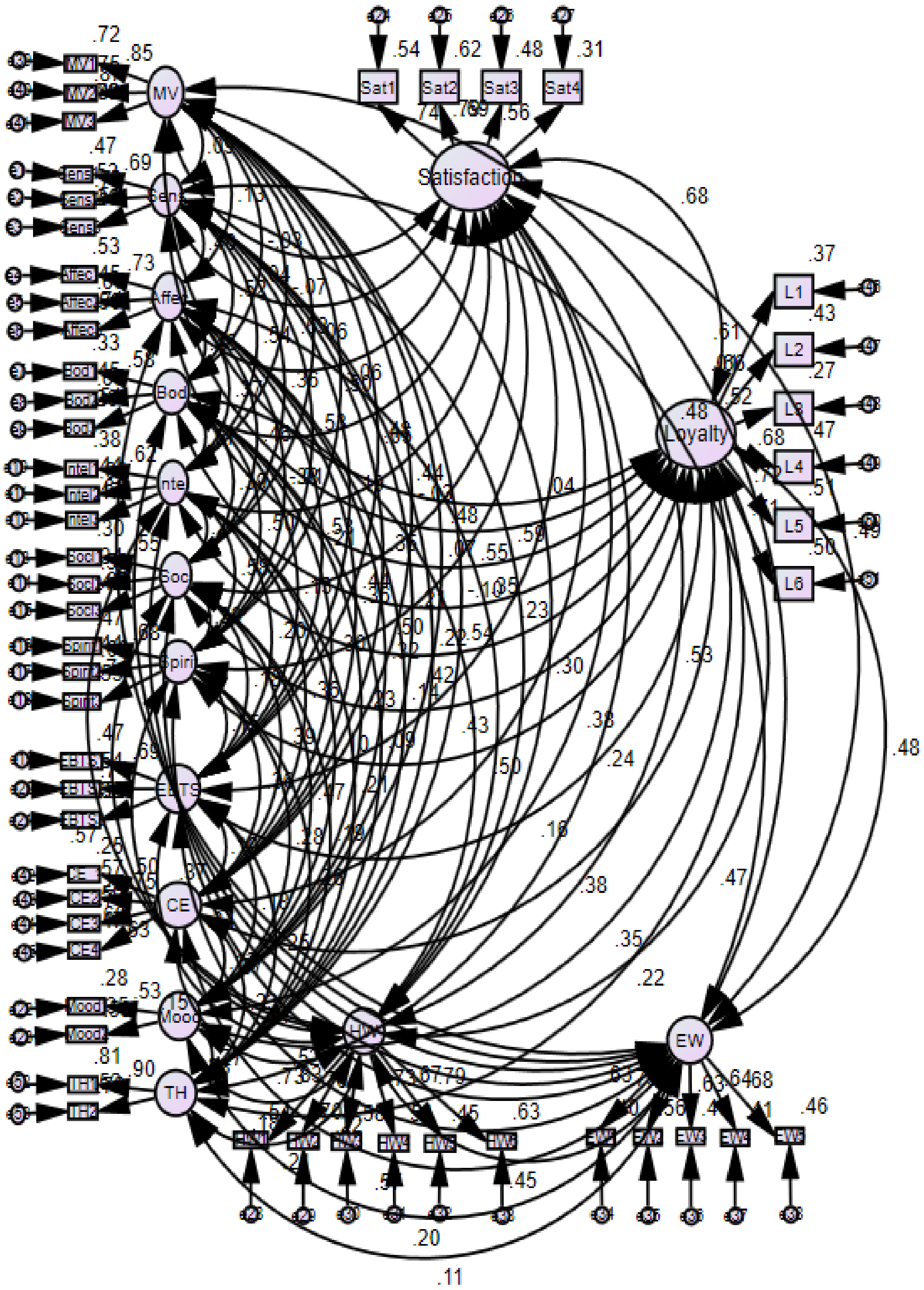
Model fit indices of the first order measurement model

	Model fit statistics	Acceptance Threshold when N > 250; m > 30
Chi-square ($\chi 2$)		
Chi-square	2090.056 (p = 0.000)	Sig. p value expected
Degrees of freedom	1220	
Absolute Fit Measures		
Goodness-of-fit index (GFI)	0.875	> 0.90
Root-mean-square error of approximation (RMSEA)	0.036	< 0.07
90 % confidence interval for RMSEA	(0.033, 0.039)	
Root-mean-square residual (RMR)	0.035	Smaller the better, 0 = perfect fit
Standardized root mean residual (SRMR)	0.0499	< 0.08
Normed chi-square (CMIN/df)	1.713	<= 2 or 3
Incremental Fit Indices		
Normed fit index (NFI)	0.823	> 0.90
Non-normed fit index (NNFI/ TLI)	0.906	> 0.90
Comparative fit index (CFI)	0.917	> 0.90
Relative fit index (RFI)	0.801	> 0.90
Parsimony Fit Indices		
Adjusted goodness-of-fit index (AGFI)	0.854	> 0.90
Parsimony normed fit index (PNFI)	0.729	> 0.90

Note. N = Sample size (552); m = no. of observations/indicators (60 – 7 = 53)

Figure 4.4

First-order Measurement model



Construct Reliability

Construct Reliability assesses the reliability and internal consistency exhibited by the measured variables representing the latent study constructs, most often used in conjunction with SEM. This reliability estimate examines the proportion of variance explained by the construct over the total variance including the variance introduced by its error terms. If this ratio comes out to be greater than 0.60 then it indicates that the construct has acceptable reliability (Hair et al., 2014). The construct reliabilities of study constructs as observed in Table 4.23 are all above the threshold value of 0.60, except the mood variable.

Convergent Validity

Construct validity is the second step of validation process in CFA after model validity through fit indices. While face validity and nomological validity is established in the pretest stage through item revisions and relibility statistics (Sireci, 1998), it is convergent and discriminant validity that is ascertained with the help of CFA. Convergent validity indicates the degree to which the observed variables represented by a factor share large common variance among them. The standardized factor loadings should tend more towards the value 1, with loadings less than 0.6 indicating the need to drop that observation. As can be observed from Table 4.23, 11 observations exhibit a poor loading value of less than 0.6.

Overall, total variance explained of the measurment model obtained from CFA gives an understanding of most of the shared common variance among the observations. More than 60% variance explained in total is an acceptable threshold for establishing overall convergent validity. The measurement model in the study explains around 65% of variance in total, and hence exhibits convergent validity. Average Variance Explained (AVE), however, is a much more specific measure for each of the study constructs as it shows the average convergence of the observations on each of the factors individually. AVE value more than 0.5 is the preferred norm for retaining or excluding a variable, however, a slightly lower value of 0.4 or more can also be retained, if composite reliability has been found to be more than 0.6 (Fornell & Larcker, 1981). Considering this lenient threshold, most of the constructs in the first-order measurement model have AVE > 0.40 and CR > 0.60 (Table 4.23), thus show acceptable convergent validity.

Discriminant Validity

While convergent validity only focuses on the strength of shared common variance among the observations loading on to a factor, discriminant validity ensures that the variables loading onto a factor are highly uncorrelated and share insignificant variance with any other factor in the model (Gerbing & Anderson, 1984). To asses discriminant validity, the average variance extracted (AVE) of the factor should be greater than its squared multiple correlations with all other constructs in the study (Fornell & Larcker, 1981). As can be seen from the Table 4.24, the values below diagonal represent inter-construct correlations which are then sqaured and shown in the area above diagonal. The AVE for each construct is placed on the diagonal of the matrix which can then be compared with the values above the diagonal, i.e., the squared multiple/ inter-construct correlations (SIC).

Table 4.23

AVE and CR through standardised factor loadings

	Sensory exp.	Affective exp	Bodily exp	Intellectual exp	Social exp	Spiritual exp	EBTS	Mood	Satisfaction	HW	EW	MV	CE	Loyalty	Trait Happiness	Item Reliability (IR)
Sens1	.689															.474
Sens2	.727															.529
Sens3	.508															.258
Affec1		.728														.530
Affec2		.670														.450
Affec3		.706														.499
Bod1			.578													.334
Bod2			.672													.451
Bod3			.508													.258
Intel1				.616												.379
Intel2				.665												.442
Intel3				.684												.468
Social1					.546											.298
Social2					.583											.340
Social3					.651											.423
Spirit1						.683										.466
Spirit2						.663										.440
Spirit3						.740										.547
EBTS1							.686									.471
EBTS2							.738									.545
EBTS3							.564									.318
Mood1								.532								.283
Mood2								.592								.350
Sat1									.735							.540
Sat2									.790							.624
Sat3									.690							.476
Sat4									.557							.310
HW1										.732						.535
HW2										.834						.696
HW3										.763						.583
HW4										.731						.535
HW5										.669						.447
HW6										.794						.630
EW2											.635					.403
EW3											.745					.555
EW4											.635					.403
EW5											.643					.413
EW6											.677					.459
MV1												.846				.716
MV2												.868				.753
MV3												.887				.786
CE1													.503			.253
CE2													.755			.569
CE3													.768			.590
CE4													.682			.403
Loyal1														.607		.369
Loyal2														.656		.430
Loyal3														.516		.267
Loyal4														.683		.466
Loyal9														.715		.512
Loyal10														.707		.500
T_H_1															.899	.808
T_H_2															.724	.524
AVE (%)	42	49.3	34.8	43	35.3	48.4	44.5	31.6	48.7	57.1	44.7	75.1	45.4	42.4	66.6	
CR	0.68	0.74	0.61	0.69	0.62	0.74	0.70	0.48	0.79	0.88	0.80	0.90	0.77	0.81	0.80	

Table 4.24

Discriminant Validity

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	**.420**	.216	.274	.294	.130	.282	.034	.045	.398	.350	.226	.008	.120	.285	.049
2	.465*	**.493**	.203	.138	.207	.110	.043	.105	.248	.123	.138	.017	.128	.190	.020
3	.524*	.451*	**.348**	.443	.156	.249	.018	.051	.234	.294	.116	.001	.091	.248	.007
4	.542*	.372*	.666*	**.430**	.046	.342	.039	.009	.192	.321	.135	.005	.131	.173	.045
5	.360*	.455*	.395*	.214*	**.354**	.150	.033	.222	.227	.062	.220	.004	.150	.188	.036
6	.531*	.332*	.499*	.585*	.387*	**.484**	.022	.080	.306	.397	.271	.004	.132	.252	.070
7	.186	.208*	.135	.197*	.183	.149	**.445**	.031	.052	.023	.050	.003	.036	.027	.063
8	.213	.324*	.226	.097	.471*	.282*	.177	**.316**	.147	.032	.042	.005	.016	.123	.072
9	.631*	.498*	.484*	.438*	.476*	.553*	.227*	.383*	**.487**	.281	.237	.001	.091	.464	.060
10	.592*	.351*	.542*	.567*	.248*	.630*	.152	.180	.530*	**.571**	.203	.002	.112	.220	.045
11	.476*	.371*	.341*	.368*	.469*	.521*	.224*	.205	.487*	.451*	**.446**	.000	.324	.233	.013
12	.088	.131	-.033	-.071	.060	-.060	.053	.074	.036	.039	.011	**.752**	.001	.000	.010
13	.347*	.358*	.303*	.362*	.387*	.364*	.189*	.127	.302*	.334*	.569*	-.034	**.454**	.144	.054
14	.534*	.436*	.498*	.416*	.434*	.502*	.163	.349*	.681*	.469*	.483*	-.010	.379*	**.424**	.050
15	.221*	.140	.087	.212*	.189	.265*	.251*	.269*	.244*	.212*	.112	-.100	.233*	.224*	**.666**

Note. Items below diagonal = Inter-construct Correlations; Bold items on the diagonal = Average Variance Extracted (AVE) estimates; Items above diagonal = Squared Inter-construct Correlations (SIC)

Model Respecification

Observing items with standard factor loadings less than 0.6 hampering the constructs validity and reliability values, the measurement model was respecified after dropping these items to get a truer model. As can be observed from Table 4.23, 11 observations exhibit a poor loading value of less than 0.6, however, 6 of these observations form part of a three-indicator construct and thus, only 5 of the 11 items were considered to be dropped for better model measurement. These five items were Sat4, CE5, Loyalty3, Mood1, and Mood2. Also, marker variable has been taken out as it will be considered in a separate marker variable analyisis. The other indiactors for model respecification such as standardized residuals were less than the threshold value of |2.5| and the modification indices were less than 15 (Hair et al., 2014). Thus, no further modifications were made to the model.

Figure 4.5

Respecified first-order measurement model

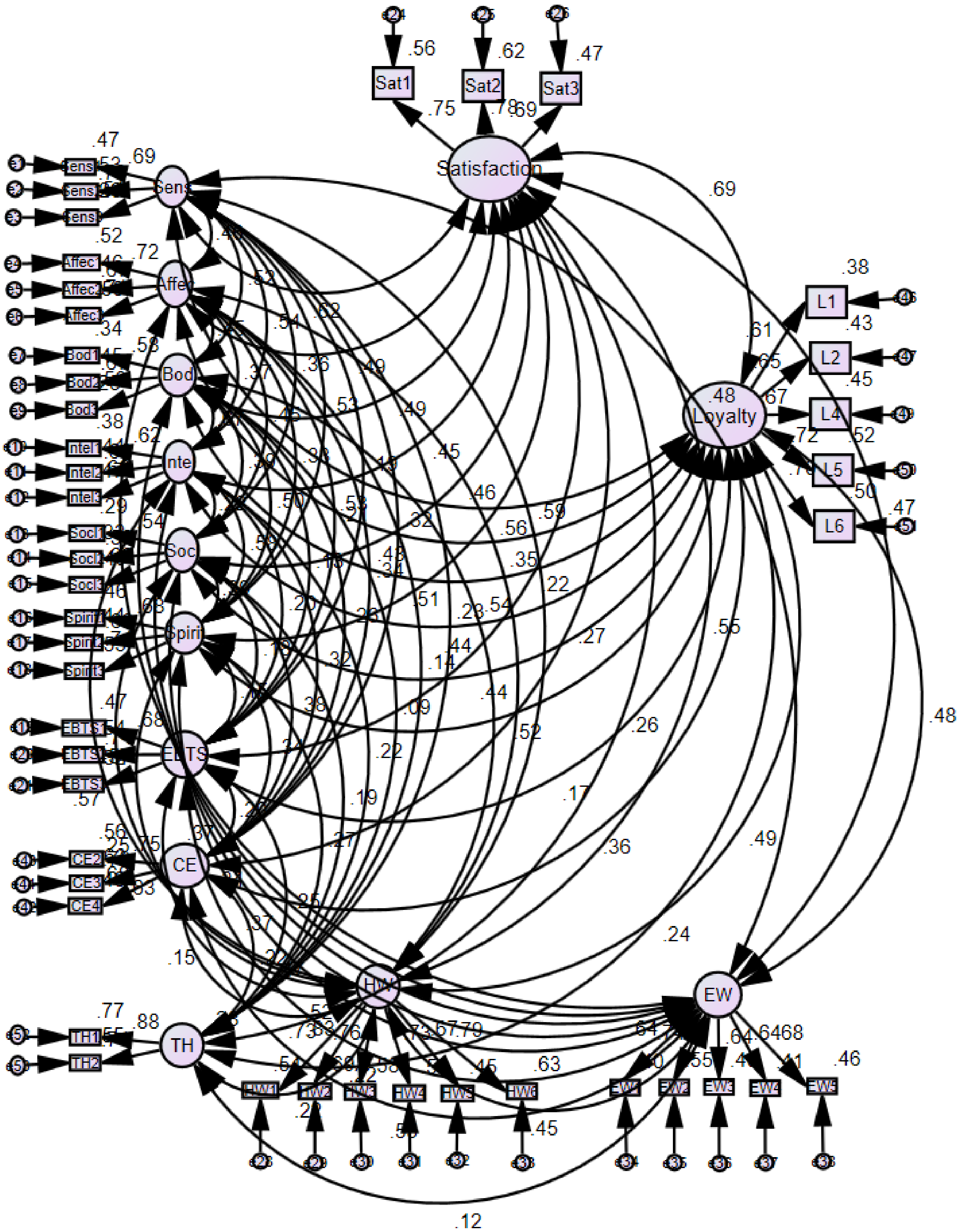


Table 4.25

Model fit indices of respecified first-order measurement model

	Model fit statistics	Acceptance Threshold when N > 250; m > 30
Chi-square ($\chi 2$)		
Chi-square	1495.965 (p = 0.000)	Sig. p value expected
Degrees of freedom	867	
Absolute Fit Measures		
Goodness-of-fit index (GFI)	0.894	> 0.90
Root-mean-square error of approximation (RMSEA)	0.036	< 0.07
90 % confidence interval for RMSEA	(.033, .039)	
Root-mean-square residual (RMR)	.028	Smaller the better, 0 = perfect fit
Standardized root mean residual (SRMR)	0.0509	< 0.08
Normed chi-square (CMIN/df)	1.725	<= 2 or 3
Incremental Fit Indices		
Normed fit index (NFI)	0.845	> 0.90
Non-normed fit index (NNFI/ TLI)	0.917	> 0.90
Comparative fit index (CFI)	0.927	> 0.90
Relative fit index (RFI)	0.823	> 0.90
Parsimony Fit Indices		
Adjusted goodness-of-fit index (AGFI)	0.873	> 0.90
Parsimony normed fit index (PNFI)	0.740	> 0.90

Note. N = Sample size (552); m = no. of observations/indicators (60 – 7 - 5 = 48)

The validity of the respecified first-order measurement model was assessed once again through the model fit indices. All the indices have shown slight improvement from the initial model (Table 4.25). The unstandardized regression weights along with standard errors and critical ratios depicting significance are reported in Table 4.26. The standard factor loadings are all above 0.5, and above 0.6 on the constructs having more than three indicators, and the AVE values have improved and are greater than 0.4 where construct reliability is greater than 0.6 (Table 4.27). All the construct reliability values are greater than 0.6. The discriminant validity is established for each of the construct as the AVE is greater than their squared correlations with other study constructs (Table 4.28). Thus, the respecified model satisfies model fit criteria and shows acceptable construct reliability and validity.

Table 4.26

Factor Loading Estimates and t-values

Indicator		Construct	Estimated loading	Standard error	t-value
SensExp_3	<---	Sens	.371	.033	11.200
SensExp_2	<---	Sens	.468	.028	16.805
SensExp_1	<---	Sens	.463	.029	15.857
AffecExp_1	<---	Affec	.564	.034	16.841
AffecExp_2	<---	Affec	.510	.033	15.556
AffecExp_3	<---	Affec	.539	.033	16.384
BodExp_3	<---	Bod	.379	.036	10.639
BodExp_2	<---	Bod	.431	.030	14.353
BodExp_1	<---	Bod	.399	.032	12.457
IntelExp_3	<---	Intel	.484	.031	15.655
IntelExp_2	<---	Intel	.484	.032	15.039
IntelExp_1	<---	Intel	.426	.031	13.898
SoclExp_3	<---	Socl	.505	.038	13.454
SoclExp_2	<---	Socl	.464	.039	11.838
SoclExp_1	<---	Socl	.411	.037	11.140
SpiritExp_3	<---	Spirit	.468	.026	17.873
SpiritExp_2	<---	Spirit	.449	.029	15.652
SpiritExp_1	<---	Spirit	.463	.029	16.172
Loyalty_1	<---	Loyalty	.473	.032	14.736
Loyalty_2	<---	Loyalty	.478	.030	15.900
Loyalty_4	<---	Loyalty	.525	.032	16.417
Loyalty_9	<---	Loyalty	.483	.027	18.134

Indicator		Construct	Estimated loading	Standard error	t-value
Loyalty_10	<---	Loyalty	.454	.026	17.521
Sat_1	<---	Satisfaction	.493	.026	18.807
Sat_2	<---	Satisfaction	.561	.028	20.053
Sat_3	<---	Satisfaction	.451	.027	16.891
HW_1	<---	HW	.540	.028	19.275
HW_2	<---	HW	.614	.026	23.330
HW_3	<---	HW	.525	.026	20.505
HW_4	<---	HW	.532	.028	19.291
HW_5	<---	HW	.444	.026	17.115
HW_6	<---	HW	.536	.025	21.629
EW_2	<---	EW	.412	.027	15.320
EW_3	<---	EW	.577	.031	18.772
EW_4	<---	EW	.439	.029	15.294
EW_5	<---	EW	.507	.033	15.477
EW_6	<---	EW	.462	.028	16.616
EBTS_1	<---	EBTS	1.114	.078	14.299
EBTS_2	<---	EBTS	1.190	.078	15.185
EBTS_3	<---	EBTS	.866	.072	12.101
CE_4	<---	CE	.536	.033	16.337
CE_2	<---	CE	.612	.034	18.194
CE_3	<---	CE	.701	.036	19.571
TrtHapp_1	<---	TH	1.027	.070	14.690
TrtHapp_2	<---	TH	.879	.066	13.386

Table 4.27

AVE and CR through standardised factor loadings

	Sensory exp.	Affective exp	Bodily exp	Intellectual exp	Social exp	Spiritual exp	EBTS	Satisfaction	HW	EW	CE	Loyalty	Trait Happiness	Item Reliability (IR)
Sens1	.689													.475
Sens2	.727													.528
Sens3	.509													.259
Affec1		.724												.525
Affec2		.675												.455
Affec3		.707												.499
Bod1			.582											.339
Bod2			.670											.449
Bod3			.504											.254
Intel1				.618										.381
Intel2				.662										.438
Intel3				.686										.470
Socl1					.543									.295
Socl2					.576									.332
Socl3					.658									.433
Spirit1						.682								.465
Spirit2						.663								.440
Spirit3						.741								.549
EBTS1							.685							.469
EBTS2							.736							.541
EBTS3							.569							.323
Sat1								.747						.558
Sat2								.785						.616
Sat3								.687						.472
HW1									.731					.535
HW2									.834					.695
HW3									.764					.584
HW4									.732					.536
HW5									.670					.448
HW6									.793					.629
EW2										.636				.405
EW3										.744				.554
EW4										.635				.403
EW5										.641				.411
EW6										.678				.460
CE2											.746			.557
CE3											.794			.630
CE4											.682			.465
Loyal1												.614		.377
Loyal2												.653		.426
Loyal4												.669		.448
Loyal9												.722		.522
Loyal10												.704		.495

	Sensory exp.	Affective exp	Bodily exp	Intellectual exp	Social exp	Spiritual exp	EBTS	Satisfaction	HW	EW	CE	Loyalty	Trait Happiness	Item Reliability (IR)
T_H_1													.878	.771
T_H_2													.741	.550
AVE (%)	42.10	49.3	**34.76**	43	**35.3**	48.5	44.4	54.9	57.1	44.7	55	45.4	66	
CR	0.68	0.74	**0.61**	0.69	0.62	0.74	0.70	0.79	0.88	0.80	0.79	0.81	0.80	

Table 4.28

Discriminant validity

	1	2	3	4	5	6	7	8	9	10	11	12	13
1	**.421**	.216	.276	.294	.130	.282	.035	.378	.350	.227	.104	.285	.052
2	.465***	**.493**	.203	.140	.207	.110	.043	.236	.122	.138	.116	.187	.020
3	.525***	.451***	**.347**	**<u>.445</u>**	.156	.250	.018	.241	.295	.117	.069	.259	.008
4	.542***	.374***	.667***	**.430**	.047	.342	.039	.200	.323	.136	.106	.196	.047
5	.361***	.455***	.395***	.217**	**.353**	.152	.034	.215	.061	.222	.145	.196	.036
6	.531***	.332***	.500***	.585***	.389***	**.485**	.022	.309	.397	.271	.114	.266	.072
7	.186**	.207***	.134*	.197**	.184**	.149*	**.444**	.049	.023	.050	.040	.029	.048
8	.615***	.486***	.491***	.447***	.464***	.556***	.221***	**.549**	.302	.221	.072	**<u>.473</u>**	.066
9	.592***	.350***	.543***	.568***	.248***	.630***	.151**	.550***	**.571**	.203	.078	.238	.047
10	.476***	.371***	.342***	.369***	.471***	.521***	.224***	.470***	.451***	**.447**	.305	.226	.013
11	.322***	.340***	.262***	.325***	.381***	.337***	.199***	.269***	.279***	.552***	**.550**	.129	.048
12	.534***	.433***	.509***	.443***	.443***	.516***	.171**	.688***	.488***	.475***	.359***	**.454**	.057
13	.229***	.142*	.091	.216***	.191**	.269***	.219***	.257***	.216***	.116*	.219***	.239***	**.660**

Note. Items below diagonal = Inter-construct Correlations (Standardised); Items on the diagonal = Average Variance Extracted (AVE) estimates; Items above diagonal = Squared Inter-construct Correlations (SIC)

Comparative model fit analysis of original and respecified first order measurement model

Since the original model was respecified by dropping items showing poor measurement statistics, the new model should exhibit improvement in its measurement of the observed covariance matrix. However, whether the improvement is significant enough to consider the respecified measurement model as a better and truer representation needs to be analysed using comparative test of model fit through likelihood ratio test (Yuan et al., 2015). Assessing the difference between the original covariance matrix and respecified covariance matrix through the ratio of chi-square difference and degree of freedom difference at 0.05 level of significance, the study finds that the respecified model is a significant improvement over the initial first-order measurement model $\chi 2$ (594.09, df = 353, p = .00001) (Table 4.28).

Table 4.29

Model fit indices of the two first-order measurement models

Measurement Model	Chi. Sq. (df)	CMIN/df	CFI	TLI	AGFI	RMSEA	SRMR
First order CFA	2090.056 (1220)	1.713	0.917	0.906	0.854	.036	0.0499
Respecified first order CFA	1495.965 (867)	1.742	0.927	0.917	0.873	.036	0.0457
Likelihood Ratio test of Δ $\chi 2$	594.09, df = 353, p = .00001						
Inference:	Respecified model is significantly better than original first order measurement model.						

Common Method Variance

Common method bias or variance is the variance introduced into the data due to the use of a common method. Many a times, the shared variance between oservations may be not due to the conceptual correlation but due to the spurious correlation caused by the presence of same medium, similar order, or method pattern in the way the response is given to the reseracher. While procedural remedies are taken before starting data collection while designing and pre-testing the survey instrument, such as randominsing the question order, page order, inserting fillers, reverse coding the items etc., statistical measures to test method bias is crucial in order to achieve a truer model of reality. Therefore, a marker variable is introduced in the questionnaire to examine the variance introduced due to method.

Marker Variable

It is theoretically unrelated to study variables and thus, the correlation expected between marker variable with other study variables is 0 (Williams et al., 2010, p. 478). Choosing a good marker variable is crucial (Simmering et al., 2015), and thus based on prior study using marker in a similar context (Hansen, 2012), the present study adapts 'web use' as a marker variable for examining common method variance. Many common method data anlysis techniques are available for consideration, however, latent variable marker or CFA marker variable technique given by Williams et al. (2010) is particularly suitable for the present study as it was designed to identify common method variance arising in structural equation models which is the main analysis of the present study. Also, an ideal marker variable is shown to accurately detect variance due to common method with as high likelihood as 84 percent when studies are SEM based as compared to other studies (Richardson et al., 2009).

Latent Variable Marker/ CFA Marker Variable Technique

CFA marker variable technique uses five CFA models at various levels of constraints to identify the presence and extent of common method variance in the data. The first model is the CFA with marker model which is nothing but the respecified first-order measurement model taken along with the marker variable. The second model is the baseline model wherein the parameters related to marker variable are assigned values based on the first model results and covariances are set to 0 to obtain the model fit indices. Method-C i.e. constrained model is the third model which indicates the presence of common method bias by constraining the substantive item-factor loadings from the marker variable to be equal. The fourth model of Method-U i.e. unconstrained model examines whether the existing common method bias influences all the indicators equally. It is unconstrained in the sense that all the constrains on the regression paths from marker variable to substantive are removed from the Method- C model. Method-R i.e. the restricted model is the fifth model that finds out if the common method bias skews the relationship between substantive variables. It is built on either method-C or method-U model whichever has a better model fit. This model is restricted as the substantive factor covariances are fixed to their baseline values.

As can be observed from Table 4.30, Method-C i.e. the constrained model does not fits significantly better than the baseline, thus, there is no evidence of shared CMV between the observations and the latent marker variable. Since, Method-U model fits significantly better than Method-C model, the presence of CMV is not the same for all indicators. However, the Restricted Model-R is not statistically different than the unconstrained Model-U, indicating that the presence of CMV does not skew the relationships between the substantive variables. Thus, it can be inferred from these results that common method bias is not a significant concern in the data.

Table 4.30

Test of Common method variance

Model	$\chi2$ (df)	CFI	RMSEA (90% CI)	LR test of Δ $\chi2$	Model Comparison
CFA with Marker	1651.4 (989)	.932	.035 (.032, .038)		
Baseline	1676.9 (1008)	.931	.035 (.032, .038)		
Method - C	1676.6 (1007)	.931	.035 (.032, .038)	.3, df = 1, p = .616	vs. Baseline
Method - U	1595.7 (963)	.935	.035 (.032, .038)	80.9, df = 44, p = .001*	vs. Method - C
Method - R	1596.3 (1041)	.943	.031 (.028, .034)	0.4, df = 78, p = 1.000	vs. Method - U

Note. CFA = Confirmatory Factor Analysis, CFI = Comparative Fit Index, RMSEA = Root Mean Square Error of Approximation, LR = Likelihood Ratio, C = Common, U = Unconstrained, R = Restricted, * = significant difference at 0.05 level

CFA: Second-order Experience construct

In order to determine whether first-order or second-order experience construct should be considered, a comparative analysis is conducted to assess the model validity and choose the one with a better model fit. Fig. 4.6 shows the two measurement models of the latent variable Customer experience. Table 4.31 presents the comparative model fit indices wherein the likelihood ratio test finds the difference between the model fit of the first-order and the second-order experience construct to be statistically insignificant at 0.01 level despite the second-order construct being more constrained i.e., $\chi2$(18.147, df = 9, p = .033506). Thus, the second-order measure of experience is more parsimonius in explaining the observations, and thus is considered for SEM.

Figure 4.6

First-order and Second-order Experience Construct

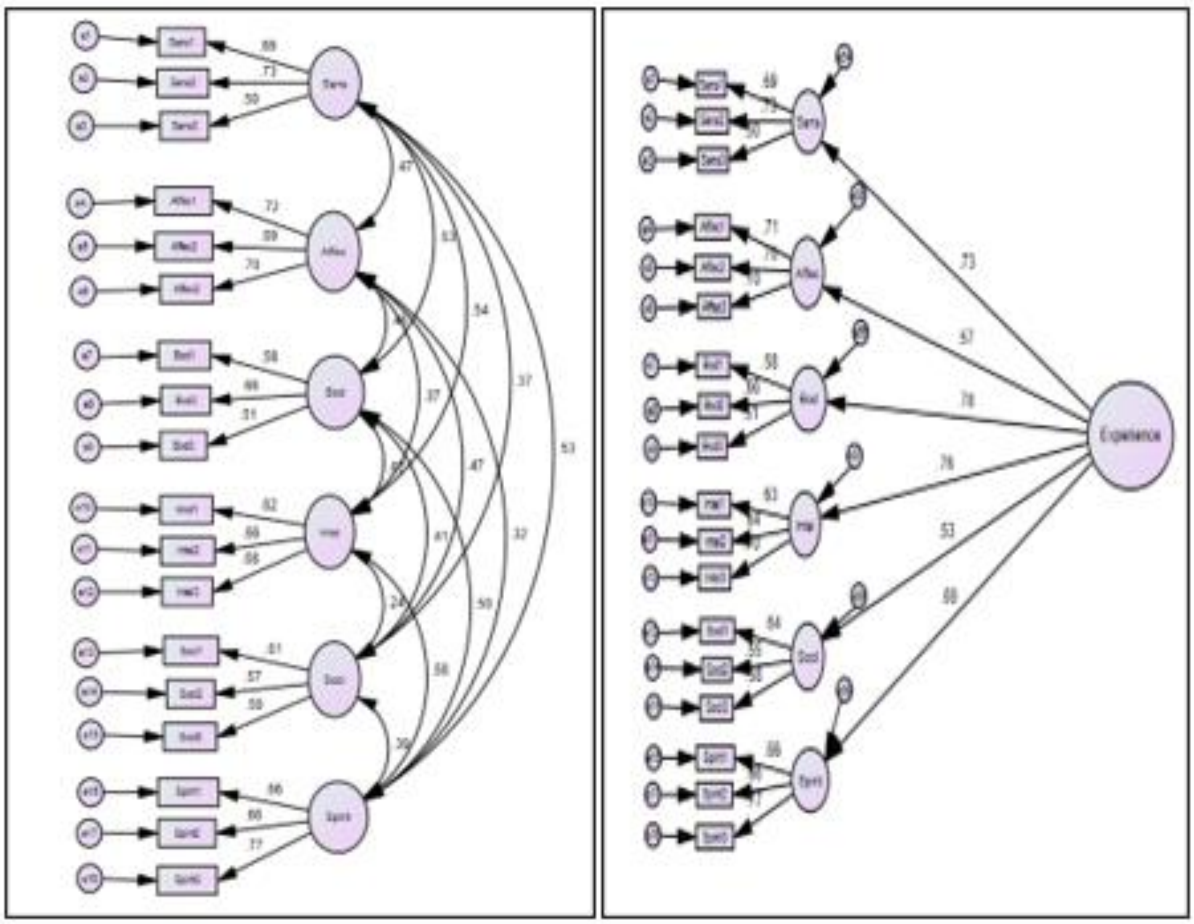


Table 4.31

Comparative Model Fit Indices of First-order and Second order Experience Construct

Measurement Model	Chi. Sq. (df)	CMIN/df	CFI	TLI	AGFI	RMSEA (CI)	SRMR
First order Experience	252.105 (120)	2.101	0.943	0.927	.932	.045(.037,.052)	0.0467
Second order Experience	270.252 (129)	2.25	0.93	0.917	.926	.048(.040,.055)	0.0525
Likelihood Ratio test of Δ χ2	18.147; df=9, p = 0.033506						

Reliability and Validity of second order Customer Experience

The unstandardised factor loadings along with standard errors and critical ratio depicting significance is provided in Table 4.32. The standardized loadings are provided in Table 4.33, wherein all of these loadings are greater than 0.5 with an average variance explained (AVE) greater than 0.4 and construct reliability more than 0.7. Thus, the second-order experience construct is found to be valid and reliable.

Table 4.32

Factor Loading Estimates and t-values of second order construct – Customer Experience

Variable		Construct	Estimated loading	Standard error	t-value
Sensory	<---	Experience	.268	.030	9.027
Affective	<---	Experience	.319	.033	9.633
Embodied	<---	Experience	.301	.033	9.121
Intellectual	<---	Experience	.377	.031	12.022
Social	<---	Experience	.235	.032	7.357
Spiritual	<---	Experience	.336	.028	12.037

Table 4.33

AVE and CR of Second-order Customer Experience

Second Order Construct	First order factors	Standardized factor loadings	Average variance explained (AVE)	R^2	Std. Error Variance (1- R^2)	Construct Reliability (CR)
Customer Experience	Sensory	.727	46.78%	.528	.472	0.85
	Affective	.574		.330	.670	
	Embodied	.781		.609	.391	
	Intellectual	.764		.584	.416	
	Social	.529		.280	.720	
	Spiritual	.692		.479	.308	

CFA: Second-order Wellbeing

The second-order wellbeing model fails to satisfy the model fit indices threshold and performs poorly than the first-order wellbeing model on all the criteria (Table 4.34; Fig. 4.7). The Normed chi-square indice for this model is 7.68 which is way above the maximuum threshold value of 5, and also very far from the corresponding first-order model's value of 3.79. All goodness of fit indices are below the .90 threshold. Morever, even badness-fit-indices are not satisfied with RMSEA > 0.8, SRMR > 0.7. Thus, due to the poor model fit exhibited by the second-order measure of wellbeing, the first-order wellbeing measure is retained for further SEM.

Figure 4.7

First-order and Second-order Wellbeing Construct

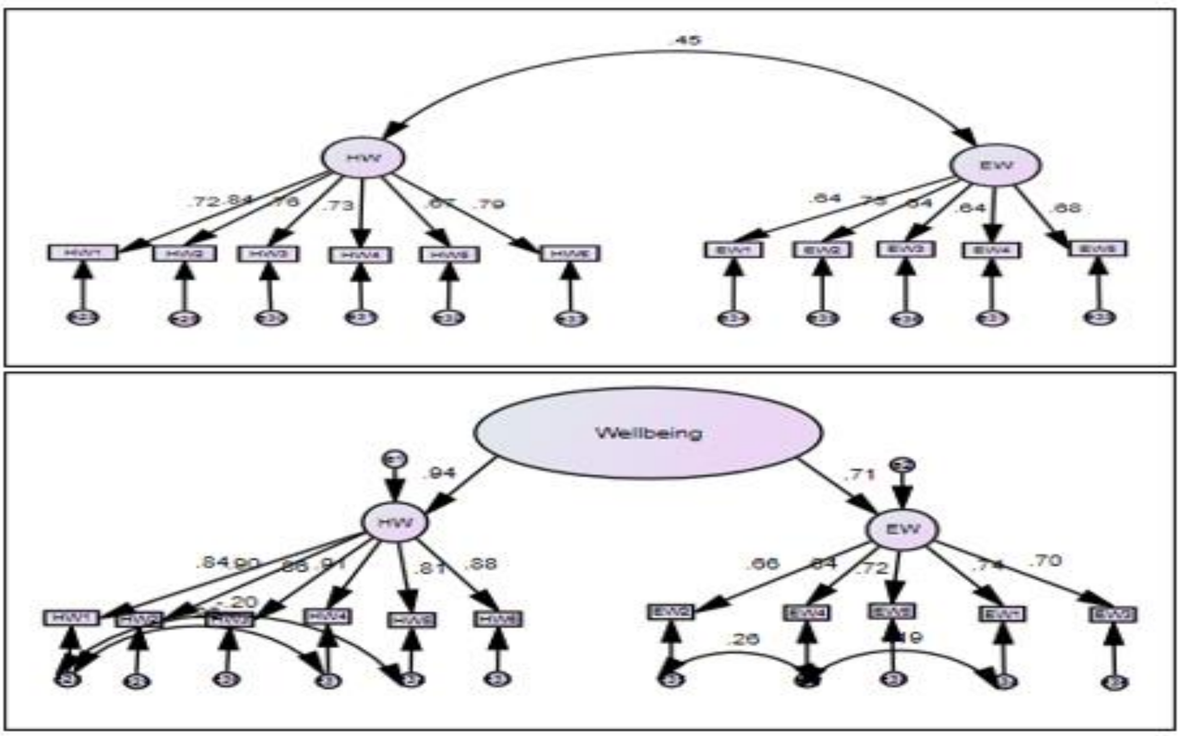


Table 4.34

Comparative model fit indices of first-order and second order Wellbeing construct

Measurement Model	Chi. Sq. (df)	CMIN/df	CFI	TLI	AGFI	RMSEA (CI)	SRMR
First order Wellbeing	162.975 (43)	3.79	0.953	0.940	.919	.071(.060,.083)	0.0562
Second order Wellbeing	307.194 (40)	7.68	0.895	0.856	.877	.110(.099,.122)	0.1423

CFA: Second-order Measurement Model

Before proceeding with SEM, the second-order experience measure needs to be included in the first-order measurement model and then the overall second-order measurement model needs to assessed against the first-order measurement model for better model fit. The second order measurement model exhibits acceptable model fit as can be assessed from Table 4.35. However, the model was respecified based on the modification indices. Covariance between few errors lying within the same construct were fixed in order to improve the model. These covariances were between errors of L1 and L2, L5 and L6 within the loyalty construct; between the errors of HW1 and HW4, HW1 and HW5 within the HW construct; between the errors of EW1 and EW4, EW2 and EW4 withing the EW construct; and between Socl2 and Socl3 within the socl construct in the model. A comparative fit analysis of the respecified second-order measurement model against the original one, indicates a significant difference from the original second-order model in the direction of improvement as can be inferred from the lower chi-sq. value of the respecified model $\chi 2$ (130.386, df = 7, p = .00001).

Figure 4.8

Second order measurment model vs Respecified second order measuremnt model

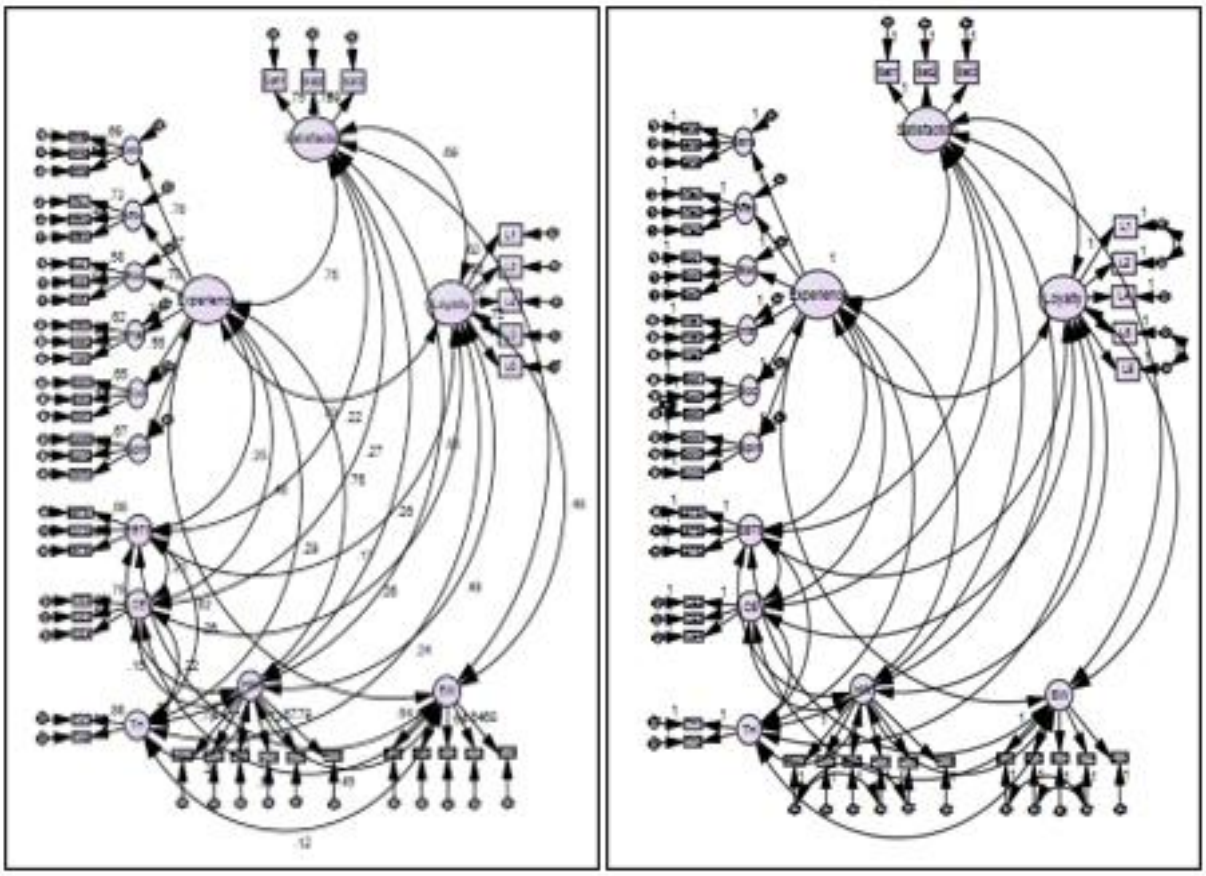


Table 4.35

Comparison of Second order vs Respecified second order measurement model

Measurement Model	Chi. Sq. (df)	CMIN/df	CFI	TLI	AGFI	RMSEA	SRMR
Second order CFA	1618.18 (911)	1.776	0.918	0.911	0.878	0.038 (.035, .040)	0.0492
Respecified second order CFA	1487.79 (904)	1.646	0.932	0.926	0.868	0.034 (.031, .037)	0.0473
Likelihood Ratio test of Δ $\chi 2$	130.386, df = 7, p = .00001						
Inference	Respecified model is significantly different than original second order measurement model.						

Finally, the two measurement models, the respecified first-order and the respecified second-order, were compared for selecting the best measurement model for proceeding with the SEM. From Table 4.36, it can observed that both the the measurement models are statistically different from each other when it comes to explaining the observed covariance matrix. However, it is to be noted that the second-order model is more constrained and hence more parsimonious one. Also, the chi-square value of second-order model is lower than the forst-order model despite constraints, which indicates better model fit of the second-order measurement model. Thus, the second-order measurement model is considered for further analysis.

Table 4.36

Selection of final measurement model

Measurement Model	Chi. Sq. (df)	CMIN/df	CFI	TLI	AGFI	RMSEA	SRMR
First order respecified model	1495.96 (867)	1.742	0.927	0.917	0.873	.036 (.033, .039)	0.0457
Second order respecified model	1487.79 (904)	1.646	0.932	0.926	0.868	0.034 (.031, .037)	0.0473
Likelihood Ratio test of $\Delta\ \chi2$	101.138, df = 37, p = .00001						
Inference	Second order measurement model is significantly different than first order measurement model.						

CBSEM – Structural model

After selecting the best fitting measurement model through CFA stage of CBSEM, the model is then converted into a structural model by specifying the directional dependence relationships between the exogenous and endogenous latent variables in the model based on sound theoretical hypothesis of the study. All the exogenous variables are assigned covariance relationships among themselves while dependence relationships with the endogenous variables.

Proposed structural model

The proposed structural model with standardised parameter estimates is provided in Fig. 4.9. Customer Experience, Experience buying tendency (EBTS), and Customer engagement (CE) are the exogenous variables in the model whereas Hedonic wellbeing (HW), Eudemonic Wellbeing (EW), and Loyalty are the endogenous variables. Trait Happiness (TH) is a control variable in the structural model.

The model fit indices are provided in Table 4.37. As can be observed from the table, the model performs well on badness-of -fit indices, however, falls little short of an adequate fit on the goodness of fit indices i.e., little less than the 0.90 threshold (Niemand & Mai, 2018).

Figure 4.9

The proposed structural model with estimates

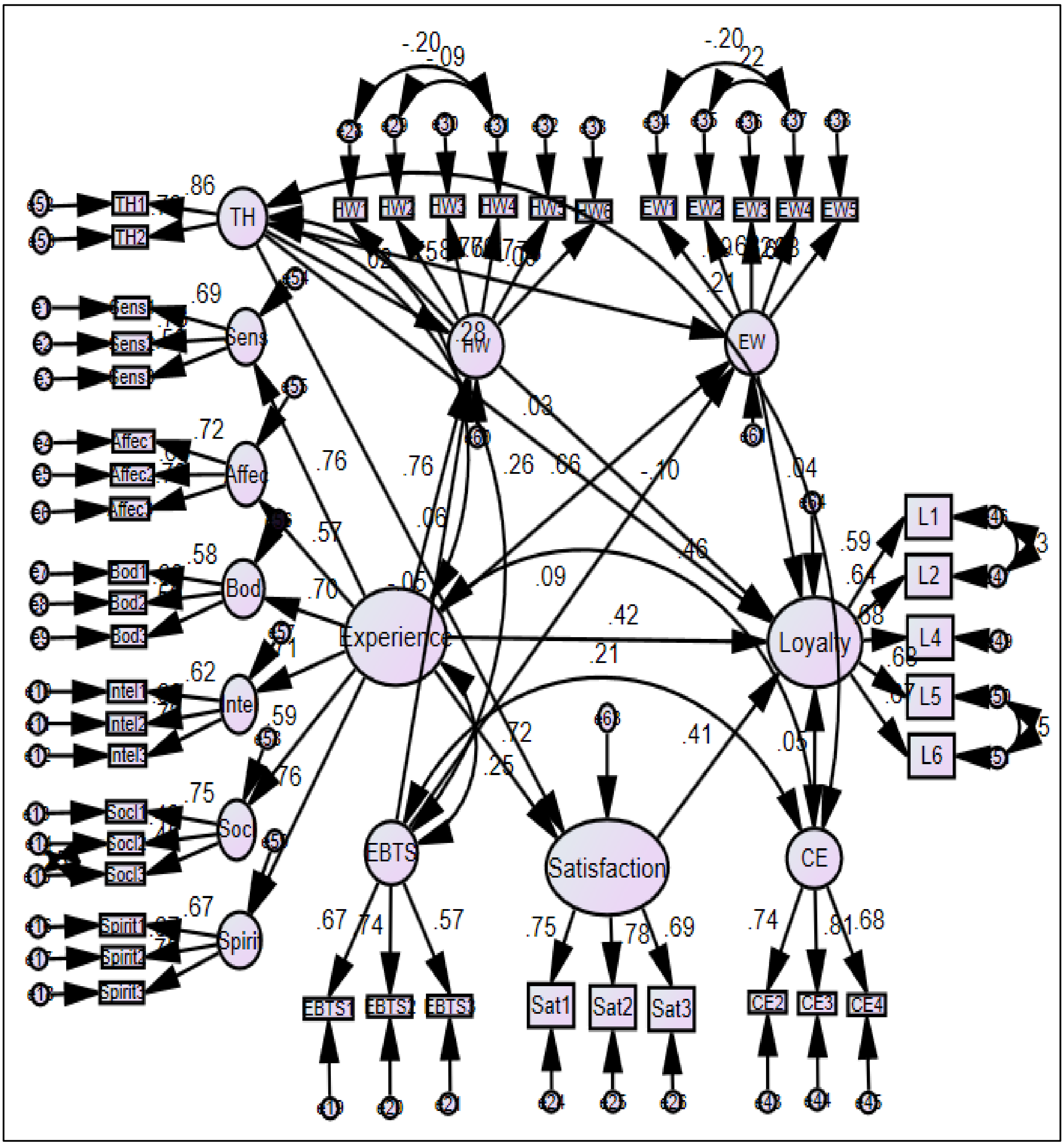


Table 4.37

Model fit Indices for the proposed structural model

Chi. Sq. (df)	CMIN/df	GFI	AGFI	NFI	RFI	IFI	TLI	CFI	PNFI	RMSEA	SRMR
1550.41 (912)	1.700	.888	.873	.839	.825	.927	.920	.926	.773	.036	.0496

Note. CMIN = min. chi. sq.; df = degrees of freedom; GFI = Goodness of fit; AGFI = Adjusted goodness of fit; NFI = Normed fit index; RFI = Relative fit index; IFI = Incremental Fit Index; TLI = Tucker- Lewis index; CFI = Comparative Fit Index; PNFI = Parsimonious normed fit index; RMSEA = Root mean square error of approximation; SRMR = Standardised Root Mean Square.

Examining dependence relationships

It can be observed from the Table 4.38 that control variable of Trait Happiness has no significant influence on any of the endogenous variables. Also, the moderator variables of EBTS and CE have no direct effects on their depnedent variables of wellbeing (HW and EW) and loyalty respectively. While satisfaction has been found to be a partial mediator of the experience to loyalty relationship with the direct effect between expereince and loyalty being significant. The proposed mediation effects of HW and EW on the relationship between experience and loyalty have not shown statistical significance, as their direct paths with loyalty are found to be insignificant.

Table 4.38

Regression estimates for the proposed structural model

Regression paths			Std. estimate	Unstd. estimate	Standard error	Critical ratio
Loyalty	<---------------------------	Experience	.424	.193	.064	3.017*
Satisfaction	<----------------------------	Experience	.717	.353	.027	13.047*
Loyalty	<----------------------------	Satisfaction	.407	.377	.078	4.804*
Loyalty	<-----Satisfaction <------	Experience	.133* (.088, .188)			
HW	<----------------------------	Experience	.756	.416	.030	14.052*
Loyalty	<----------------------------	HW	-.095	-.079	.063	-1.259
Loyalty	<---------HW <------------	Experience	-.033 (-.091, .018)			
EW	<----------------------------	Experience	.663	.296	.026	11.182*
Loyalty	<---------------------------	EW	.043	.043	.069	.629
Loyalty	<---------EW <------------	Experience	.013 (.032, .048)			
HW	<---------------------------	EBTS	-.046	-.026	.025	-1.035
EW	<---------------------------	EBTS	.094	.042	.023	1.816
Loyalty	<---------------------------	CE	.055	.025	.023	1.064
Satisfaction	<---------------------------	Control_TH	.060	.030	.023	1.270
HW	<---------------------------	Control_TH	.016	.009	.024	.353
EW	<---------------------------	Control_TH	-.086	-.038	.023	-1.690
Loyalty	<---------------------------	Control_TH	.028	.013	.021	.609

Note. * significance at 0.001 level; () 90% bias corrected confidence intervals with 2000 bootstrapped samples

Validating CBSEM using competing models

It is crucial to gain external validity to the proposed research model using competing plausible structural models. With the help of comparative model fit analysis, structural models similar to the proposed research model with slight changes in the relationship specification informed by theory shall be examined for model fit.

Competing Structural Model 1

In this competing structural model, the satisfaction variable is assigned as a serial mediaor after the mediators of HW and EW in explaining the experience to loyalty relationship (Fig. 4.10). While parsimony model fit indices are not satisfactory, the model performs acceptably on incremental and badeness-of-fit indices (Table 4.39). However, the serial mediation effect in both the cases of HW and EW is found to be statistically insignificant (Table 4.40). All other depedence relationships show similar result as the proposed reserch model.

Figure 4.10

Competing model 1

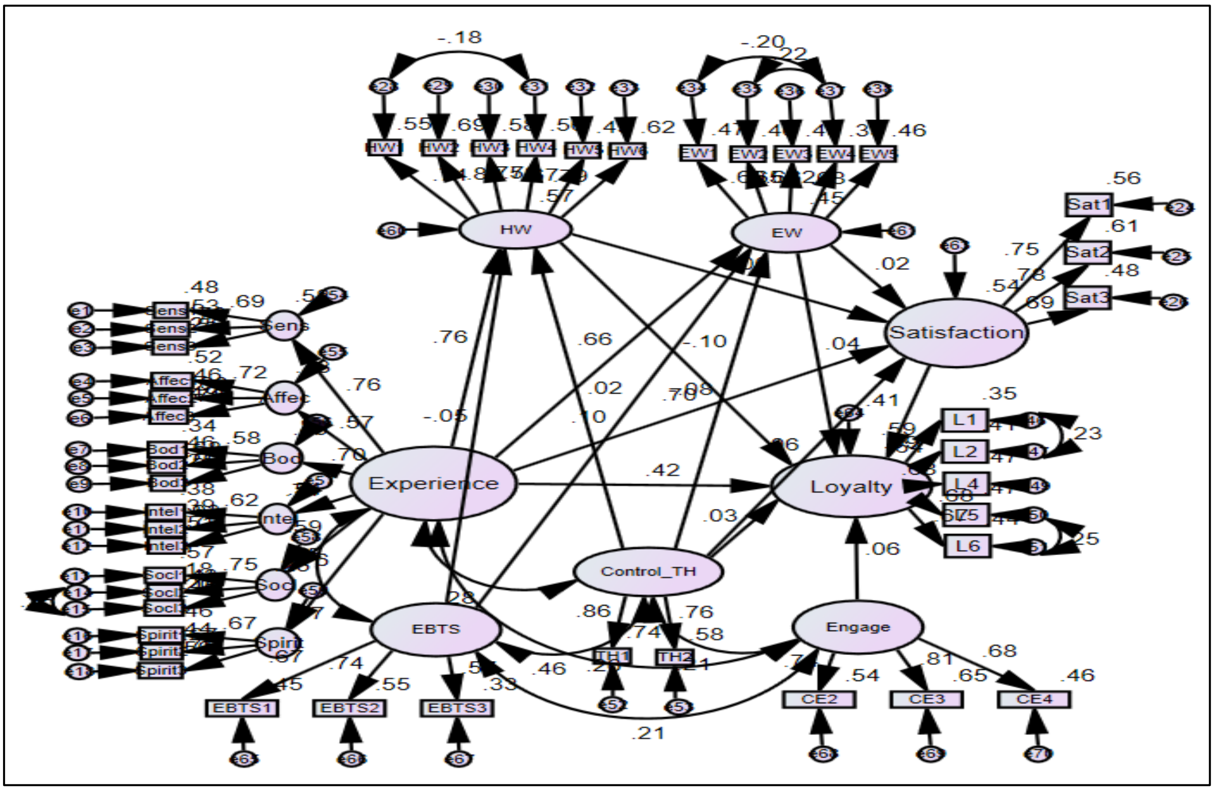


Table 4.39

Model Fit Indices for the competing model 1

Chi. Sq. (df)	CMIN/df	GFI	AGFI	NFI	RFI	IFI	TLI	CFI	PNFI	RMSEA	SRMR
1552.55 (911)	1.704	.888	.872	.839	.825	.926	.919	.926	.772	.036	.0496

Note. CMIN = min. chi. sq.; df = degrees of freedom; GFI = Goodness of fit; AGFI = Adjusted goodness of fit; NFI = Normed fit index; RFI = Relative fit index; IFI = Incremental Fit Index; TLI = Tucker- Lewis index; CFI = Comparative Fit Index; PNFI = Parsimonious normed fit index; RMSEA = Root mean square error of approximation; SRMR = Standardised Root Mean Square.

Table 4.40

Regression estimates for the competing model 1

Regression paths			Std. estimate	Unstd. estimate	Standard error	Critical ratio
Loyalty	<----------------------------	Experience	.424	.193	.064	3.029*
Satisfaction	<-----------------------------	Experience	.702	.345	.055	6.311*
Loyalty	<-----------------------------	Satisfaction	.409	.378	.079	4.802*
Loyalty	<-----Satisfaction <------	Experience	.131* (.081, .210)			
HW	<-----------------------------	Experience	.760	.418	.030	13.952*
Satisfaction	<-----------------------------	HW	-.004	-.003	.071	-.047
Loyalty	<-----------------------------	HW	-.096	-.079	.064	-1.239
Satisfaction	<---------HW <------------	Experience	-.001 (-.063, .062)			
Loyalty	<---------HW <------------	Experience	-.033 (-.096, .020)			
Loyalty <---- Satisfaction <----HW <---- Experience			-.001 (-.024, .025)			
EW	<-----------------------------	Experience	.660	.294	.027	11.028*
Satisfaction	<-----------------------------	EW	.023	.026	.076	.336

Regression paths			Std. estimate	Unstd. estimate	Standard error	Critical ratio
Loyalty	<----------------------------	EW	.042	.043	.068	.625
Satisfaction	<---------EW <------------	Experience	.008 (-.037, .050)			
Loyalty	<---------EW <------------	Experience	.013 (-.032, .049)			
Loyalty <---- Satisfaction <----EW <---- Experience			.003 (-.014, .020)			
HW	<----------------------------	EBTS	-.047	-.026	.025	-1.040
EW	<----------------------------	EBTS	.096	.043	.023	1.834
Loyalty	<----------------------------	CE	.055	.025	.023	1.074
Satisfaction	<----------------------------	Control_TH	.063	.031	.024	1.309
HW	<----------------------------	Control_TH	.017	.009	.024	.374
EW	<----------------------------	Control_TH	-.085	-.038	.023	-1.676
Loyalty	<----------------------------	Control_TH	.028	.013	.021	.609

Note. *** significance at 0.001 level; ()90% bias corrected confidence intervals with 2000 bootstrapped samples

Competing Structural Model 2

While engagement has not shown any direct effect on loyalty, it can show some indirect effects through wellbeing constructs. In this competing structural model, instead of satisfaction, engagement is being specified as a serial mediator after HW and EW in influencing the experience to loyalty relationship (Fig 4.11). The model fit indices show satisfactory absolute and relative fit and also perform well on badness-of-fit measures. However, parsimony fit indices are still not very satisfactory for the model (Table 4.41).

While satisfaction has been found to exert partial mediation effect on experience and loyalty relationship in all these models, another partial mediation effect has been found to be significant in the model which is the indirect effect of EW on experience to engagement relationship (Table 4.42). While this partial mediation effect had a positive beta coefficient, the mediation effect of HW on this direct relationship of experience and engagement though not significant is notable due to its beta coefficient being negative. All other relationships have shown regression results as before, except that control variable's influence on engagement is significant.

Figure 4.11

Competing Structural Model 2

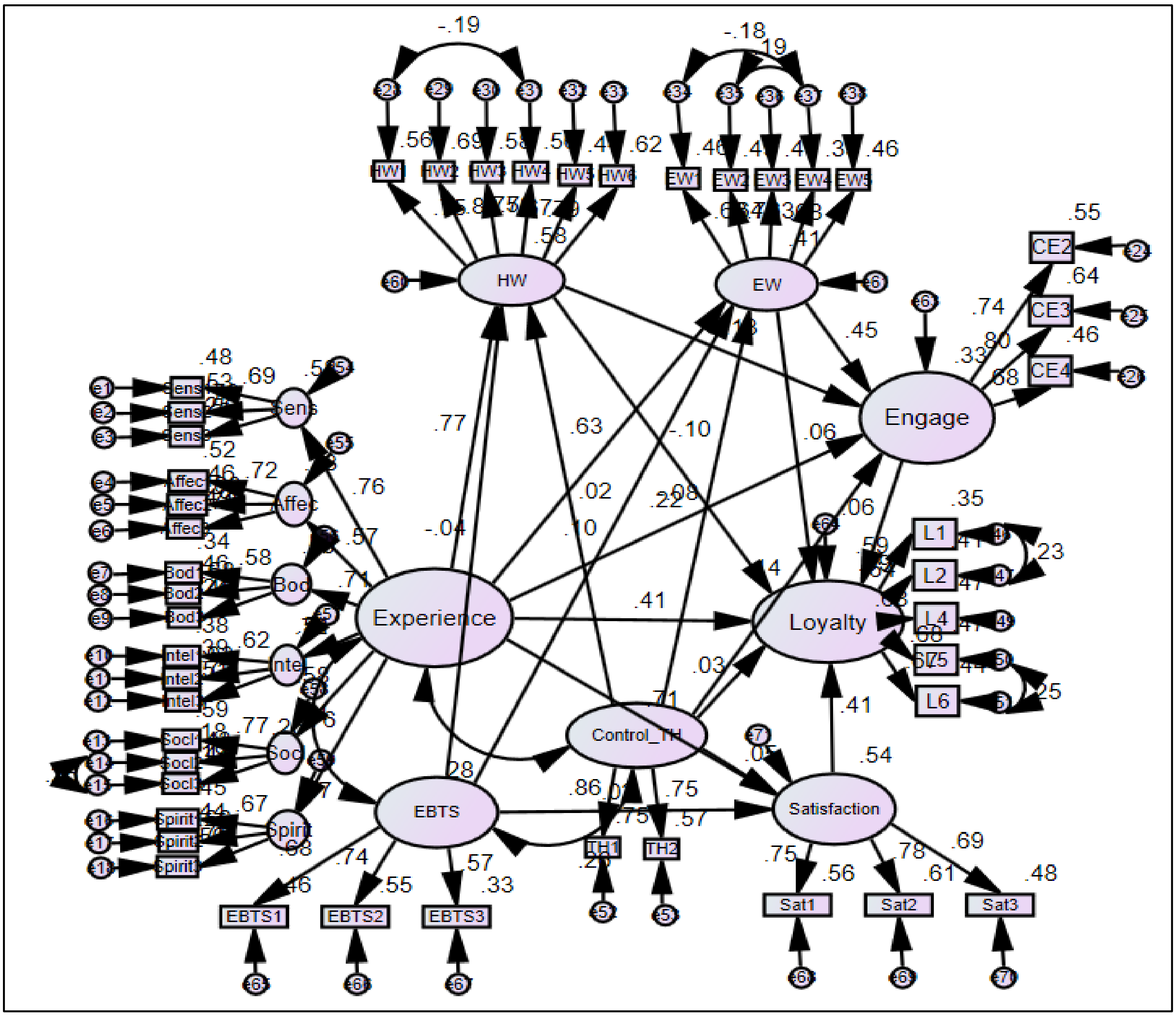


Table 4.41

Model Fit Indices for the competing model 2

Chi. Sq. (df)	CMIN/df	GFI	AGFI	NFI	RFI	IFI	TLI	CFI	PNFI	RMSEA	SRMR
1510.30 (911)	1.658	.892	.877	.843	.830	.931	.925	.931	.776	.035	.0476

Note. CMIN = min. chi. sq.; df = degrees of freedom; GFI = Goodness of fit; AGFI = Adjusted goodness of fit; NFI = Normed fit index; RFI = Relative fit index; IFI = Incremental Fit Index; TLI = Tucker- Lewis index; CFI = Comparative Fit Index; PNFI = Parsimonious normed fit index; RMSEA = Root mean square error of approximation; SRMR = Standardised Root Mean Square.

Table 4.42

Regression estimates for the competing model 2

Regression paths			Std. estimate	Unstd. estimate	Standard error	Critical ratio
Loyalty	<---------------------------	Experience	.414	.189	.062	3.045*
Satisfaction	<----------------------------	Experience	.713	.324	.027	12.134*
Loyalty	<----------------------------	Satisfaction	.410	.411	.086	4.803*
Loyalty	<-----Satisfaction <------	Experience	.133* (.086, .189)			
Engagement	<----------------------------	Experience	.218	.133	.067	1.985**
Loyalty	<----------------------------	Engagement	.062	.047	.043	1.081
Loyalty	<-----Engagement <------	Experience	.006 (-.002, .026)			
HW	<----------------------------	Experience	.769	.424	.030	14.276*
Engagement	<----------------------------	HW	-.134	-.147	.093	-1.584
Loyalty	<----------------------------	HW	-.101	-.083	.066	-1.260
Engagement	<---------HW <------------	Experience	-.062 (-.138, .004)			

Loyalty	<---------HW <------------	Experience	-.035 (-.099, .019)		
Loyalty <---- Engage <------HW <-------- Experience			-.003 (-.014, .001)		
EW	<----------------------------	Experience	.633	.277	.026	10.644*
Engagement	<----------------------------	EW	.445	.620	.106	5.819*
Loyalty	<---------------------------	EW	.055	.057	.073	.783
Engagement	<---------EW <------------	Experience	.172* (.118, .232)			
Loyalty	<---------EW <------------	Experience	.016 (-.028, .051)			
Loyalty <---- Engage <-------EW <------- Experience			.008 (-.006, .024)			
Loyalty <---Satisfaction + HW <-----		Experience	.098* (.015, .186)			
Loyalty <---Satisfaction + EW <------		Experience	.149* (.086, .211)			
HW	<---------------------------	EBTS	-.045	-.025	.025	-.986
EW	<---------------------------	EBTS	.096	.042	.023	1.811
Satisfaction	<---------------------------	EBTS	.024	.011	.023	.467
Satisfaction	<---------------------------	Control_TH	.054	.025	.022	1.113
Engagement	<---------------------------	Control_TH	.135	.082	.031	2.648*
HW	<---------------------------	Control_TH	.016	.009	.024	.355
EW	<---------------------------	Control_TH	-.081	-.035	.022	-1.577
Loyalty	<---------------------------	Control_TH	.029	.013	.021	.627

Note. * significance at 0.001 level; ()90% bias corrected confidence intervals with 2000 bootstrapped samples

Choosing the best competing model

Alongwith two competing models, there are three structural models after CBSEM competing for selection as the best model to be used for hypothesis testing. A comparative model fit assessment from the Table 4.43 reveals that competing model 2 taking engagement as the serial mediator trumps the proposed research model with a statistically significant difference with a lower chi.square value, indicating a relatively significant better model fit, $\chi 2$ (40.11, df = 1, p = .00001). Wheras, the chi-square value of competing model 1 taking satisfaction as a serial mediator has increased though insignificantly, $\chi 2$(2.14, df = 1, p = .143502), indicating a relatively poor model fit. Thus, Competing model 2 shall be considered the SEM model for further validity assessment.

Table 4.43

Comparative model fit indices of competing models

Model Fit Indices	Proposed Research Model	Competing Model 1	Competing Model 2
Chi. sq. (df)	1550.41 (912)	1552.55 (911)	1510.30 (911)
CMIN/df	1.700	1.704	1.658
GFI	.888	.888	.892
AGFI	.873	.872	.877
NFI	.839	.839	.843
RFI	.825	.825	.830
IFI	.927	.926	.931
TLI	.920	.919	.925
CFI	.926	.926	.931
PNFI	.773	.772	.776
RMSEA	.036	.036	.035
SRMR	.0496	.0496	.0476
Likelihood Ratio test of $\Delta\ \chi 2$		2.14, df = 1, p = .143502	40.11, df = 1, p = .00001
Baseline Comparison		Proposed research model	Proposed research model

Research Model Fit Statistics (SEM over CFA)

Now that both the major steps of CBSEM i.e. the measuremnt model and structural model has been assessed, it is crucial for SEM validity to establish that the structural model is an improvement over the measurement model. Although due to more constraints in the structural model the chi-square value is bound to relatively go up, indicating a poorer model fit, but such increase if insignificant establishes parsimony of the model i.e. the model attains similar fit with more constraints or information. A comparative model fit assessment from the Table 4.44 shows that the statistical difference between the structural and the measuremnt model is insignificant at 0.001 level. Thus, SEM validity has been established.

Table 4.44

Comparative model fit indices of measurement model and research (structural) model

Model Fit Indices	Measurement Model	Structural model (Competing Model 2)
Chi. sq. (df)	1487.79 (904)	1510.30 (911)
CMIN/df	1.646	1.658
GFI	.894	.892
AGFI	.878	.877
NFI	.845	.843
RFI	.831	.830
IFI	.933	.931
TLI	.926	.925
CFI	.932	.931
PNFI	.772	.776
RMSEA	.034	.035
SRMR	.0473	.0476
Likelihood Ratio test of $\Delta\ \chi 2$		22.51, df = 7, p = .002074
Baseline Comparison		Measurement model

PLS -SEM: The alternative method

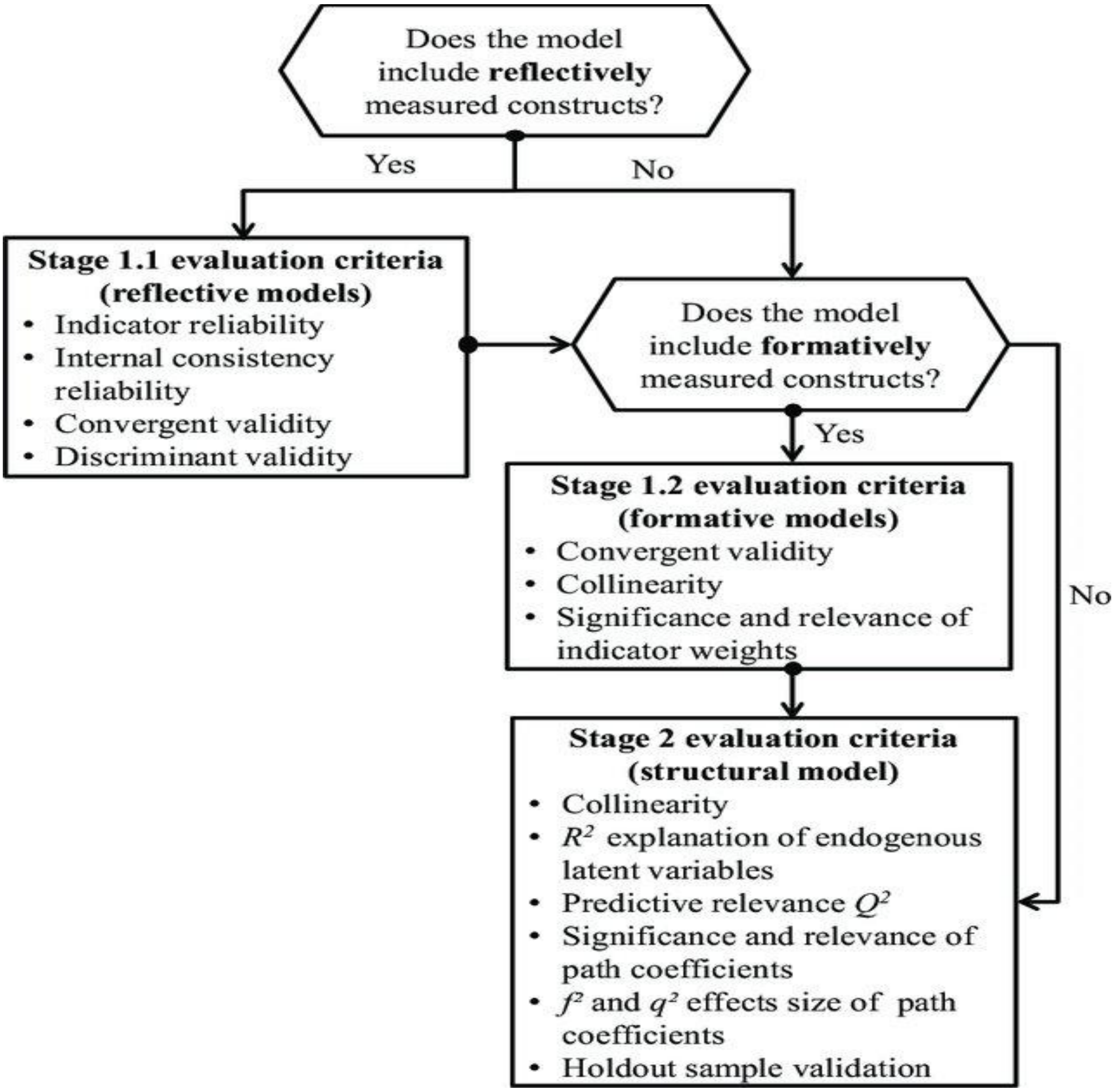
There is an ongoing debate over the efficacy of the two variations of Structural Equation Modelling i.e., the covariance-based SEM which gives better results in case of common factor models and the partial least squares-based SEM which is more appropriate for models using composite factor measures (Sarstedt et al., 2016). However, one another criteria running parallel to this reflective – formative conceptualization rule lies in the objective of using SEM. When the objective of the study is to test the theoretical model against the observed patterns in the data, CB-SEM is used to provide degree of fit and confirm the hypotheses. However, when the objective is to explore the relationships and patterns in the data and quantify such relationships to draw inferences, a PLS-SEM model finds the maximum explained variance in the data with regard to a given theoretical model. Thus, when the emphasis is on parameter accuracy and consistency, as in the case of theory testing studies, CB-SEM should be preferred for its robustness (Reinartz et al., 2009). Whereas when the focus is on theory development and prediction, PLS-SEM is preferable.

PLS-SEM is a composite factor-based modelling method more suitable for the validation of reflective-formative higher order constructs present in the study model. Due to the presence of such formative higher order constructs, the CBSEM analysis of the study model despite being a much more robust method considering the goal of theory testing and hypothetico-deductive research design of the present study, is afflicted with validity issues (Hair et al, 2017). While validating the structural model using competing models, other less theoretically meaningful competing model is found to be a better fit with the observed data as compared to the research model of the study. With a view to avoid testing a less theoretically relevant model, PLS-SEM method is used as an alternative to explain and test the research model proposed in the study.

The study utilizes the two-stage disjoint hierarchical component modelling process from Sarstedt et al. (2019). This method first evaluates the reliability and validity of the reflective measures and higher-order formative measures in the model in the first stage. Then in the second stage assesses the structural model.

Figure 4.12

The two stages of PLS-SEM



Note. The figure is adapted from Sarstedt et al. (2019)

Stage 1: Measurement model assessment

The measurement model is the specification of all the observed variables in order to assess their quality and strength of inter-relationships with the theoretical constructs (Bollen & Lennox, 1991). Since, the present study assumes reflective indicators at the first order level of measurement, the reliability and validity of such causal indicators is assessed.

Evaluating reflective model (first order constructs)

First, factor loadings of the reflective indicators are obtained for each of the theoretically assigned first-order constructs. These loadings are then used to drop the indicator for insufficiently i.e., loading less than 0.5 or inaccurately i.e., cross-loading with another construct, measuring the first order construct (Hair et al, 2017). Table 4.45 depicts the factor loadings of the observed variables on each of the first order constructs in the study. It can be observed that all the indicators have a loading of more than 0.6. Thus, all the indicators are accurately measuring the corresponding first order constructs in the study.

Further, collinearity for each of the reflective indicator is assessed to avoid redundancy in the measures by dropping the duplicitous indicators using variance inflation factor value as screening criteria. As can be observed from Table 4.46, the VIF value is less than 3 for each of the reflective measures. Thus, the measurement model is free from collinearity issue at the first-order level.

Table 4.45

Factor loadings (Reflective measures)

	Sens	Affec	Bod	Inte	Socl	Spirit	EBTS	HW	EW	Sats	CE	Loyal	TH
SensExp_1	0.809												
SensExp_2	0.832												
SensExp_3	0.683												
AffecExp_1		0.835											
AffecExp_2		0.773											

	Sens	Affec	Bod	Inte	Socl	Spirit	EBTS	HW	EW	Sats	CE	Loyal	TH
AffecExp_3		0.828											
BodExp_1			0.749										
BodExp_2			0.819										
BodExp_3			0.664										
IntelExp_1				0.763									
IntelExp_2				0.755									
IntelExp_3				0.835									
SoclExp_1					0.783								
SoclExp_2					0.681								
SoclExp_3					0.777								
SpiritExp_1						0.801							
SpiritExp_2						0.791							
SpiritExp_3						0.832							
EBTS_1							0.791						
EBTS_2							0.889						
EBTS_3							0.656						
HW_1								0.774					
HW_2								0.858					
HW_3								0.811					
HW_4								0.786					
HW_5								0.733					
HW_6								0.830					
EW_2									0.734				
EW_3									0.788				
EW_4									0.737				
EW_5									0.712				
EW_6									0.749				
Sat_1										0.805			
Sat_2										0.844			
Sat_3										0.786			
Sat_4										0.674			
CE_1											0.669		
CE_2											0.789		
CE_3											0.809		
CE_4											0.793		
Loyalty_1												0.687	
Loyalty_2												0.734	
Loyalty_3												0.599	
Loyalty_4												0.750	
Loyalty_9												0.770	
Loyalty_10												0.764	
TrtHapp_1													0.915
TrtHapp_2													0.902

Note. All items have factor loading values > = 0.6.

Table 4.46

Collinearity (Reflective measures)

	VIF		VIF
SensExp_1	1.393	Sat_1	1.665
SensExp_2	1.425	Sat_2	1.876
SensExp_3	1.204	Sat_3	1.569
AffecExp_1	1.491	CE_2	1.751
AffecExp_2	1.485	CE_3	1.819
AffecExp_3	1.478	CE_4	1.535
BodExp_1	1.186	Loyalty_2	1.594
BodExp_2	1.303	Loyalty_4	1.588
BodExp_3	1.189	Loyalty_9	1.736
IntelExp_1	1.315	Loyalty_10	1.756
IntelExp_2	1.365	TrtHapp_1	1.734
IntelExp_3	1.366	TrtHapp_2	1.734
SoclExp_1	1.193		
SoclExp_2	1.281		
SoclExp_3	1.229		
SpiritExp_1	1.200		
SpiritExp_2	1.200		
EBTS_1	1.406		
EBTS_2	1.443		
EBTS_3	1.293		
HW_1	1.977		
HW_2	2.657		
HW_3	2.054		
HW_4	1.928		
HW_5	1.690		
HW_6	2.243		
EW_2	1.469		
EW_3	1.784		
EW_4	1.456		
EW_5	1.547		
EW_6	1.565		

Note. VIF < 3 for all items

Reliability of reflective measures. One way of measuring indicator reliability is through assessing factor loadings of the items. A loading greater than 0.5 indicates good item reliability of the observed variables. Another way of assessing reliability is through the ratio of variance of the indicator over the total variance of the aggregate measure, i.e., composite reliability. Composite reliability greater than 0.7 indicates good scale reliability in case of

CFA (Hair et al., 2017). A measure of internal consistency, Cronbach's alpha also assesses scale reliability to be good at value greater than 0.6 in case of EFA (Taber, 2018). Both Composite reliability value and Cronbach's alpha value are greater than the threshold in the Table 4.47. Thus, the measurement model is reliable with the given reflective indicators of the first-order constructs.

Table 4.47

Construct reliability (Reflective measures)

Construct	Composite reliability (CR)	Cronbach's alpha
Sensory Exp.	0.820	0.672
Affective Exp.	0.853	0.745
Embodied Exp.	0.790	0.604
Intellectual Exp.	0.828	0.692
Social Exp.	0.792	0.621
Spiritual Exp.	0.850	0.734
EBTS	0.825	0.701
Hedonic Wellbeing	0.914	0.887
Eudemonic Wellbeing	0.861	0.799
Satisfaction	0.861	0.783
CE	0.851	0.765
Loyalty	0.865	0.813
Trait Happiness	0.904	0.788

Note. Composite reliability > 0.7; Cronbach's alpha > 0.6

Validity of reflective measures. Convergent validity indicates the degree to which the observed variables represented by a factor share large common variance among them. Average Variance Explained (AVE) is a specific measure of convergent validity for each of the study constructs as it shows the average convergence of the observations on each of the factors individually. AVE value more than 0.5 is the preferred norm for retaining a variable (Fornell & Larcker, 1981). Considering this threshold, the reflectively measured first order constructs in the measurement model have AVE > 0.50 (Table 4.48), thus show acceptable convergent validity.

Table 4.48

Convergent validity (Reflective measures)

Construct	Average variance extracted (AVE)
Sensory Exp.	0.605
Affective Exp.	0.660
Embodied Exp.	0.557
Intellectual Exp.	0.617
Social Exp.	0.560
Spiritual Exp.	0.653
EBTS	0.615
Hedonic Wellbeing	0.640
Eudemonic Wellbeing	0.554
Satisfaction	0.609
CE	0.589
Loyalty	0.518
Trait Happiness	0.825

Note. AVE > 0.5

While convergent validity only focuses on the strength of shared common variance among the observations loading on to a factor, discriminant validity ensures that the variables loading onto a factor are highly uncorrelated and share insignificant variance with any other factor in the model (Gerbing & Anderson, 1984). To asses discriminant validity, the average variance extracted (AVE) of the factor should be greater than its squared multiple correlations with all other constructs in the study (Fornell & Larcker, 1981; Henseler et al., 2015)**.** As can be seen from the Table 4.49, the values below diagonal representing squared inter-construct correlations are less than the AVE for each construct placed on the diagonal of the matrix.

Table 4.49

Discriminant validity (Reflective measures)

	Sens	Affect	Bod	Intel	Social	Spirit	EBTS	HW	EW	CE	Sats	Loyal	TH
Sensory	**0.778**												
Affective	0.338	**0.813**											
Embodied	0.358	0.309	**0.747**										
Intellectual	0.373	0.279	0.440	**0.785**									
Social	0.255	0.333	0.267	0.194	**0.748**								
Spiritual	0.380	0.252	0.340	0.420	0.291	**0.808**							
EBTS	0.132	0.152	0.093	0.142	0.141	0.110	**0.784**						
HW	0.467	0.288	0.408	0.451	0.240	0.519	0.130	**0.800**					
EW	0.360	0.295	0.255	0.290	0.349	0.421	0.177	0.410	**0.745**				
Satisfaction	0.485	0.396	0.346	0.334	0.347	0.428	0.174	0.446	0.411	**0.780**			
CE	0.272	0.290	0.240	0.298	0.282	0.309	0.131	0.342	0.449	0.274	**0.767**		
Loyalty	0.412	0.345	0.351	0.317	0.318	0.392	0.127	0.401	0.404	0.553	0.327	**0.720**	
TH_ctrl	0.183	0.113	0.072	0.161	0.119	0.209	0.195	0.183	0.098	0.196	0.201	0.188	**0.908**

Note. Diagonal elements are in bold and represent AVE values. Off-diagonal values are squared inter-construct correlations. AVE > SIC (Fornell- Lacker criterion)

Evaluating reflective-formative model (higher order constructs)

The higher order constructs in the study have been measured formatively. Thus, based on the assessment criteria provided by Sarstedt et al. (2019) for evaluating Type II reflective-formative measurement models, the validity of the higher order constructs in the present study i.e. customer experience and customer wellbeing has been determined. In the Table 4.50, convergent validity can be assessed from the outer loadings greater than 0.5, collinearity is found to be insignificant with VIF values less than 3, and indicator weights are found to be relevant and significant with p values of outer weights less than 0.05. Thus, both the higher order constructs are retained to be examined further in the structural model.

Table 4.50

Higher order construct validity (Formative measure)

Higher Order Construct	Lower Order Construct	Outer Weights	t statistic	p value	Outer loadings	VIF
Customer Experience	Sensory	0.401	9.706	0.000**	0.763	1.346
	Affective	0.203	4.550	0.000**	0.588	1.271
	Embodied	0.158	3.594	0.000**	0.601	1.384
	Intellectual	0.143	3.127	0.002*	0.607	1.423
	Social	0.198	4.661	0.000**	0.554	1.221
	Spiritual	0.375	7.811	0.000**	0.733	1.325
Customer wellbeing	Hedonic	0.661	15.436	0.000**	0.876	1.203
	Eudemonic	0.525	11.166	0.000**	0.796	1.203

Note. ** significance at 0.01 level, * significance at 0.05 level. VIF < 3.

Stage 2: Structural model assessment

With the reliable and valid measurement model, the structural relationships are added to the model with the specification of dependence relationships between the latent first-order and second order constructs. Such a directional model is also known as inner model in PLS-SEM. Figure 4.13 presents the path analysis diagram depicting the strength of the inner and outer relationships among the constructs.

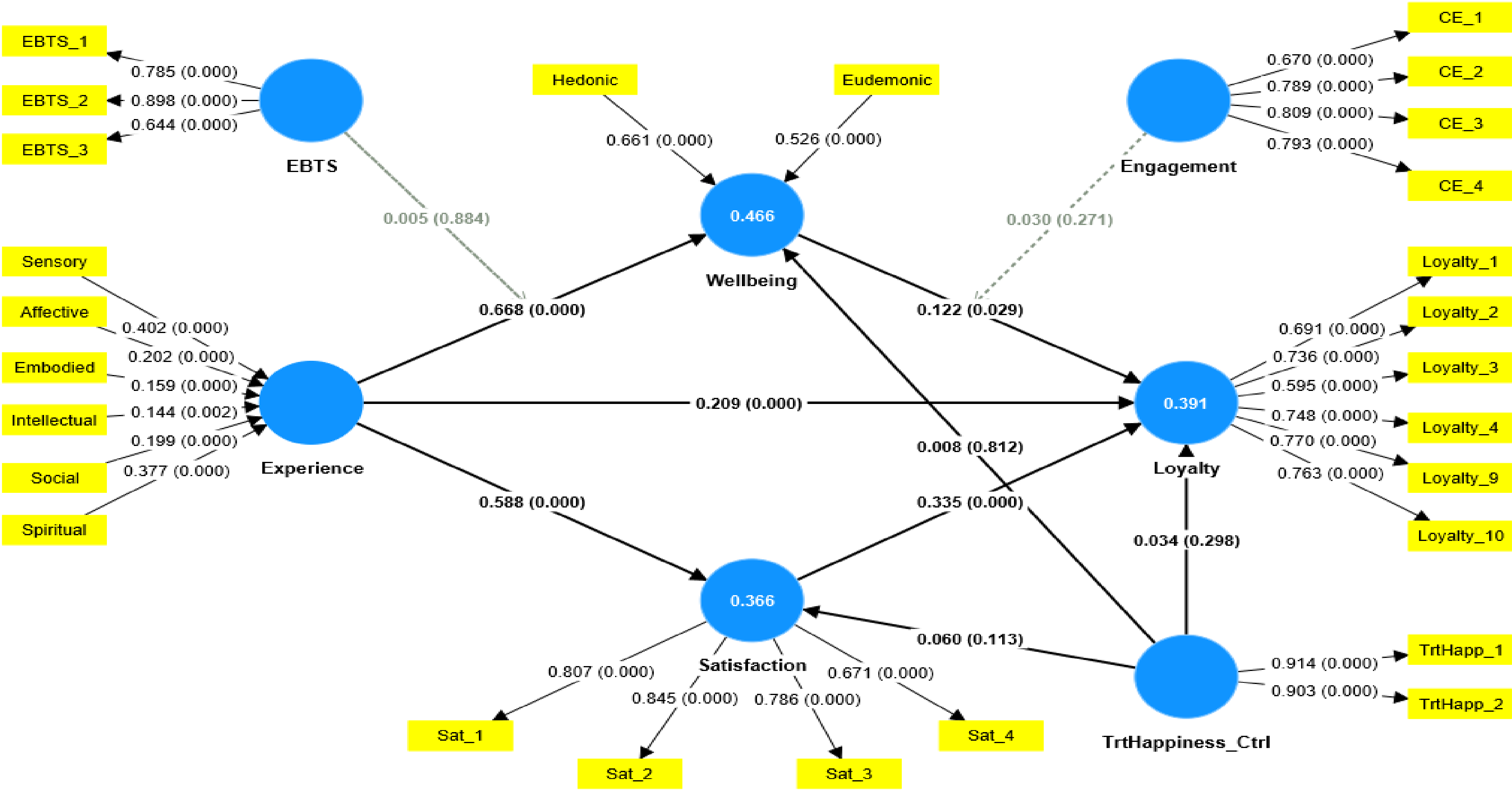
Unlike CBSEM, the model fit of the PLS-SEM is assessed using non-parametric methods with the aim to explain the maximum fit obtained by the given structural model. Thus, the model fit indices given in Table 4.51 are at best goodness of fit measures. R square i.e., the coefficient of determination is referring to the extent of variation caused in the endogenous variables due to the exogenous variables. Since, experience, wellbeing, and satisfaction together explain around 40 percent variance in the loyalty which the dependent variable, the model is ascertained to have a moderate model fit as per (Chin, 1998).

Q square statistic is yet another method of assessing model fit through ascertaining predictive relevance. The statistic represents cross-validation redundancy by using blindfolding method. In this method, a portion of data is used to obtain parameter estimates, which are then used to predict the remaining data. The difference between the predicted and actual data values in the remaining unused data is calculated as Q square statistic. In Table 4.51, all the Q square values are greater than 0.3, thus the model has strong predictive relevance (Hair et al., 2013).

Effect size i.e., f square provides the degree of strength of the structural relationships as the ratio of explained to the total variance in the model. In the Table 4.51, all the exogenous variables possess moderate effect size with the dependent variables, having f square value > 0.02 , with the exception of wellbeing to loyalty effect being relatively weak. Looking at SRMR i.e., root mean square of the residuals which measures the goodness of fit of model, is less than the threshold value of 0.8 (Niemand & Mai, 2018). Thus, the structural model is a good with the data.

Figure 4.13

PLS-SEM path analysis diagram



Note. Values within constructs are R square values. Values on the paths are the path coefficients with p values in the brackets. Values on the indicator paths are outer weights with p values in brackets.

Table 4.51

Model goodness indices

Exogenous variables	Endogenous variables	R square	Q square	f square	SRMR
Customer experience				0.031*	
Customer wellbeing	Customer loyalty	0.391	0.285	0.012	
Customer satisfaction				0.113*	0.057
Customer experience	Customer Wellbeing	0.466	0.353	0.773*	
	Customer Satisfaction	0.366	0.449	0.517*	

Note. * significance of effect size (f sq.) > 0.02. Bold indicates significant fit since SRMR index below 0.07 threshold value.

Further, the path coefficients of structural model with and without controls has been compared to ascertain the model with relatively better goodness of fit. As can be observed from Table 4.52, there is no significant difference in the R square values of both the model. Thus, the PLS results of the model with control has been considered for testing the study hypotheses.

Table 4.52

Model Comparison

Exogenous Variables	Endogenous Variable	Model without control			Model with control		
		Beta Coeff	t value	p value	Beta Coeff	t value	p value
Experience		0.217	3.736	0.000**	0.213	3.648	0.000**
Wellbeing		0.122	2.176	0.030*	0.122	2.182	0.029*
Satisfaction	Loyalty	0.336	7.510	0.000**	0.333	7.364	0.000**
CE		0.093	2.299	0.022*	0.088	2.152	0.031*
CE x Wb		0.032	1.200	0.230	0.029	1.101	0.271
Experience		0.669	24.537	0.000**	0.668	23.710	0.000**
EBTS	Wellbeing	0.063	1.811	0.070*	0.061	1.747	0.081
Exp. x EBTS		0.005	0.141	0.888	0.005	0.145	0.884
Experience	Satisfaction	0.605	23.282	0.000**	0.591	21.066	0.000**

Control	Loyalty		0.035	1.041	0.298
	Wellbeing		0.008	0.238	0.812
	Satisfaction		0.062	1.583	0.113
Model R^2		0.390		0.391	

Note. ** significance at 0.01 level, * significance at 0.05 level; t statistic is given at 95% bias corrected confidence intervals with 5000 bootstrapped samples

PLS-SEM Results: Hypothesis 1, 4, and 8

The PLS-SEM results regarding direct and indirect effects are shown in Table 4.53. It is found that both direct and indirect effects of experience is significant in explaining loyalty through wellbeing and satisfaction. Thus, Hypothesis 1 regarding the main effect of customer experience on customer loyalty is supported by the PLS results. Also, the hypothesis regarding the indirect effect of experience through wellbeing i.e., Hypothesis 4 and through satisfaction i.e., Hypothesis 8 on loyalty is supported.

Table 4.53

Mediation results

Total effect Exp. --> Loyalty		Direct effect Exp. --> Loyalty		Indirect effects of Experience on loyalty				
Coeff.	P value	Coeff.	P value	Specific Indirect effects	Coeff.	SD	t value (boot-strap)	P value
0.491	0.000	0.213	.000	Exp.-->Wb --> Loyalty	0.081	0.037	2.189	0.029*
				Exp.-->Sat --> Loyalty	0.197	0.028	7.033	0.000**

Note. ** significance at 0.01 level; * significance at 0.05 level ; t statistic is given at 95% bias corrected confidence intervals with 5000 bootstrapped samples

Conditional Process Analysis

While covariance-based structural equation modelling (CBSEM) is widely used to examine the strength of the directional dependence relationships among the latent constructs and has many advantages over the multiple regression analysis used by analysis softwares such as Hayes' Process Macro, highly complex conditional processess involving metric variables are more conveniently handled by the Process Macro which is governed by Ordinary Least Square (OLS) regression assumptions.

Use of Machine Learning (ML) based analysis such as SEM or OLS based analysis such as multiple regression models should not make much difference to the results if the multivariate assumptions of normality are strictly met. However, in social science research, most often the data tends to have some skewness or kurtosis depicting the subjective realities of the study. Thus, data exhibiting normality with a lenient assessment measure of (+3, -3) S.E. instead of a statistically stricter requirement of ML for normality i.e., (+1.96, -1.96) can result in many truer relationships remaining insignificant. The interpretation of the conditional indirect effects through Process Macro has much practical implications in minutely explaining the paths between two constructs and should not be discounted. Thus, the study considers conditional process analysis between the main independent variable of experience and the dependent variable of loyalty using Hayes' Process Macro version 4.1.

All the measures used for the conditional process analysis have met the assumptions essential for OLS regression such as normality, linearity, homoscedasticity, multicollinearity etc. and are found to be reliable and valid except the mood scale which had its chronbach alpha value below 0.6.

Multiple regression for testing direct first order paths: Sub-hypothesis 2c to 2h

This sub-section presents the result regarding experience and wellbeing relationship. The relative examination of first-order effects of experience on hedonic and eudemonic wellbeing (Table 4.54), reveals that sensory and spiritual experience leads to both hedonic and eudemonic wellbeing. A closer comparison of beta coefficients reveal that sensory experience leads to relatively more hedonic than eudemonic wellbeing ($Beta_{HW} = 0.216 > Beta_{EW} = 0.155$), also spiritual experience generates more of hedonic than eudemonic wellbeing ($Beta_{HW} = 0.311 > Beta_{EW} = 0.271$). Also, while embodied and intellectual experience are significantly influencing hedonic wellbeing only ($Beta_{embodied} = 0.108$, t =2.059, p =0.006; $Beta_{intellectual} = 0.175$, t =4.386, p =0.000), affective and social experience are significantly influencing only eudemonic wellbeing ($Beta_{affecttive} = 0.105$, t =2.557, p =0.011; $Beta_{social} = 0.184$, t =4.612, p =0.000).

Thus, the relative first-order effects show that sensory, embodied, intellectual, and spiritual experience are relatively more important in formation of hedonic wellbeing while affective and social experience factor in more for eudemonic wellbeing.

Table 4.54

First-order regression paths

	Hedonic Wellbeing (DV)			Eudemonic Wellbeing (DV)		
	Std. Coeff. Beta	t	p value	Std. Coeff. Beta	t	p value
(Constant)		1.519	**.129**		5.544	.000
Control_TH	.037	1.082	**.280**	-.027	-.705	**.481**
Sensory exp.	.216	5.580	.000	.155	3.623	.000
Affective exp.	.051	1.373	**.170**	.105	2.557	.011

	Hedonic Wellbeing (DV)			Eudemonic Wellbeing (DV)		
	Std. Coeff. Beta	t	p value	Std. Coeff. Beta	t	p value
Embodied exp.	.108	2.759	.006	-.011	-.245	**.806**
Intellectual exp.	.175	4.386	.000	.060	1.363	**.173**
Social exp.	-.006	-.169	**.865**	.184	4.612	.000
Spiritual exp.	.311	7.976	.000	.271	6.295	.000

Note. Bold indicates insignificance at 95% CI

Mediation path analysis

Wellbeing Mediation Paths: Hypothesis 4a and 4b

In this sub-section, results regarding the mediating effect of wellbeing on the experience to loyalty relationship is presented. The direct effect of customer experience on loyalty showed a significant effect as observed in Table 4.53 (Beta = 0.213, p =0.000). Further, from Hayes' Process Macro results for mediation using model no. 4 provided in Table 4.55, while the direct effect of experience to loyalty is significant (direct effect = 0.5858, t = 8.5876, p = 0.000), both the indirect mediation paths of hedonic (indirect effect = 3.524, Boot SE = 1.114, 95 % CI = [1.61, 5.95]) and eudemonic wellbeing (indirect effect = 3.524, Boot SE = 1.114, 95 % CI = [1.61, 5.95]) to the experience to loyalty relationship is also significant with "0" not falling in the bias corrected 95% confidence interval range created using 5000 bootstrap samples. Thus, both hedonic and eudemonic wellbeing are found to parallelly and partially mediate the main effect of experience on loyalty, confirming Hypothesis 4a and Hypothesis 4b. However, the pairwise contrast does not reveal any significant difference in the strength of the two indirect effects on consumer loyalty.

Table 4.55

Mediation by Wellbeing

Predictors	Effect	S.E.	t	p	Boot LLCI	Boot ULCI
Control_TH	.0394*	.0181	2.1795	.0297	.0039	.0748
Direct Effect						
Exp. -→ Loyalty	.5858*	.0682	8.5876	.0000	.4518	.7198
Indirect Effect						
Exp.--> HW → Loyalty	.0973*	.0432	-	-	.0135	.1804
Exp.--> EW → Loyalty	.1030*	.0286	-	-	.0467	.1585
Pairwise Contrast	-.0057	.0514	-	-	-.1070	.0962
R^2	.3346					
F	68.76*					

Note. * Significance ($p < 0.05$). Control_TH = Control variable Trait Happiness. Exp. = Experience. HW = Hedonic Wellbeing. EW = Eudemonic Wellbeing. Effect = unstandardized regression coefficients. S.E. = standard error, BootLLCI = lower-level bootstrapped CI. BootULCI = Upper-level bootstrapped CI. 95% CI were created using 5000 bootstrap samples. CIs that do not contain/ exclude 0 indicate significance.

Satisfaction Mediation Paths: Hypothesis 6, 7, and 8

This sub-section provides the results of the direct and indirect regression paths from experience to loyalty through satisfaction. From the direct path coefficients in Table 4.52, it is found that experience leads to satisfaction (Beta = 0.591, t =21.066, p =0.000) and satisfaction leads to loyalty (Beta = 0.333, t =7.364, p =0.000), thus confirming Hypothesis 6 and Hypothesis 7. Since both the individual regression paths from experience to satisfaction and from satisfaction to loyalty are found to be significant, Hayes' process macro is employed to assess the mediation effect of satisfaction on the experience to loyalty relationship using model no. 4, after controlling for trait happiness as a covariate. The direct effect from Table 4.56 between experience and loyalty is found to be significant (direct effect = 0.5046, t = 8.1560, p = 0.000). The significance of the indirect mediation effect of satisfaction on the experience to loyalty relationship (indirect effect = 0.2815, Boot SE = 0.0371, 95 % CI = [0.21, 0.35]), establishes satisfaction to be partial mediator on the main effect of experience and loyalty, confirming Hypothesis 8.

Table 4.56

Mediation by Satisfaction

Predictors	Effect	S.E.	t	p	Boot LLCI	Boot ULCI
Control_TH	.0278	.0175	1.5933	.1117	-.0065	.0621
Direct Effect						
Exp. -→ Loyalty	.5046*	.0619	8.1560	.0000	.3831	.6261
Indirect Effect						
Exp.--> Sat → Loyalty	.2815*	.0371	-	-	.2092	.3548
R^2	.3805					
F	112.19*					

Note. * Significance ($p < 0.05$). Control_TH = Control variable Trait Happiness. Exp. = Experience. Sat = Satisfaction. Effect = unstandardized regression coefficients. S.E. = standard error, BootLLCI = lower-level bootstrapped CI. BootULCI = Upper-level bootstrapped CI. 95% CI were created using 5000 bootstrap samples. CIs that do not contain/ exclude 0 indicate significance

Multiple Mediation Paths of Satisfaction and Wellbeing: Hypothesis 10 and 11

Now that both satisfaction and wellbeing have been found to significant partial mediators of the experience to loyalty relationship, this sub-section presents results regarding their serial and parallel mediation effects. Hayes' Process Macro model no.4 is utilised for assessing the multiple mediation of satisfaction and wellbeing running parallelly in their influence on the experience and loyalty relationship together with trait happiness as covariate. Table 4.57 shows that the direct effect between experience and loyalty is significant (direct effect = 0.3918, t =5.5952, p =0.000). Also, the individual indirect effects of satisfaction and wellbeing are significant as can be ascertained from the 95% bias corrected confidence interval created using 5000 bootstrapped samples which do not include "0" (indirect $\text{effect}_{\text{satisfaction}}$ = 0.2561, Boot SE = 0.0384, 95 % CI = [0.18, 0.33]; indirect $\text{effect}_{\text{wellbeing}}$ = 0.1382, Boot SE = 0.0496, 95 % CI = [0.04, 0.23]). Thus, both satisfaction and wellbeing partially mediate the significant experience to loyalty effect.

Before assessing the serial mediation, satisfaction to wellbeing path needed to be analysed as directed by theoretical indication for examining hypothesis 9. Satisfaction was found to be significantly influencing wellbeing as can be observed from the simple linear regression results (Beta = 0.494, t =13.183, p =0.000). Thus, a serial mediation examination was made by using Hayes' Process Macro model no. 6 to assess the serial mediating influence of satisfaction through wellbeing on the experience-loyalty direct effect which was significant (direct effect = 0.3918, t =5.5952, p =0.000). Furthermore, the serial mediation effect of both the mediators with wellbeing carrying forward the mediation effect from satisfaction to loyalty is found to be significant from Table 4.58 (indirect $\text{effect}_{\text{serial}}$ = 0.0254, Boot SE = 0.0114, 95 % CI = [0.01, 0.05]).

Thus, from the Table 4.57 and Table 4.58 depicting the multiple mediation results of satisfaction and wellbeing on the experience and loyalty main relationship, it can be inferred that these two partial mediators both parallelly and serially mediate the main effect, confirming both Hypothesis 10 and Hypothesis 11. However, a comparison of standardized indirect effects reveals that the parallel mediation has greater influence than the serial mediation combination in influencing loyalty through customer experience. The standardised beta coefficient of serial mediation effect is found to be lower than that of total mediation effect in the parallel mediation model. Thus, the study considers wellbeing and satisfaction to be relatively more parsimonious and effective generating loyalty through complementary parallel mediation.

Table 4.57

Parallel mediation paths of Wellbeing and Satisfaction

Predictors	Effect	S.E.	t	p	Boot LLCI	Boot ULCI
Control_TH	.0267	.0173	1.5432	.1233	-.0073	.0607
Direct Effect						
Exp. -→ Loyalty	.3918*	.0700	5.5952	.0000	.2543	.5294
Indirect Effect						
Exp.--> Satisfaction → Loyalty	.2561*	.0384	-	-	.1849	.3336
Exp.--> Wellbeing → Loyalty	.1382*	.0496	-	-	.0390	.2328
Pairwise contrast	.1179	.0709	-	-	-.0176	.2608
R^2	.3928					
F	88.46*					

Note. * Significance ($p < 0.05$). Control_TH = Control variable Trait Happiness. Exp. = Experience. Effect = unstandardized regression coefficients. S.E. = standard error, BootLLCI = lower-level bootstrapped CI. BootULCI = Upper-level bootstrapped CI. 95% CI were created using 5000 bootstrap samples. CIs that do not contain/ exclude 0 indicate significance

Table 4.58

Serial mediation path of Wellbeing and Satisfaction

Predictors	Effect	S.E.	t	p	Boot LLCI	Boot ULCI

Control_TH	.0267	.0173	1.5432	.1233	-.0073	.0607
Direct Effect						
Exp. -→ Loyalty	.3918*	.0700	5.5952	.0000	.2543	.5294
Indirect Effect						
Exp.--> Sat → Loyalty	.2561*	.0388	-	-	.1810	.3353
Exp.--> Wb → Loyalty	.1128*	.0396	-	-	.0322	.1881
Exp.--> Wb → Sat →Loyalty	.0254*	.0114	-	-	.0057	.0506
R^2	.3928					
F	88.46*					

Note. * Significance (p < 0.05). Control_TH = Control variable Trait Happiness. Exp. = Experience. Sat = Satisfaction. Wb = Wellbeing. Effect = unstandardized regression coefficients. S.E. = standard error, BootLLCI = lower-level bootstrapped CI. BootULCI = Upper-level bootstrapped CI. 95% CI were created using 5000 bootstrap samples. CIs that do not contain/ exclude 0 indicate significance

First-stage moderated mediation: Hypothesis 12

This sub-section presents the mediation effects of hedonic and eudemonic wellbeing on experience and loyalty relationship at various levels of the moderating influence of Experience Buying Tendency (EBTS). For conducting this first-stage conditional process analysis, Hayes' Process Macro model no. 7 is used. As can be observed from Table 4.59, the index of moderated-mediation for both the mediators is insignificant as the 95% bias corrected confidence interval created using 5000 bootstraps include "0" ($Index_{HW}$ = 0.0062, Boot SE = 0.0054, 95 % CI = [-0.01, 0.02]; ($Index_{EW}$ = - 0.0043, Boot SE = 0.0077, 95 % CI = [-0.02, 0.01]), leading to non-confirmation of hypothesis 12a and 12b. However, it is crucial to draw insights from the indirect effects which were found to be significant at the high and low levels of EBTS moderator.

For instance, in case of mediation effect of hedonic wellbing, the effect is stronger at higher EBTS and becomes weaker as the EBTS is lower (indirect effect at $EBTS_{+1S.D.}$ = 0.1053, Boot SE = 0.0468, 95 % CI = [0.01, 0.20] > indirect effect at $EBTS_{-1S.D.}$ = 0.0897, Boot SE = 0.0397, 95 % CI = [0.01, 0.17]). This is also evident by the positive moderated mediation index for its mediation effects. Whereas, on the contrary, the moderated mediation index for eudemonic wellbeing mediation is negative though insignificant which is supported by its significant indirect effect which is stronger when EBTS is low and weaker when EBTS is high (indirect effect at $EBTS_{+1S.D.}$ = 0.0949, Boot SE = 0.0294, 95 % CI = [0.04, 0.16] > indirect effect at $EBTS_{-1S.D.}$ = 0.1056, Boot SE = 0.0291, 95 % CI = [0.05, 0.16]). Thus, despite the insignificant strength of the moderating influence of EBTS, the conditional indirect effects are significant and indicate that hedonic wellbeing path as more effective at higher levels of experience buying tendency while at lower levels of experience buying tendency, eudemonic path is more effective in generating loyalty.

Table 4.59

First-stage moderated mediation by EBTS

Predictors	Effect	S.E.	t	p	Boot LLCI	Boot ULCI
Direct Effect						
Exp. -→ Loyalty	.5858*	.0682	8.5876	.0000	.4518	.7198
Moderated Mediation Index						
(Exp.--> HW → Loyalty)	.0062	.0054	-	-	-.0017	.0189
Indirect effect when $EBTS_{high}$	.1053*	.0468	-	-	.0138	.1981
Indirect effect when $EBTS_{low}$	.0897*	.0397	-	-	.0118	.1689
Moderated Mediation Index						
(Exp.--> EW → Loyalty)	-.0043	.0077	-	-	-.0182	.0130
Indirect effect when $EBTS_{high}$	.0949*	.0294	-	-	.0415	.1570

Indirect effect when $EBTS_{low}$	.1056*	.0291	-	-	.0485	.1641
R^2	.3346					
F	68.76*					

Note. * Significance ($p < 0.05$). Control_TH = Control variable Trait Happiness. Exp. = Experience. HW = Hedonic Wellbeing. EW = Eudemonic Wellbeing. EBTS = Experience Buying Tendency. Effect = unstandardized regression coefficients. S.E. = standard error, BootLLCI = lower-level bootstrapped CI. BootULCI = Upper-level bootstrapped CI. 95% CI were created using 5000 bootstrap samples. CIs that do not contain/ exclude 0 indicate significance.

Second-stage moderated mediation: Hypothesis 13

This sub-section presents the mediation effects of hedonic and eudemonic wellbeing on experience and loyalty relationship at various levels of the moderating influence of Customer Engagement (CE). For conducting this second-stage conditional process analysis, Hayes' Process Macro model no. 14 is used. As can be observed from Table 4.60, the index of moderated-mediation for both the mediators is insignificant as the 95% bias corrected confidence interval created using 5000 bootstraps include "0" ($Index_{HW}$ = 0.360, Boot SE = 0.0586, 95 % CI = [-0.08, 0.15]; ($Index_{EW}$ = - 0.0545, Boot SE = 0.0338, 95 % CI = [-0.01, 0.13]), leading to non-confirmation of hypothesis 13a and 13b. However, it is crucial to draw insights from the indirect effects which were found to be significant in case of eudemonic wellbeing path.

As can be observed from Table 4.60, in case of mediation effect of hedonic wellbeing, customer engagement fails to have a significant moderating influence with insignificant conditional indirect effects at both low and high level of engagement (indirect effect at

$CE_{+1S.D.}$ = 0.1074, Boot SE = 0.0584, 95 % CI = [0.08, 0.16]; indirect effect at $CE_{-1S.D.}$ = 0.0629, Boot SE = 0.0557, 95 % CI = [0.05, 0.18]).

Whereas, while the moderated mediation index for eudemonic wellbeing path is insignificant, the moderating influence of customer engagement on the path is significant as can be observed from the significant conditional indirect effects at high and low levels of engagement (indirect effect at $CE_{+1S.D.}$ = 0.1440, Boot SE = 0.0455, 95 % CI = [0.06, 0.24]; indirect effect at $CE_{-1S.D.}$ = 0.0766, Boot SE = 0.0307, 95 % CI = [0.02, 0.14]).

Table 4.60

Second stage moderated mediation by Engagement (CE)

Predictors	Effect	S.E.	t	p	Boot LLCI	Boot ULCI
Direct Effect						
Exp. -→ Loyalty	.5666*	.0691	8.1976	.0000	.4308	.7024
Moderated Mediation Index						
(Exp.--> HW → Loyalty)	.0360	.0586	-	-	-.0825	.1458
Indirect effect when CE_{high}	.1074	.0584	-	-	-.0089	.2232
Indirect effect when CE_{low}	.0629	.0557	-	-	-.0465	.1754
Moderated Mediation Index						
(Exp.--> EW → Loyalty)	.0545	.0338	-	-	-.0069	.1276
Indirect effect when CE_{high}	.1440*	.0455	-	-	.0586	.2374
Indirect effect when CE_{low}	.0766*	.0307	-	-	.0167	.1374
R^2	.3421					
F	40.42*					

Note. * Significance ($p < 0.05$). Control_TH = Control variable Trait Happiness. Exp. = Experience. HW = Hedonic Wellbeing. EW = Eudemonic Wellbeing. CE = Customer Engagement. Effect = unstandardized regression coefficients. S.E. = standard error, BootLLCI

= lower-level bootstrapped CI. BootULCI = Upper-level bootstrapped CI. 95% CI were created using 5000 bootstrap samples. CIs that do not contain/ exclude 0 indicate significance.

Two-stage Moderated Mediation: Hypothesis 14

This sub-section presents the mediation effects of hedonic and eudemonic wellbeing on experience and loyalty relationship at various levels of the moderating influence of Experience Buynig Tendency (EBTS) at the first stage and Customer Engagement (CE) at the second stage. For conducting this two-stage conditional process analysis, Hayes' Process Macro model no. 21 is used. As can be observed from Table 4.61, the index of moderated-mediation for both the mediators is insignificant as the 95% bias corrected confidence interval created using 5000 bootstraps include "0" ($Index_{HW}$ = 0.360, Boot SE = 0.0586, 95 % CI = [-0.08, 0.15]; ($Index_{EW}$ = - 0.0545, Boot SE = 0.0338, 95 % CI = [-0.01, 0.13]), leading to non-confirmation of hypothesis 14a and 14b. However, it is crucial to draw insights from the indirect effects which were found to be significant in case of eudemonic wellbeing path.

As can be observed from Table 4.61, in case of mediation effect of hedonic wellbeing, the joint moderating influence of both EBTS and CE fails to result in significant conditional indirect effects at both low and high levels. However, though the moderated mediation index for eudemonic wellbeing path is also insignificant, the joint moderating influence of EBTS and CE on the path is significant as can be observed from the significant conditional indirect effects at high and low levels. It can be observed that at high level of customer engagement, the indirect moderated mediation effect is not significantly varying among low and high experience buying tendency exhibited by the customer. Similarly, at low level of engagement also, experience buying tendency is not resulting is significant variation in the eudemonic mediation path. However, the total moderated mediation effect of eudemonic path at high levels of customer engagement is significantly stronger than that at low levels of engagement.

Thus, experience buyng tendency and customer engagement are jointly moderating the eudemonic mediation path in generating loyalty.

Table 4.61

Two stage moderated mediation by EBTS and Engagement (CE)

Predictors	Effect	S.E.	t	p	Boot LLCI	Boot ULCI
Direct Effect						
Exp. -→ Loyalty	.5666*	.0691	8.1976	.0000	.4308	.7024
Moderated-Moderated Mediation Index (Exp.--> HW → Loyalty)	.0023	.0047	-	-	-.0058	.0134
Conditional Indirect Effects						
$EBTS_{high}$ and CE_{high}	.1161	.0633	-	-	-.0093	.2424
$EBTS_{high}$ and CE_{low}	.0680	.0598	-	-	-.0492	.1852
$EBTS_{low}$ and CE_{high}	.0990	.0533	-	-	-.0080	.2015
$EBTS_{low}$ and CE_{low}	.0580	.0512	-	-	-.0422	.1583
Moderated-Moderated Mediation Index (Exp.--> EW → Loyalty)	-.0023	.0054	-	-	-.0164	.0062
Conditional Indirect Effects						
$EBTS_{high}$ and CE_{high}	.1326*	.0443	-	-	.0491	.2230
$EBTS_{high}$ and CE_{low}	.0706 *	.0311	-	-	.0130	.1331
$EBTS_{low}$ and CE_{high}	.1476*	.0494	-	-	.0557	.2491
$EBTS_{low}$ and CE_{low}	.0785*	.0311	-	-	.0162	.1362
R^2	.3421					
F	40.42*					

Note. * Significance ($p < 0.05$). Control_TH = Control variable Trait Happiness. Exp. = Experience. HW = Hedonic Wellbeing. EW = Eudemonic Wellbeing. EBTS = Experience

Buying Tendency. CE = Customer Experience. Effect = unstandardized regression coefficients. S.E. = standard error, BootLLCI = lower-level bootstrapped CI. BootULCI = Upper-level bootstrapped CI. 95% CI were created using 5000 bootstrap samples. CIs that do not contain/ exclude 0 indicate significance.

Hypothesis Test Result Summary

Since, a competing model was selected as having a superior model fit over the proposed research model, some of the hypothesized relationships regarding the second-order wellbeing construct which were not a part of this final structural model could not be examined using CBSEM. PLSSEM was found to be more suitable analysis method considering the presence of multiple reflective-formative constructs. Based on PLSSEM path results, multiple regression results, and conditional process analysis results, the results regarding various hypothesis of the present study are presented in Table 4.62.

Table 4.62

Hypothesis Test Results

S No.	Hypothesis	Result
H1	There is a significant positive influence of customer experience on loyalty	Supported
H2	There is a significant positive influence of customer experience on customer wellbeing	Supported
H2a	There is a significant positive influence of customer experience on hedonic wellbeing	Supported
H2b	There is a significant positive influence of customer experience on eudemonic wellbeing	Supported
H2c	There is a significant positive influence of sensory experience on hedonic wellbeing	Supported

S No.	Hypothesis	Result
H2d	There is a significant positive influence of affective experience on hedonic wellbeing	Not Supported
H2e	There is a significant positive influence of bodily experience on hedonic wellbeing	Supported
H2f	There is a significant positive influence of intellectual experience on eudemonic wellbeing	Not Supported
H2g	There is a significant positive influence of social experience on eudemonic wellbeing	Supported
H2h	There is a significant positive influence of spiritual experience on eudemonic wellbeing	Supported
H3	There is a significant positive influence of customer wellbeing on loyalty	Supported
H3a	There is a significant positive influence of hedonic wellbeing on loyalty	Supported
H3b	There is a significant positive influence of eudemonic wellbeing on loyalty	Supported
H4	There is a significant positive influence of customer experience on loyalty through the mediating effect of customer wellbeing	Supported
H4a	There is a significant positive influence of experience on loyalty through the mediation effect of hedonic wellbeing	Supported
H4b	There is a significant positive influence of experience on loyalty through the mediation effect of eudemonic wellbeing	Supported
H5	There is a significant difference in the dimensions of customer wellbeing (Hedonic and Eudemonic) across various demographic segments such as a) Age b) Gender c) Education d) Occupation e) Income f) Service subscription g) Service duration h) Service Frequency i) Geographic location	Only H5g and H5h are supported
H6	There is a significant influence of customer experience on customer satisfaction	Supported
H7	There is a significant influence of customer satisfaction on customer loyalty	Supported
H8	There is a significant influence of customer experience on loyalty through the mediating effect of customer satisfaction	Supported
H9	There is a significant influence of customer satisfaction on customer wellbeing	Supported

S No.	Hypothesis	Result
H10	There is a significant influence of customer experience on loyalty through the parallel mediation influence of customer satisfaction and customer wellbeing	Supported
H11	There is a significant influence of customer experience on loyalty through the serial mediation influence of customer satisfaction and customer wellbeing	Supported
H12a	There is significant moderating effect of EBTS on the mediating effect of hedonic wellbeing on the experience to loyalty relationship	Not Supported
H12b	There is significant moderating effect of EBTS on the mediating effect of eudemonic wellbeing on the experience to loyalty relationship	Not Supported
H13a	There is significant moderating effect of Customer engagement on the mediating effect of hedonic wellbeing on the experience to loyalty relationship	Not Supported
H13b	There is significant moderating effect of Customer engagement on the mediating effect of eudemonic wellbeing on the experience to loyalty relationship	Not Supported
H14a	There is significant moderated mediation effect of EBTS on the experience to hedonic wellbeing relationship which is further significantly moderated by customer engagement on the mediating effect of hedonic wellbeing to loyalty relationship	Not Supported
H14b	There is significant moderated mediation effect of EBTS on the experience to eudemonic wellbeing relationship which is further significantly moderated by customer engagement on the mediating effect of eudemonic wellbeing to loyalty relationship	Not Supported

Chapter Summary

The chapter presented the execution of this empirical study through analysis of study data. The chapter begins with the data collection and preparation results, and then gives a description of the study variables and the demographics. Further, pilot study results with reliability statistics are presented followed by the main study. Assumption criteria results for factor analysis are presented to further proceed with exploratory factor analysis (EFA). The results regarding EFA such as total variance explained, rotated component matrix etc. is depicted in tables to show the reliability and factor loadings of the analysis. After EFA, CFA is conducted for validating the factors obtained from EFA and the reliability and validity results are presented along with model fit indices. Before conducting structural model analysis, multivariate assumptions are examined and common method variance is analysed. After fulfilling the required criteria, CB-SEM has been conducted on the proposed research model and then validating using competing models. Using chi-quare based likelihood tests, the structural model with most parsimonious and best model fit is ascertained. PLS-SEM is considered as an alternative analysis method for improving validity to acknowledge the presence of formative indicators. Hypothesis testing is done using the regression path results provided by the PLS-SEM model and the results were presented. Further, conditional process analysis was done for complex multiple mediation and moderation relationships, and the results were presented. A summary of SEM and Process analysis results regarding each of the study hypothesis is presented in a table at the end.

Chapter 5

CONCLUSION

Chapter Introduction

This chapter provides a discussion of the findings of the study. The results regarding the hypotheses are interpreted in light of the objectives set by the study. The study findings are then compared and contrasted against the existing knowledge in the discussion to arrive at the theoretical and practical implications of the study. While emphasising the relevance of the study through its contributions, the study also presents its limitations on external validity. Finally, the chapter provides directions for future research and concludes the study.

Findings and Discussion

Customer retention in the post-covid world is a challenge to the service firms as the sole driver of customer satisfaction has proven to be inadequate and inconsistent in its explanation. New drivers of retention such as engagement, trust, delight etc. has been proposed and studied by the customer relationship researchers, however the pandemic experience has invoked the wellbeing aspirations of the masses making happiness and meaning a priority of the customers. This shift in the customers consumption expectations has been clearly acknowledged in the recent research agenda set by the service researchers as they have made customer wellbeing as a research priority for the near future (Ostrom et al., 2021). The present study considering the potential of happiness and especially meaning sought by customers in the post-covid world, set out to claim and examine the role of customer wellbeing in retaining customers. The study finds a significant positive mediating role of customer wellbeing alongside satisfaction in retaining customers. However, the moderating influences of experience buying tendency and customer engagement though present but were not strong enough to be significant. A reporting of findings against each of the objectives is provided in the Table 5.1.

Table 5.1

Summary of findings

Research Questions	Research Objectives	Research Findings
Question 1: What role does customer wellbeing play in explaining and enhancing overall customer loyalty?	Objective 1: To study the mediating role of customer wellbeing in explaining customer loyalty Objective 1a: To explore the relative association of customer experience dimensions with customer wellbeing dimensions	Finding 1: Wellbeing partially mediates the main effect of experience in retaining customers Finding 1a: Experience dimensions differ in their relationship with wellbeing dimensions
Question 2: Does hedonic wellbeing path differ from eudemonic wellbeing path in its influence on the relationship between experience and loyalty?	Objective 2: To examine the influence of the two parallel mediating paths of hedonic and eudemonic wellbeing on experience-loyalty relationship	Finding 2: Eudemonic wellbeing is relatively stronger in its mediating effect as compared with hedonic wellbeing
Question 3: Whether the relative influence of hedonic and eudemonic wellbeing differs across the different demographic segments?	Objective 3: To examine the demographic differences in the role of customer wellbeing in influencing experience-loyalty relationship	Finding 3: More time spent with the service firm by the customer resulted in relatively more eudemonic wellbeing as compared with hedonic wellbeing
Question 4: Whether and to what extent the influence of customer wellbeing on loyalty is dependent or independent from customer satisfaction?	Objective 4: To document the combined multiple mediation influence of customer satisfaction and wellbeing outcomes on loyalty towards the experience provider	Finding 4: The mediating effect of satisfaction and wellbeing are both parallel as well as serial

Research Questions	Research Objectives	Research Findings
Question 5: How does experience buying tendency of customer affect the mediating influence of hedonic and eudemonic wellbeing on experience-loyalty relationship?	Objective 5: To examine the moderating influence of Experience Buying Tendency on the mediating influence of Hedonic and Eudemonic wellbeing on experience-loyalty relationship	Finding 5: EBTS differently moderates the mediation effect of hedonic (positively) and eudemonic wellbeing (negatively)
Question 6: How does customer engagement with the service affects the mediating influence of hedonic and eudemonic wellbeing on experience-loyalty relationship?	Objective 6: To examine the moderating influence of customer engagement on the mediating influence of Hedonic and Eudemonic wellbeing on experience-loyalty relationship	Finding 6: Engagement with the service positively moderates the mediation effect of eudemonic wellbeing but fails to significantly moderate the hedonic wellbeing's influence
Question 7: How do experience buying tendency and engagement together influence the mediating effects of hedonic and eudemonic wellbeing in explaining loyalty towards the experience provider?	Objective 7: To examine the combined moderating influence of Experience Buying Tendency and Customer engagement on the mediation effects of hedonic and eudemonic wellbeing in explaining loyalty towards the experience provider	Finding 7: Only the mediation effect of eudemonic wellbeing is significantly moderated by EBTS and customer engagement

Finding 1: Wellbeing partially mediates the main effect of experience in retaining customers

While the main effect of experience is found to be significant in retaining customers as Hypothesis 1 is supported by the significant path coefficient (Beta = 0.213, t = 3.648, $p < 0.001$) as observed in Table 4.52, the indirect effect of experience on loyalty is also found to positive and significant through wellbeing based on results in Table (4.53). Thus, findings regarding the role of wellbeing in retaining customers confirm a partial mediation effect of wellbeing.

This brings the inference that a more positive customer experience shall result in wellbeing outcomes conducive to retention of customers. This finding regarding the role of wellbeing in generating loyalty examines and confirms the calls of the recent service research. For instance, Hogreve et al. (2022) in their revision of the service-profit chain include wellbeing as a potential mediator alongside satisfaction. Similarly, Ostrom et al. (2021) also posit proactivity for wellbeing as a crucial research priority in the future in the service domain. Thus, the present study is in line with the existing service research literature on the role of wellbeing in influencing customer behaviour.

Finding 1a: Experience dimensions differ in their relationship with wellbeing dimensions

In order to examine the effect of customer experience dimensions in generating hedonic and eudemonic wellbeing, a multiple regression was conducted (Table 4.54). The results confirm the Hypothesis 2c and Hypothesis 2d that sensory and embodied experience dimensions are leading to hedonic wellbeing. While social and spiritual experience in the service is leading to eudemonic wellbeing confirming Hypothesis 2g and Hypothesis 2h. Thus, the first-order effects show that sensory and embodied experience are significant for the formation of hedonic wellbeing while social and spiritual experience dimensions factor for eudemonic wellbeing.

Consistent with the prior research on customer experience, sensory and embodied experience dimensions are evoking hedonic wellbeing (Waterman, 1993). Disconfirming the hypothesis 2e regarding its positive association with hedonic wellbeing, affective experience in the present study is significantly generating eudemonic wellbeing. However, hedonic wellbeing has been closely associated with affective experience in the previous studies (Schmitt et al., 2015). This finding might explain creation of meaning for the customer through emotional fulfillment with the service. In this way, the present study finds affective experience along with social experience as crucial design elements in creating meaning for the customers.

Similarly, intellectual experience dimension which is closely associated with personal expressiveness in the past studies, is having insignificant effect on eudemonic wellbeing in the present study while a significant positive association with hedonic wellbeing. This finding may be attributed to the study context failing to provide adequate space for reflection and mental stimulation for associating meaning with the service. Also, the hedonic emotions may be evoked at lower levels of mental involvement in form of activity-based fun.

Finding 2: Eudemonic wellbeing is relatively stronger in its mediating effect as compared with hedonic wellbeing

Through the results of Hypothesis 4a and 4b, it is found that both hedonic and eudemonic wellbeing partially mediate the significant direct relationship between experience and loyalty (Table 4.55). On comparing the indirect effect coefficients, the mediation effect of eudemonic wellbeing is found to be relatively stronger than that of hedonic wellbeing, though the difference is not significant as observed from the pairwise contrasts.

A deeper examination of the path coefficients show that customer experience is relatively strongly related to hedonic wellbeing as compared to eudemonic wellbeing (mention regression results). However, eudemonic wellbeing is more strongly related to loyalty as compared to hedonic wellbeing which is found to have insignificant relationship with loyalty (mention regression results). The relatively greater expression of hedonic wellbeing through experience is very much in alignment with past research examining the frequency of personal expressiveness in customer wellbeing which found that eudemonic feelings are less often generated in response to a given consumption experience as compared with hedonic enjoyment (Waterman, 1993) Also, the differential association of wellbeing dimensions with loyalty with stronger effect of eudemonic wellbeing is empirical confirmation of the theoretical distinctions proposed by Straume and Vittersø (2012). Thus, while on the surface it may seem that hedonic wellbeing is more crucial mediator and needs more attention, it is in fact eudemonic wellbeing which has the potential to retain customers.

Finding 3: More time spent with the service firm by the customer resulted in relatively more eudemonic wellbeing as compared with hedonic wellbeing

The study finds no significant difference among most of the demographic variables in terms of hedonic and eudemonic wellbeing reported. There was no significance difference in reporting arising due to respondents' gender, age, education, occupation, income, and city.

However, in case of service duration, newer members have reported significantly more hedonic wellbeing as compared to older members. This is consistent with positive psychology research on the nature of hedonic wellbeing which arises initially and then dies down to give way to more stable eudemonic wellbeing as time passes (Iso-Ahola & Baumeister, 2023; Yang et al., 2016).

While, in case of service frequency, regulars have reported more eudemonic wellbeing as compared to irregular customers. This is consistent with other studies in happiness research which associates eudemonic wellbeing with long term effortful pursuit.

Thus, both service duration and service frequency show that more active time spent with the service is going to make the service experience much more meaningful for the customer. This finding is consistent with the literature associating eudemonic wellbeing with intrinsic motivation and goal orientation (Ryan & Deci, 2022).

Finding 4: The mediating effect of satisfaction and wellbeing are complementary

Over the years, the service researchers have realised the potential of customer wellbeing in transforming customer attitudes and relationships. They have explicitly acknowledged it as a future service research priority (Ostrom et al., 2021), and have included customer wellbeing in their revised framework as an alternative to customer retention, such as the recent revised service-profit chain framework (Hogreve et al., 2022). More specifically, question has been posed regarding the relative loyalty explanation provided by wellbeing in addition to other traditional service-profit chain variables.

One prominent traditional service-profit chain variable is satisfaction. The effect of satisfaction on loyalty has become less consistent, leaving alternative explanations to be sought and researched (Mittal et al., 2022) Thus, the present study examined the multiple mediation effects of wellbeing and satisfaction on the relationship between experience and loyalty through different combinations. Parallel mediation effect of satisfaction and wellbeing was found to be significant through the confirmation of Hypothesis 4a showing the unique influence of the two influences in retaining customers. Wellbeing and satisfaction being close correlates, the serial mediation path was also found to be significant as Hypothesis 4b was confirmed. Other than the significant parallel mediating influences on loyalty, some of the wellbeing is spilling over to satisfaction and in turn leading to loyalty. This crucial insight regarding wellbeing spillover through serial mediation helps in understanding the dependence and complementarity of both the service-profit chain variables in retaining customer. This finding is consistent with the recent service research results on the role of wellbeing in creating satisfaction and loyalty towards the firm (Pestana et al., 2020; Tsai, 2020). For instance, Al-okaily et al. (2023) find that both positive emotions and eudemonic wellbeing broaden the mindset to personally evaluate and appreciate the service through satisfaction and loyalty. Similarly, Tsai (2020) finds that satisfaction partially mediates the effect of wellbeing on destination loyalty.

Both parallel and serial mediation effects of wellbeing and satisfaction have been found to be significant on the experience to loyalty relationship in the present study. However, the total indirect effect on loyalty is relatively stronger in case of parallel mediation. This finding establishes the unique effect of wellbeing over and above satisfaction in determining loyalty towards a service firm and answers one major question posed by the current research on service-profit.

Finding 5: EBTS differently moderates the mediation effect of hedonic and eudemonic wellbeing

Though EBTS has no significant moderating influence on the mediating effects of hedonic and eudemonic wellbeing, the conditional indirect effects show that the mediation by hedonic wellbeing is positively moderated while that of eudemonic wellbeing is negatively moderated (Table 4.59). This finding is consistent with prior literature on experience buying tendency which finds that the customer who has the disposition to seek experiential as against material consumption is relatively happy (Howell et al., 2012).

However, a lower experience buying tendency is dampening the mediation effect of eudemonic wellbeing. This finding implies that a lower experience orientation or in other words a higher materialistic tendency is negatively associated with eudemonic wellbeing. Indeed, a materialistic disposition has been found to have adverse effects on one's purpose and meaning in the past literature on eudemonic wellbeing. This finding is consistent with recent literature on experiential advantage (Gilovich & Gallo, 2019; Li et al., 2022).

Finding 6: Engagement with the service positively moderates the mediation effect of eudemonic wellbeing but fails to significantly moderate the hedonic wellbeing's influence

Though customer engagement has no significant moderating influence on the mediating effects of hedonic and eudemonic wellbeing, the conditional indirect effects show that the mediation by hedonic wellbeing is insignificantly moderated while that of eudemonic wellbeing is significantly moderated.

This finding is consistent with extant literature on intrinsic motivation and psychological wellbeing (Ryan & Deci, 2022). A significant moderation of eudemonic wellbeing by engagement is accentuating the findings of past studies considering the role of engagement in creating meaning. This finding is also consistent with recent literature on happiness and loyalty (Núñez-Barriopedro et al., 2021).

Finding 7: Only the mediation effect of eudemonic wellbeing is significantly moderated by EBTS and customer engagement

Overall, the index of moderated-moderated mediation is found to be insignificant and hence hypothesis 14a and 14b is not supported. However, a closer look reveals that the conditional indirect effects are positive and significant only for the mediation path of eudemonic wellbeing. This echoes the work on eudemonic wellbeing which claims for its relative strength in explaining loyalty (Iso-Ahola & Baumeister, 2023; Yang et al., 2016). Thus, the experience buying tendency significantly hampers the eudemonic wellbeing's mediation effect which is then strengthened through the influence of engagement in order to retain customer loyalty.

Conclusion

The present study found customer wellbeing as the potential mediator of the experience and loyalty relationship. Both hedonic wellbeing and eudemonic wellbeing were found to be significant mediators in retaining customers. The moderating influences of experience buying tendency and engagement were much more prominent in case of eudemonic wellbeing path. Thus, the study concludes that apart from satisfaction, wellbeing is an important complementary path in retaining customers. And apart from happiness, meaning is an important customer wellbeing dimension which has stronger links with loyalty.

Study Implications

Through the seven major findings, the present study has many relevant implications for the theory as well as practice.

Theoretical Contributions

Witnessing the predominant emphasis of firms on hedonic elements in designing service experience and the increased fragility of satisfaction loyalty bond, customer wellbeing is proposed to be a potential mediator in this thesis. The thesis aims to contribute to the Transformative Customer Research (TCR) paradigm by studying the construct of customer wellbeing in a holistic framework of hedonic and eudemonic wellbeing furthering the construct of customer happiness which primarily encompasses hedonic wellbeing. Also, the study attempts to add to the research on differentiating the hedonic and eudemonic wellbeing paths which is still an ongoing debate in the school of positive psychology. The study also aspires to be of use in reviving the lost glory of loyalty construct by placing customer wellbeing as a complement to customer satisfaction which may help in strengthening the loyalty of customers.

The present study contributes to both transformative customer research (TCR) as well as transformative service research (TSR) through its attempt to improve quality of life of customers as a means to retain customers for the service firms (Mittal et al., 2022; Ostrom et al., 2021). The study also furthers positive psychology research (Al-okaily et al., 2023; Tsai, 2020), by situating customer wellbeing and its dimensions of hedonic and eudemonic wellbeing in the centre of service-profit chain. The study also adds to the relationship management literature by examining engagement as a moderating influence in creating loyalty through happiness and meaning.

Practical Recommendations

Considering the post-pandemic era, the present study has relevant and timely implications for the service firms catering to the wellbeing conscious customers. Specifically, the study findings are useful for experience-based service firms working towards retaining customers through improved attitude towards the firm. The service firms should work on their experience design to evoke happiness and meaning other than satisfaction. Providing design elements to enhance sensory and embodied experience has strong effect in generating happiness. Whereas, providing space for social interactions and spiritual reflection has direct relation with the creation of meaning. Thus, service practitioners can make improvement in their experience design to retain customers.

Further, the study implies for the service firms to focus on creating more meaning conducive experience for their customer because meaning is more strongly related to loyalty. This meaning can be created not only through experience dimensions, but also through attempts at encouraging engagement with the service. Such engagement efforts should be made not only during the service but also off-centre through digital media. This suggestion stems from the study finding that engagement is directly influencing meaning creation and its effect on loyalty but not the effect of happiness.

Thus, the practical implications of the study can be enumerated as follows:

- The fitness centers should focus more on sensory, embodied, intellectual, and spiritual experience elements in their experience design if they wish to enhance hedonic wellbeing aspect. If their goal is to provide more eudemonic wellbeing, the centers should then focus more on affective and social elements in designing their service experience.
- While the experience has been found to generate more of hedonic wellbeing, the study finds eudemonic wellbeing to have relatively stronger effect on loyalty. Thus, the study recommends fitness centers to focus more on enhancing eudemonic wellbeing of their customers through their service experience.
- As a personality difference variable, experience buying tendency has been found to strengthen the mediation effect of hedonic wellbeing while weaken the mediation effect of eudemonic wellbeing on loyalty. The fitness centers should identify the customers having high experience buying tendency and provide them with targeted experience fulfilling their hedonic wellbeing needs.
- In the post-pandemic era of shifting consumption values, more engagement with the service can strengthen the link between eudemonic wellbeing and loyalty. Thus, firms

should focus on enhancing engagement from the customers which can help in retaining them with the centre.

- For a customer with high experience buying tendency, a strong engagement with the service shall reduce the weakening effect of EBTS on the mediation effect of eudemonic wellbeing. Thus, fitness centres should focus on enhancing engagement with experience seeking customers in order to retain them for long time.

Study Limitations and Future research directions

- One limitation of the study lies in it being a single cross-sectional study testing the entire proposed conceptual framework. Future studies can take a piecemeal and in-depth examination using multiple field studies.

- The study is limited to only one segment of wellness service industry i.e., fitness segment. Future studies could generalize the study in other experience contexts.

- Also, the study did not use counterfactual contexts to validate the study. Future research should use counterfactuals of retail or other utilitarian and material contexts.

Chapter Summary

The chapter began with the presentation of findings of the present study against the research questions and research objectives ascertained in the review of literature chapter. This was followed by a detailed discussion of each of the study finding in relation to the contemporary research. After discussion of findings, the present study is concluded with the presentation of the study contribution to theory and practice. The limitations of the study are then mentioned and future research directions are provided.

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Appendix I

Research Questionnaire

Dear, Sir/Madam.

Please spare few moments to respond to this questionnaire regarding my doctoral thesis. The questions below pertain to your fitness experience at this center. Your answers will add to the data for my study which on analysis will help in making your experience more fun and meaningful. Your responses are strictly confidential and purely for academic purposes. There is no right or wrong response to the questions.

Based on your experience in this gym where you give your best to your fitness, mark (√) the box expressing the extent to which you agree or disagree with the following statements:

Serial No.	Statements	Strongly Disagree (SD)	Disagree (D)	Neither Agree nor Disagree	Agree (A)	Strongly Agree (SA)
1.	This gym experience engages all my senses.	1	2	3	4	5
2.	This gym has pleasant environment.	1	2	3	4	5
3.	I find the interior space of this gym unappealing. (R)	1	2	3	4	5
4.	I have feelings and sentiments attached with my workout experience here.	1	2	3	4	5
5.	I have no strong emotions for this gym experience. (R)	1	2	3	4	5
6.	Coming to this gym is an emotional experience for me.	1	2	3	4	5
7.	I engage in physically energizing activities during my workout here.	1	2	3	4	5
8.	My fitness experience involves intense body training.	1	2	3	4	5
9.	I find workout routines and charts missing in my experience here. (R)	1	2	3	4	5
10.	I engage in self-reflection while working out.	1	2	3	4	5
11.	My workout session makes me mindful and focused.	1	2	3	4	5
12.	This experience in this gym stimulates my curiosity and brings clarity.	1	2	3	4	5
13.	I enjoy discussing my gym activities and progress with my friends.	1	2	3	4	5
14.	Most of my friends are physically active.	1	2	3	4	5
15.	This gym provides me with an opportunity to be with friends.	1	2	3	4	5
16.	A nice workout makes me giving, loving, and caring throughout the day.	1	2	3	4	5
17.	This experience is an experience of profound inner peace.	1	2	3	4	5
18.	Spending time at the gym heals my body and/or mind.	1	2	3	4	5

Before moving on to the next section, we would like to know more about the purchasing choices you are typically more likely to make.

A material item is something tangible, such as jewellery or clothes.

An experiential item is something that is intangible, like going out to dinner or going on vacation.

Using the scale below as a guide, indicate your preferences.

1. In general, when I have more (extra) money, I am likely to buy . . .

A Material | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Item A Life Experience

2. When I want to be happy, I am more likely to spend my money on . . .

Material | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Goods Activities and Events

3. Some people generally spend their money on a lot of different life experiences (e.g., eating out, going to a concert, traveling, etc). They go about enjoying their life by taking part in daily activities they personally encounter and live through. <u>To what extent do you think you belong to this group?</u>

Not at All | 1 | 2 | 3 | 4 | 5 | 6 | 7 | A Great Deal

4. Some people generally spend their money on a lot of material goods and products (e.g., jewellery, clothing). They go about enjoying their life by buying physical objects that they can keep in their possession. <u>To what extent do you think you belong to this group? (R)</u>

Not at All | 1 | 2 | 3 | 4 | 5 | 6 | 7 | A Great Deal

Now come back to the present moment. Take some time to focus on your current feelings as you are filling this survey. Choose the box to express the extent to which you agree or disagree with the statements given below about your mood in the present moment.

Serial No.	Statements	Strongly Disagree (SD)	Disagree (D)	Neither Agree nor Disagree	Agree (A)	Strongly Agree (SA)
1.	For some reason I am not very comfortable right now. (R)	1	2	3	4	5
2.	Currently, I am in a good mood.	1	2	3	4	5
3.	Overall, I am satisfied with this fitness centre and the service it provides.	1	2	3	4	5
4.	I feel satisfied that the service outcomes are the best that can be achieved.	1	2	3	4	5
5.	My workout progress in this gym is satisfying.	1	2	3	4	5
6.	This gym has exceeded my service expectations.	1	2	3	4	5

A well-maintained body says a lot about one's personality. Also, rigorous workout at gym builds grit and determination. Mark (√) the box expressing the extent to which you agree or disagree with the following statements:

Serial No.	Statements	Strongly Disagree (SD)	Disagree (D)	Neither Agree nor Disagree	Agree (A)	Strongly Agree (SA)
1.	I feel more satisfied with myself when I work on my body.	1	2	3	4	5
2.	Coming to gym gives me a strong sense of enjoyment.	1	2	3	4	5
3.	When I engage in workout sessions, I feel good about my appearance.	1	2	3	4	5
4.	Indulging in gym activities gives me great pleasure.	1	2	3	4	5
5.	When I engage in fitness activities, I feel a warm glow.	1	2	3	4	5
6.	I feel happier when I maintain fit body.	1	2	3	4	5
7.	Working out at gym makes me feel alive and vibrant.	1	2	3	4	5
8.	When I engage in this experience, I feel more intensely involved.	1	2	3	4	5
9.	Working out gives me a strong sense of identity of "who I am?"	1	2	3	4	5
10.	My fitness routine here is meaningful to me.	1	2	3	4	5
11.	When I come here to the gym, I feel that fitness is what completes and fulfills my life.	1	2	3	4	5
12.	I feel inner harmony and peace when engaging in thorough gym training.	1	2	3	4	5

Now to break the monotony, we request you to report on your web usage behaviour. Not everyone looks up online for making their financial decisions. Kindly use the slider below to express **the extent to which you use internet for information regarding financial products and services** such as insurance, loans, investment plans, retirement plans etc.

1. when searching for financial information in general

High Tendency	1	2	3	4	5	6	7	Low/No Tendency

2. when searching for financial information when need arises such as housing loans, health insurance etc.

High Tendency	1	2	3	4	5	6	7	Low/No Tendency

3. when searching for information that compares financial services on interest rates, risk, returns etc.

High Tendency	1	2	3	4	5	6	7	Low/No Tendency

Mark (√) the box expressing the extent to which you like your fitness routines and your gym by agreeing or disagreeing with the following statements:

Serial No.	Statements	Strongly Disagree (SD)	Disagree (D)	Neither Agree nor Disagree	Agree (A)	Strongly Agree (SA)
1.	Fitness is an important part of my life.	1	2	3	4	5
2.	I spend a lot of my discretionary time on keeping myself fit.	1	2	3	4	5
3.	I am heavily into fitness.	1	2	3	4	5
4.	I keep up with things related to fitness.	1	2	3	4	5
5.	I love going to gym with my friends.	1	2	3	4	5
6.	I am likely to renew my membership to this fitness center.	1	2	3	4	5
7.	I will come to this gym as often as I can.	1	2	3	4	5
8.	I will not go to any other fitness center.	1	2	3	4	5
9.	This gym will always be my first choice for workout.	1	2	3	4	5
10.	I will remain a member of this gym even if member fee is slightly increased.	1	2	3	4	5
11.	I would switch to a competing gym that offers a better price. (R)	1	2	3	4	5
12.	I will switch to a competing gym if I face problem with the services here. (R)	1	2	3	4	5
13.	I would stand by this gym even if its service drops sometimes.	1	2	3	4	5
14.	I would highly recommend this fitness center to my friends and family.	1	2	3	4	5
15.	I would say positive things about this gym to other people.	1	2	3	4	5

For each of the following statements and/or questions, please circle the point on the scale that you feel is most appropriate in describing you.

1. Generally, I am:

Not a very happy person	1	2	3	4	5	6	7	A very happy person

2. Compared to most of my peers i.e., colleagues, friends and relatives, I consider myself:

Less happy	1	2	3	4	5	6	7	Very happy

We appreciate your patience. Your responses are the building blocks for the study.

At the end, kindly complete the survey by providing demographic details. As mentioned before, your responses are strictly anonymous, confidential, and purely for academic purpose only.

1. Gender: A) Male ☐ B) Female ☐

2. Age (in years): A) 20 & below ☐ B) 20-29 ☐ C) 30-39 ☐ D) 40-49 ☐ E) 50 & Above ☐

3. Education: A) 12th and below ☐ B) Graduate/Bachelor ☐ C) Postgraduate/Master ☐ D) Doctorate/PhD. ☐ E) Other ☐ ________________

4. Occupation:

A) Business Owner ☐ B) Self-employed ☐ C) Homemaker ☐
D) Retired from service ☐ E) Government Employee ☐ F) Student ☐
G) Private Employee ☐ H) Any Other ☐ ______________

5. Please tick the box if it applies to you (for private employees only):

You get paid/ reimbursed by your organization for taking gym membership ☐

6. Monthly Income (approximate) (in rupees):

A) less than 20,000 ☐ B) 20,000 to 40,000 ☐ C) 40,000 to 60,000 ☐
D) 60,000 to 80,000 ☐ E) 80,000 to 1,00,000 ☐ F) More than 1,00,000 ☐
G) Do not wish to disclose ☐ H) Does not apply ☐

7. How long have you been a member of this center? …………

8. If you can recall, approximately how many days have you visited the center in the last week?.....................

Thank You Once Again for Your Patient Participation

For further details, please feel free to contact at souharsh@gmail.com

Soumya Singh, Research scholar, SMS, University of Hyderabad

Appendix II

Plagiarism Report

(Turnitin - Similarity Index)

Customer Experience and Loyalty: The role of Wellbeing and Satisfaction in Retaining Wellness Service Customer

by Sapna Singh

Submission date: 04-Aug-2023 07:01PM (UTC+0530)
Submission ID: 2141285089
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Word count: 48664
Character count: 267148

Customer Experience and Loyalty: The role of Wellbeing and Satisfaction in Retaining Wellness Service Customer

ORIGINALITY REPORT

10%	7%	7%	4%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Soumya Singh, Sapna Singh. "Impulse buying and checkout donation: leveraging reparatory processes of purchase guilt", International Review on Public and Nonprofit Marketing, 2023 Publication	1%
2	Soumya Singh, Sapna Singh. "Wellness consumers in India: an attitude-based segmentation study", International Journal of Leisure and Tourism Marketing, 2020 Publication	<1%
3	www.management.unimelb.edu.au Internet Source	<1%
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Appendix III

Copy of Publication

International Review on Public and Nonprofit Marketing
https://doi.org/10.1007/s12208-022-00363-1

ORIGINAL ARTICLE

Impulse buying and checkout donation: leveraging reparatory processes of purchase guilt

Soumya Singh[1] · Sapna Singh[1]

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Abstract

The study aims to leverage price promotion induced impulse buying for encouraging donation at the checkout. Through this attempt, the study examines the reparatory processes (problem-focused and emotion focused) for coping with impulse purchase guilt through checkout donation. State self-concept confusion determining regulation focus and reparation framing facilitating checkout donation are further examined as moderating influences. A 2-stage moderated mediation model is tested using scenario based 2X2 randomized between subject design with impulse purchase guilt (treatment vs control) and donation appeal framing (self-repair vs mood repair) as stimulus. 227 complete responses were received from retail shoppers using mall-intercept survey. The results show that problem-focused mediation effect is more pronounced when confusion caused to self-concept during checkout is high and the benefit sought from donation is self-repair. While emotion-focused coping is much more effective in encouraging donation when little to no confusion exists regarding self-concept during checkout and donation appeal satisfies mood-repair motive. The study findings have implications for non-profits working with retailers in making use of price promotion induced impulse purchases to encourage donations at the checkout. By leveraging on guilt and self-deficit experienced by the customer due to impulse buying, they can accordingly frame and promote donation at the checkout as self-repairing or mood repairing.

Keywords Impulse buying · Purchase guilt · Regulatory focus · Reparation · Self-concept · Donation

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1 Introduction

A lot of attention is being paid to the instrumentality of price promotions in encouraging donations at the checkout. Price promotion literature has looked at both the affective and cognitive processes unfolding the impact of price promotions on generosity of customers (Xia & Bechwati, 2017; Zhang et al., 2021). Few investigations into the dark side of checkout donations have examined negative emotions as well such as anxiety and impatience (Hepworth et al., 2021), but only to show that such emotions are triggered by the donation requests and hence lead to negative consequences such as dissatisfaction and negative word of mouth. Somewhat overlooked by this literature is the possibility of negative affect at the checkout due to the presence of price promotions itself and the role such negative emotions can play in encouraging checkout donations.

The assessment of impulse purchases triggered by the deliberative focus realized at the payment counter (Togawa et al., 2020), elicits guilt during checkout (Burnet & Lunsford, 1994; O'Guinn & Faber, 1989). As per the reparation effect, purchase guilt experienced at the checkout can lead to donations as a means to compensate for prior indulgence and alleviate such negative emotion (Chatterjee et al., 2010). However, previous literature on persuasive appeals has shown that many a times guilt-inducing appeals for donations have backfired either due to reactance from the donor to intensive guilt elicited or indifference to the associated insufficient guilt (Graton et al., 2016). Thus, it is important to understand when and to what extent does the guilt and reparation mechanism is operational in explaining checkout donations. While guilt as self-conscious emotion is elicited after transgression, here impulse buying, such self-evaluation may or may not translate into threat to higher order self-concept requiring active reparation (Wong et al., 2014). Thus, the study examines the role of self-concept confusion caused due to impulse buying in influencing reparation focus during checkout.

As per the research on reparatory behavior, the negative emotion of guilt alerts individuals to specific reparation means (Graton & Ric, 2017). Driven by mood repair motive, for some it may mean further indulgence to feel good, while others may restrain themselves to avoid feeling further guilt (Kivetz & Simonson, 2002; O'Guinn & Faber, 1989). However, studies have also examined self-repair motive wherein a prior instance of indulgence has led to the tendency to approach self-improvement consumption (Allard & White, 2015). Even reputation-repair motive has been found to be apparent in the context where the act of self-control failure has been in a public context, and thus drawn social image concerns (Gausel & Leach, 2011; Lickel et al., 2014). Despite these different repair motives, prosocial behavior has always gathered much interest from the not-so-prosocial individuals feeling guilt (Nelissen et al., 2007), as it fulfills all these motive needs and helps the individual feel morally clean. Even though there is ample research evidence on the individual working of these different motives in terms of indulgence, restraint, prosocial, or self-improvement outcomes, it is crucial to understand when and how these different repair motives arise.

One way to look into these motive dynamics is to understand the appraisal process of the negative emotion experienced during checkout by impulse shoppers. Literature on impulse buying has evidenced various emotions such as pride, shame, guilt, embarrassment etc. at the checkout. A relative examination of these negative emotions elicited as a result of impulse purchases has found that while guilt leads to problem-focused coping, it is shame that draws attention to emotion-approach coping strategies (Allard & White, 2015; Yi & Baumgartner, 2011). Yet another study however has found guilt to more likely bring about emotion-focus coping in purchase contexts (Lunardo & Saintives, 2018). Since, both problem focused and emotion focused regulation are complementary in nature, it makes more sense to understand the relative influence of contextual factors on these coping paths (Folkman & Lazarus, 1985; Luce et al., 2001; Strutton & Lumpkin, 1992). Thus, furthering research on reparatory consumption, the present study looks into alleviation of purchase guilt in terms of both the regulation focus, and more importantly the moderating influences on these coping paths. By framing the donation appeal in terms of repair benefits to self and mood, the study examines the relative influence of repair motives in driving checkout donations.

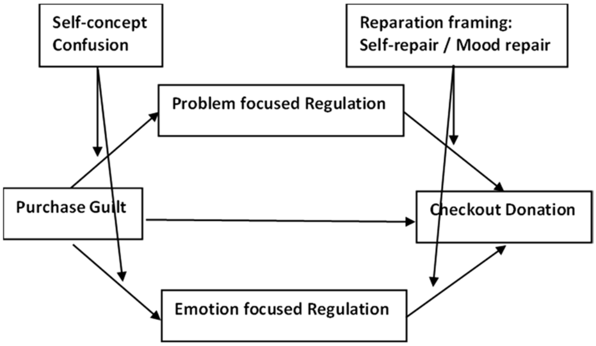
2 Literature review

Research examining the role of price promotions in encouraging generosity at the checkout has converged to the understanding that promotion benefits can positively influence one's donation likelihood and amount (Xia & Bechwati, 2017; Zhang et al., 2021). However, while price promotions do create the perception of windfall gain or reduced losses as per mental accounting theory (Kivetz, 1999; Thaler, 2008), it is also to be noted that spillover effect of such benefits may already have been used up in terms of increased spending and additional purchases (Janakiraman et al., 2006). Literature on in-store promotions reveals that consumers tend to spend more both in quality and quantity when there are in-store promotions (Heilman et al., 2002; Kim & Tanford, 2021). Experiencing such spillover effects at the payment counter, these customers feel guilty for such impulse purchases on realizing the payment amount (Mandolfo et al., 2022). Thus, there is a need to examine the guilt to giving process at the checkout with a special consideration to spillover effect (See Fig. 1).

2.1 Guilt and donation: the reparation effect

Various self-regulation models have been theorized in the past to facilitate comprehension of emotions. According to the affect as information model proposed by Ketelaar and Tung Au (2003), guilt and reparation are highly interconnected as guilt is the negative self-conscious emotion that can alert the individual to the threats to one's moral, social identity. Individuals are constantly monitoring and updating self in relation to their goals as per the cybernetic model of self-regulation (Carver & Scheier, 1990). Hence, after being alarmed to self-transgression through the

Fig. 1 The proposed 2-stage moderated mediation model



experience of guilt, individual becomes motivated to restore general self-worth by compensating for such transgression in subsequent behaviors. Many studies have found the experience of guilt to promote prosocial behavior (Baumeister et al., 1994; Cryder et al., 2012; de Hooge et al., 2007), with the associated compensatory process examined as reparation effect (Chatterjee et al., 2010). This effect for prosocial tendencies has been evidenced specifically in case of guilt rather than shame, pride, or embarrassment (Nelissen et al., 2007), as guilt is the emotion that threatens one's moral self-concept (Furukawa et al., 2021; Ketelaar and Tung Au, 2003).

Therefore, the study proposes that:

Hypothesis 1: Purchase guilt due to promotion triggered impulse buying leads to donation intention at the checkout

2.2 Coping with guilt: relative focus on problem and emotion

Based on Folkman and Lazarus (1980), choice of a coping strategy will be influenced by the function expected of coping, either problem focused or emotion focused. A problem focused coping shall focus on solving or remediating the issue causing the negative emotion through reparatory actions aimed at change for the better. While emotion focused coping shall be occupied with regulating or managing the distress emotion here guilt. Action-oriented problem focused coping is more likely to lead to reparatory behaviours to restore the person-environment balance, while attitude-oriented emotion focused coping shall help in reinterpreting the relationship to manage the distress (Fabick, 2012).

Research has delved deeper into various types of coping strategies used to alleviate distress emotions, such as active coping and seeking social support (Duhachek & Iacobucci, 2005). In a purchase context, consumers may adopt any of the eight coping strategies documented as planful solving, confrontive coping, social support seeking, mental and behavioural disengagement, positive reappraisal, gaining self-control and value acceptance (Duhachek & Iacobucci, 2005; Yi & Baumgartner, 2004). However, while some studies have examined and found problem focused coping to be the relevant strategy in alleviating guilt (Roseman et al., 1994; Tangney et al., 1996; Yi & Baumgartner, 2011), others have advocated the use of emotion-focused strategies as relatively more frequent and effective in the impulse buying context (Greenberg, 2004; Lunardo & Saintives, 2018). In a purchase context, planful coping is a relevant problem-focused coping strategy (Yi & Baumgartner, 2011), and positive appraisal and mental disengagement has been well examined as representative emotion-focused strategies (Lunardo & Saintives, 2018). As per the trade-off difficulty model of consumer choice, both the coping functions of managing distress and repairing the cause of distress can be complementary (Luce et al., 2001; Strutton & Lumpkin, 1992). Thus, the study proposes that checkout donations due to purchase guilt shall be mediated by both problem as well as emotion focused coping.

Hypothesis 2: The effect of impulse purchase guilt on checkout donation intention is mediated by (a) problem focused regulation and (b) emotion focused regulation

2.3 State self-concept confusion (SCC) influencing regulation focus

Checkout counter requesting payment is evidenced to bring about a deliberative and concrete mindset in the customer (Togawa et al., 2020). Cognitive processing of payment for impulse purchases may invoke confusion in aspects of one's self relevant to the higher order self-concept, such as a smart shopper self, value conscious self, rational self, or free self. Holding a dynamic view of self-concept, such fluctuations in one's clarity about self-concept if invoked by a state-level discrepancy can evoke a need to regain clarity and restore self during the checkout (Lavallee & Campbell, 1995; Markus & Wurf, 1987; Wong et al., 2014). However, if one doesn't experience instability in self-concept due to the act, it will be easier for the person to cope with guilt by disowning and disassociating from the transgression, and treating it as an exception (Miceli & Castelfranchi, 1998). Thus, little to no confusion regarding one's self-concept due to impulse purchase guilt during checkout can lead to adoption of emotion-focused coping strategies by the customer. This is in line with the recent meta-analysis on the determinants of emotion regulation choice which found trait self-esteem as a determinant of emotion focused coping (Matthews et al., 2021). Thus, the study proposes that:

Hypothesis 3a: State SCC moderates the mediating effect of problem-focused regulation on the guilt and donation relationship such that more confusion strengthens the effect

Hypothesis 3b: State SCC moderates the mediating effect of emotion-focused regulation on the guilt and donation relationship such that less confusion strengthens the effect

2.4 Reparation framing: mood repair vs self repair

Recent research looking at the reparation consequences have found mood repair and self-repair to be the main motives determining the choice of subsequent consumption. While self-repair motive has been found to bring preference for self-enhancing products and choices and an avoidance of self-degrading or indulgent consumption

(Allard & White, 2015), mood repair motives have led to an increased tendency to indulge in order to feel better (Ketelaar and Tung Au, 2003). The present study is focused on the question: when does prior indulgence brings about consistency (highlighting) or inconsistency (balancing) effect with subsequent prosocial opportunity at the checkout? Framing of donation request in terms of repair benefits can provide a relevant reference for customers in making their donation decision, as demonstrated in persuasion literature through manipulation of elicited guilt, charity appeal, esteem support etc. (Graton & Mailliez, 2019; Holmstrom et al., 2021; Jin et al., 2021). While self-repair motives can lead to balancing effect with preference of a self-enhancing consumption option, mood repair motives can further the choice for indulgence by enforcing consistency effect. Problem focused coping has been defined as adaptive, action-oriented, behavioral coping response, whereas emotion focused coping is often associated with maladaptive, escapist and attitudinal coping response (Luce et al., 2001). With a promotion construal customer is more likely to balance prior indulgence through self-repair preference, and a prevention focus is likely to make mood repair benefit more attractive (Schwabe et al., 2018). Thus, it is proposed that:

Hypothesis 4a: Reparation framing of donation moderates the mediating effect of problem-focused regulation on the guilt and donation relationship such that self-repair framing strengthens the effect as compared to mood-repair framing
Hypothesis 4b: Reparation framing of donation moderates the mediating effect of emotion-focused regulation on the guilt and donation relationship such that mood-repair framing strengthens the effect as compared to self-repair framing

Condensing all the conditional hypothesis proposed above, the study attempts to test the entire conceptual model (See Fig. 1) through the following two hypothesis:

Hypothesis 5a: The mediating effect of problem focused regulation is positively moderated by state SCC at first stage and then again positively moderated by self-repair donation appeal at the second stage in influencing the guilt-donation relationship.
Hypothesis 5b: The mediating effect of emotion focused regulation is negatively moderated by state SCC at first stage and then positively moderated by mood-repair donation appeal at the second stage in influencing the guilt-donation relationship.

3 Methodology

3.1 Participants and design

The study is a 2X2 randomized between subject design with impulse purchase guilt (treatment vs control) and donation appeal framing (self-repair vs mood repair) as stimulants along with control condition. Mall-intercept method was used to approach the study respondents using a QR code in order to maintain respondent anonymity. A total of 263 participants agreed to respond to the questionnaire with 227 of them giving complete responses. Out of the 227 participants, 88 (38%) were randomly assigned to self-repair appeal condition, 84 (34%) to mood-repair appeal condition, while the rest 59 (26%) participants responded to control condition. The sample consisted predominantly of females 128 (55.4%), confirming past research in impulse buying context (Coley & Burgess, 2003). The average age of respondents is approximately 29 years (S.D. = 8.35, Range = 16 to 71 years), representing an average shopper for the study. Most of the participants had graduate degree (52%) followed by undergrad level education (26%) (See Table 1).

3.2 Procedure

On a widely-used data collection platform of SurveyMonkey, participants were requested to participate in the study. After informing about the anonymity and confidentiality of this academic research and receiving informed consent, they were asked to imagine visiting a shopping mall and making impulse purchases. As they imagined reaching the checkout for billing, they were requested to donate towards a charity foundation working for tribal women welfare locally. Each participant was assigned to one of the three randomized conditions similar (in content, form, and tone) with slight variations in donation appeal and guilt priming in order to avoid undesirable bias emerging from source The three scenarios are: (1) guilt and self-repair appeal, (2) guilt and mood repair appeal, (3) no guilt and no repair appeal. Further, precautionary procedural steps such as condition order, question order, and page order randomization were taken to minimize any potential method bias (Podsakoff et al., 2012).

Being a common methodological choice in extant guilt research, impulse buying scenarios were used based on the past studies using scenario-based method effectively in a similar context (Dholakia et al., 2006; Sultan et al., 2012; Togawa et al., 2020). For instance, both (Sultan et al. (2012) and (Togawa et al. (2020) used a scenario to stimulate impulse buying among participants in a

Table 1 Demographics of study participants ($n = 227$)

Demographic Variables		n	%
Gender	Male	98	42.4
	Female	128	55.4
	Prefer not to say	1	0.4
Education	High school diploma	4	1.8
	Technical/ Community college	13	5.7
	Undergraduate degree (Bachelor's)	60	26.4
	Graduate degree (Master's)	118	52.0
	Doctorate degree (PhD)	32	14.1
Age	Average = 29.04 years, S.E. = 8.35, Range = 16 to 71 years		

mall-shopping context. Thus, the study participants were requested to imagine the following adapted scenario:

> "Imagine you were shopping at a mall in your neighbourhood last week. When you stopped by an apparel shop inside the mall, you found a T-shirt very attractive. You already had bought 2 T-shirts from the shop at quite good discount of flat 50 percent off. The T-shirt was priced at INR 1999 (around USD 20). It didn't even take 5 minutes for you to keep it in your cart. Finally, you reached the checkout counter. The cashier scanned the items one by one as you noticed the total going up on the counter screen. After scanning all the items, he told you the total amount you needed to pay. Seeing the total crossing your budget you realized your overspending and felt guilty for buying that extra T-shirt (Guilt condition) / Seeing the total at the counter, you looked for your wallet for taking out the card (Control condition). While you were presenting the card for payment, the cashier requested you to take a look at a donation appeal by SEWA foundation for the welfare of tribal women of Telangana who are earning their livelihood by making facemasks."

The donation appeal mentioned in the randomized scenarios differed in its description based on the reparation framing condition (See Fig. 5 in Appendix). The control condition with no repair appeal read as *"A mask personally sewn by the tribal women of Telangana. Feel the warmth of sharing by choosing to donate to SEWA foundation which is working for the welfare of these women"*. In the self-repair scenario, a sentence at the beginning was added in this control condition description to evoke self-repair motive for donation, which read as *"A mask that cleans and purifies the air reaching your lungs with the help of neem extracts in its filter"*. While in the mood-repair scenario, the sentence read as *"A trendy mask with latest design that you can mix and match with any of your outfits"* focused on mood uplifting features. The foundation used in the donation appeal is a pseudo brand named similar to a local NGO working for tribal women welfare in Telangana. It was used to add realism to the scenarios. Face mask is used as stimulus in the appeals as it has both self and mood repair properties, also it is a necessity for consumers and is relevant to shopping and donation context. The study considered Allard and White (2015) in designing the donation appeal, where water has been used to evoke self-improvement or else by labeling and describing differently based on the scenario.

After designing the scenario, a pretest was done on 29 marketing scholars ($\text{age}_{\text{mean(s.d.)}} = 28.46$ (3.66), 64% male and 36% female, 82% doctoral and 15% post-doctoral scholars) to verify the realism of the scenario to be imagined by the participants. Based on previous studies in the domain (Sultan et al., 2012), a seven-point likert scale assessing realism of the proposed scenario was adapted through items such as believability, realism, and likelihood encounter of such scenario (alpha = 0.896). It was confirmed that the scenarios were acceptably real and relatable among the participants as the mean ratings lie significantly above the mid-value of 4 (mean = 5.38, s.d. = 1.25, t (26) = 5.75, $p < 0.001$).

3.3 Measures

After presenting the scenarios and donation appeal, the participants were then asked to indicate the amount they would like to donate using a slider scale ranging from value 0 to 100 (in Indian currency). Guilt was measured using three items on a seven-point Likert scale adapted from Yi and Baumgartner (2011) which were "felt sorry", "felt regretful", "felt bad for doing wrong" (alpha = 0.92). Two close covariate self-conscious emotions of shame and pride were measured, state shame with three items adapted from Yi and Baumgartner (2011) "felt as a bad person", "felt that others would judge you", "felt that you were lesser person than usual" (alpha = 0.82), while pride with two items adapted from (Lunardo & Saintives, 2018) which were "felt good about yourself", "felt proud of yourself" (alpha = 0.82).

Regulatory focus measures of problem focus and emotion focus were adapted from Saintives and Lunardo (2016) and Yi and Baumgartner (2011), with both measures being significant reliable with $alpha_{pfocus} = 0.90$ and $alpha_{efocus} = 0.91$. Reparation framing manipulation in the donation appeal is measured using self-repair three item scale, "I felt like I should donate after such regretful impulse purchase to better my shopping experience", "I felt the urge to be a better person at the checkout", and "I felt the need to change myself after buying that extra T-shirt on impulse" adapted from Lickel et al. (2014) (alpha = 0.90). Mood repair appeal has been confirmed using 3-item mood repair scale from Wood et al. (2009) such as "I tried to cheer myself up by donating at the checkout", "I donated at the checkout specifically to improve my mood", and "I wanted to feel better fast, so I donated as soon as I could to improve my mood" (alpha = 0.91). The moderator variable of state SCC is measured from 3-item 5-point Likert scale adapted from Lavallee and Campbell (1995) showing significant reliability with alpha = 0.92. Finally, the participants were requested to provide their demographic details such as age, gender, and education qualifications and were thanked for their participation in the study. For further engagement with the respondent for future queries, author's institutional mail was provided at the end of survey. Table 2 provides descriptive statistics of study variables such as mean, standard deviation, and inter-correlations.

Table 2 Descriptive Statistics and bivariate correlations of study variables

Variable	M	S.D	1	2	3	4	5	6	7
1 Purchase Guilt	3.10	1.291	1						
2 Problem focused regulation	3.03	1.069	.440**	1					
3 Emotion focused regulation	2.84	.997	.156*	-.489**	1				
4 State self-concept confusion	2.84	1.151	.520**	.789**	-.340**	1			
5 Self-repair framing	2.94	1.085	.426**	.734**	-.461**	.684**	1		
6 Mood-repair framing	2.94	1.152	-.098	-.481**	.629**	-.243**	-.392**	1	
7 Checkout Donation	47.41	33.514	.750**	.390**	.276**	.494**	.358**	.028	1

* indicates $p < 0.05$. ** indicates $p < 0.01$

Since the study uses survey method for collecting responses on all these self-reported measures, there is a high likelihood of common method bias in the data (Podsakoff et al., 2012). To avoid such possibility, the study took procedural remedies such as pretesting for ambiguities, using reverse questions, and randomizing the conditions, question order, page order etc. However, a statistical analysis is required to rule out such method variance concern to some extent. Harman single factor test was conducted for this purpose which revealed very poor model fit on running factor analysis with all manifest variables on a single factor (Togawa et al., 2020), with less than 25% variance explained (23. 73%) along with a significant chi square statistic (Chi sq. = 1728.29, df = 405, $p = 0.000$). Thus, it was confirmed that the study has insignificant common method variance.

4 Results

4.1 Manipulation checks

T-test for independent samples revealed that participants in the guilt condition reported significantly higher guilt than participants subjected to control. Specifically, the guilt manipulation in self-repair condition was successful with $M_{self\_guilt} = 3.85$, $M_{control} = 2.08$, $p = 0.000$. Similarly, in the mood-repair condition also the participants reported significantly higher guilt than the participants in control condition ($M_{mood\_guilt} = 3.02$, $M_{control} = 2.08$, $p = 0.000$). Given the self-conscious nature of guilt emotion, self-repair donation appeal evoked significantly more guilt as compared to mood-repair donation appeal ($M_{self\_guilt} = 3.85$, $M_{mood\_guilt} = 3.02$, $F = 7.44$, $p < 0.001$). While the covariates of shame and pride did not differ significantly across the two treatment conditions of self-repair appeal and mood-repair appeal ($M_{self\_pride} = 2.28$, $M_{mood\_pride} = 2.45$, $p = 0.357$; $M_{self\_shame} = 1.80$, $M_{mood\_shame} = 1.77$, $p = 0.799$). Thus, the two close covariates of shame and pride did not confound with the negative emotion of guilt in the study.

Yet another manipulation check for reparation appeal in the donation request is done using self-repair and mood-repair motive measures. The results of independent samples t-test revealed that participants subjected to self-repair framing reported significantly higher self-repair motive than participants subjected to mood repair framing ($M_{self\_self} = 3.87$, $M_{mood\_self} = 2.00$, $p < 0.001$). Similarly, those subjected to mood repair appeal show greater mood-repair motive for donation than the participants assigned to self-repair appeal ($M_{mood\_mood} = 4.03$, $M_{self\_mood} = 1.98$, $p < 0.001$). Considering successful manipulation of both guilt and reparation framing, the scenarios were retained for the study.

4.2 Analysis of Donation Amount given at checkout

Univariate tests such as Pearson chi square and one-way ANOVA show no significant difference among participant groups' donations based on demographics (See Table 7 in Appendix). Further, participants' demographics such as age, gender, and

Table 3 Mediation effect of problem and emotion focused regulation (Testing Hypothesis 2)

Predictors	Effect	S.E	t	p	BootLLCI	BootULCI
Age	0.2001	0.1754	1.1404	0.2554	-0.1457	0.5459
Gender	-1.5414	2.6691	-0.5775	0.5642	-6.8019	3.7191
Education	-0.1509	1.7620	-0.0856	0.9318	-3.6236	3.3219
Shame	-1.7717	1.6390	-1.0810	0.2809	-5.0021	1.4586
Pride	1.1648	1.1738	0.9924	0.3221	-1.1486	3.4783
Direct effect						
Guilt –> Donation	14.5105*	1.3616	10.6566	0.0000	11.8268	17.1941
Indirect effect						
Guilt –> PF –> Donation	3.6805*	1.1502	-	-	1.6956	6.1590
Indirect effect						
Guilt –> EF –> Donation	1.5205*	0.6923	-	-	0.3332	3.0359
R^2	0.6413					
F	48.7157*					

* Significance ($p < 0.001$). PF = Problem focused regulation. EF = Emotion focused regulation. Effect = unstandardized regression coefficients. S.E. = standard error, BootLLCI = lower-level bootstrapped CI. BootULCI = Upper-level bootstrapped CI. 95% CI were created using 5000 bootstrap samples. CIs that do not contain/ exclude 0 indicate significance

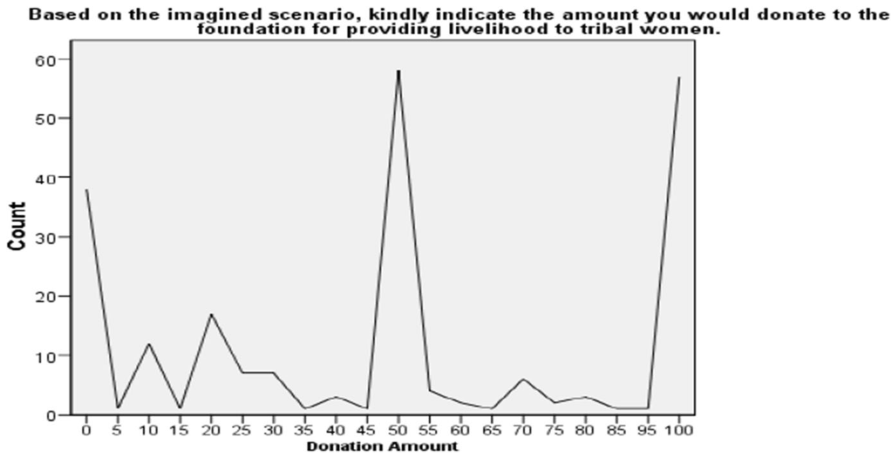


Fig. 2 Graphical representation of Donation given at checkout

education also do not exert any significant influence as control variables in the study (See Table 3). These results can be attributed to the research design which stimulates participants to feel impulse guilt and thereby encourages donation. As can be seen from Fig. 2, only about 14% (38) of participants chose not to donate. Given the guilt experience, it becomes more fruitful to examine differences in the reasons given by the participants regarding their donation decision.

A content analysis of the reasons provided for donation throws light on the specific differences in the motives underlying the choice of donation amount. Most of the non-donors (14.4%, 38) felt regretful over impulse purchase, wished to undo it, focused on over-spending, and did not wish to increase any more burden on their pocket. However, approximately 21% (57) of the participants donating to the maximum which is 100 INR, appreciated the cause, the initiative, and sought the positive feelings of satisfaction and meaning through donation. Interesting finding was related to the ones donating somewhere in the middle, mostly 50 INR. About 22% (58) of the participants donated exactly 50 INR to the cause. These participants though felt burdened by the impulse purchase, made it ever more the reason to spend on donation as if not donating after having spent much more on impulse would make them feel even more guilty.

Extant research on moral balancing can explain this compensatory donation amount after indulging in impulsive consumption (Dholakia et al., 2005; Furukawa et al., 2021; Schwabe et al., 2018). Yet another way to decipher this donation approach among participants after feeling guilty of over-spending can be through examination of construal level literature determining the attention to pros or cons of an action. Past research has shown that an abstract mindset during impulse consumption favours pros while a concrete mindset gets entangled with the cons of having indulged in impulsive behaviour (Eyal et al., 2004). And hence, even though concrete mindset increases post-impulse purchase guilt (Togawa et al., 2020), it may not lead to more donation contribution due to narrowed focus on the concrete goal of having "self-control on wasteful spending" (Mukhopadhyay & Johar, 2007). Thus, further research is needed as to how consumers' mindset can determine the donation contribution made by consumers to relieve impulse purchase guilt.

4.3 Mediation through regulatory focus

A simple linear regression on the main effect of purchase guilt on donation amount reveals a positive and significant direct relationship confirming the first hypothesis of study (Beta = 1.135, t = 17. 147, $p = 0.000$). This result is further corroborated by the direct effect produced by Hayes Process Macro model 4 for simple mediation (direct effect = 14.510, t = 10.656, $p = 0.000$) conducted to test mediating effect of regulatory focus namely problem focus and emotion focus on the guilt and donation relationship after controlling for participants' demographics and covariates (Hayes, 2022). The indirect effect results confirmed partial mediation of the guilt and donation relationship by problem focus and emotion focus. The significance of mediation effect was ascertained as the value "0" did not fall within the 95 percent confidence interval range for both the mediators, problem focus (indirect effect = 3.524, Boot SE = 1.114, 95% CI = [1.61, 5.95]) and emotion focus (indirect effect = 1.433, Boot SE = 0.647, 95% CI = [0.33, 2.95]). Thus, hypothesis 2 regarding parallel mediation of the main effect of impulse purchase guilt on donation amount is confirmed (See Table 3).

4.4 First stage moderated mediation through state SCC

For examining the moderating influence of State SCC on the impulse purchase guilt and regulatory focus path such that the entire mediation effect of regulatory focus is moderated, the study uses first stage moderated mediation model in PROCESS Macro by Hayes (2022) which is model no. 7 on the basis of bias corrected percentile bootstrap method on 5000 samples. Figure 3 depicts the interaction of impulse purchase guilt and state SCC in influencing the mediation paths of problem focused and emotion focused regulation. After controlling for demographic variables and study covariates, the indirect effect in case of problem focus mediator has been found to bear positive influence at + 1 and -1 S.D. of the moderator i.e., state SCC. This is further evidenced by the index of moderated mediation for problem focus mediator which is significant and positive (Index = 1.641, Boot SE = 0.641, 95% CI = [0.676, 3.184]). Whereas, the indirect mediating effect of emotion focus on guilt-donation main effect is negatively moderated by state SCC at -1 S.D and mean level. The index of moderated mediation for emotion focus mediator is also significant and negative (Index = -3.434, Boot SE = 0.880, 95% CI = [-5.323, -1.875]). Thus, hypothesis 3 proposing positive moderating influence of state SCC on problem focus mediation path (H3a) and negative moderating influence on emotion focus mediation path (H3b) is confirmed (See Table 4).

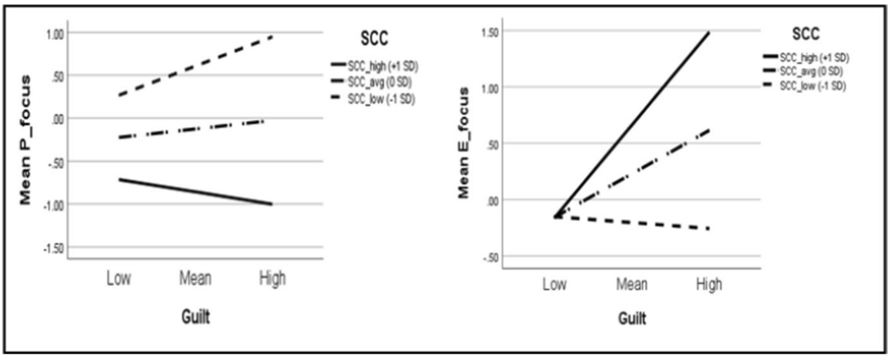


Fig. 3 Impact of Impulse purchase guilt on regulatory focus moderated by State self-concept confusion (SCC)

Table 4 First stage Moderated Mediation Results (Testing Hypothesis 3)

Predictors	Effect	S.E	t	p	BootLLCI	BootULCI
Direct effect						
(Guilt → Donation)	14.5105*	1.3616	10.6566	0.0000	11.8268	17.1941
Moderated mediation index						
(Guilt → PF → Donation)	1.6409*	0.6473	-	-	0.6799	3.2011
- Indirect effect when SCC_{high}	2.6749*	1.1355	-	-	1.0011	5.4399
- Indirect effect when SCC_{low}	-1.1249*	0.6504	-	-	-2.6218	-0.1166
Moderated mediation index						
Guilt → EF → Donation)	-3.4341*	0.8818	-	-	-5.2745	-1.8482
Indirect effect when SCC_{high}	-0.4779	0.9223	-	-	-2.6466	0.9789
Indirect effect when SCC_{low}	7.4742*	1.6620	-	-	4.2012	10.7617
R^2	0.6413					
F	48.7157*					

* Significance ($p<0.001$). PF = Problem focused regulation. EF = Emotion focused regulation. SCC_{high} = State self-concept confusion at + 1 SD. SCC_{low} = State self-concept confusion at -1 SD. Effect = unstandardized regression coefficients. S.E. = standard error, BootLLCI = lower-level bootstrapped CI. BootULCI = Upper-level bootstrapped CI. 95% CI were created using 5000 bootstrap samples. CIs that do not contain/ exclude 0 indicate significance

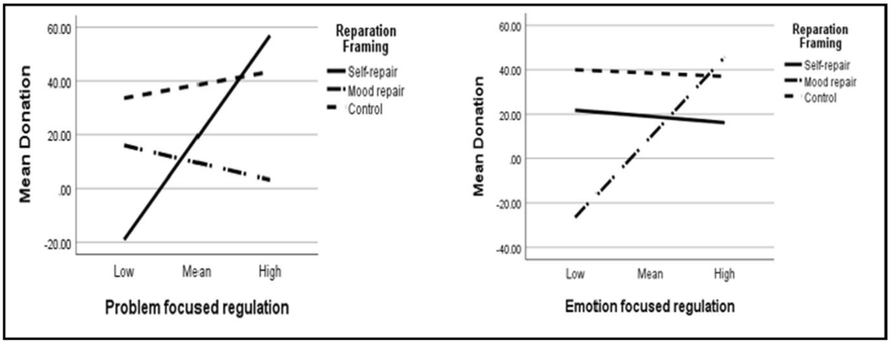


Fig. 4 Impact of Regulatory focus on Checkout donation moderated by Reparation Framing

4.5 Second stage moderated mediation through reparation framing

For examining the moderating influence of reparation framing on the mediating effect of regulatory focus at path b, the study utilizes the second stage moderated mediation model in Hayes PROCESS Macro provided as model no. 14 by Hayes (2022). The model is predicted through 5000 bootstrapped samples using bias corrected percentile bootstrap method. Figure 4 depicts the interaction of mediation paths of problem focused and emotion focused regulation with the three reparation framing conditions of self-repair, mood repair and control in influencing the checkout donations. After controlling for demographic variables and study covariates, moderated mediation of reparation framing through problem focus is significant as 95% CI excludes 0 with positive index falling in self appeal (index = 11.144, Boot SE = 1.915, 95% CI = [7.376, 14.908]) and negative index falling in mood appeal condition (index = -3.816, Boot SE = 1.797, 95% CI = [-7.589, -0.526]).

Further analysis of conditional indirect effects reveal that this influence is significant only in self repair appeal condition. Similarly, moderated mediation of reparation framing through emotion focus is significant as 95% CI excludes 0 only in mood appeal condition (index = 4.865, Boot SE = 2.007, 95% CI = [1.124, 9.009). Further analysis of conditional indirect effects reveal that this influence is significant only in mood repair appeal condition. Since both the regulatory focus mediators' effect is found to be moderated significantly by type of reparation framing in the donation appeal, hypothesis 4 of the study along with H4a and H4b is confirmed (See Table 5).

Table 5 Second stage Moderated Mediation Results (Testing Hypothesis 4)

Predictors	Effect	S.E	t	p	BootLLCI	BootULCI
Direct effect						
Guilt –> Donation	4.6012*	1.3651	3.3705	.0009	1.9102	7.2922
Moderated mediation index						
(Guilt –> PF –> Donation)						
- Self-repair vs control	11.1435*	1.9712	-	-	7.1873	15.0715
- Mood-repair vs control	-3.8160	1.8194	-	-	-7.6182	-.5004
Conditional Indirect effect						
(Guilt –> PF –> Donation)						
- For self-repair framing	12.8060*	2.1199	-	-	8.6684	17.0166
- For mood-repair framing	-2.1535	1.2551	-	-	-4.6748	.3189
Moderated mediation index						
(Guilt –> EF –> Donation)						
- Self-repair vs control	-0.1693	0.7142	-	-	-1.7468	1.1782
- Mood-repair vs control	4.8654*	2.0027	-	-	1.1883	9.0576
Conditional Indirect effect						
(Guilt –> EF –> Donation)						
- For self-repair framing	-0.3624	0.4431	-	-	-1.3987	0.4091
- For mood-repair framing	4.6722*	1.8649	-	-	1.1403	8.4916
R^2	0.8462					
F	83.2992*					

* Significance ($p < 0.001$). PF = Problem focused regulation. EF = Emotion focused regulation. Effect = unstandardized regression coefficients. S.E. = standard error, BootLLCI = lower-level bootstrapped CI. BootULCI = Upper-level bootstrapped CI. 95% CI were created using 5000 bootstrap samples. CIs that do not contain/ exclude 0 indicate significance

4.6 The two stage moderated mediation model

Finally for testing the entire framework proposed in hypothesis 5 of the study, a two-stage moderated mediation model was analyzed using Hayes' PROCESS Macro model no. 21 based on 5000 bootstrap samples at bias corrected 95% CI (Hayes, 2022). After controlling for covariates and controls, the results revealed that the 2-stage moderated mediation effect of problem focus is positive and is significant only when SCC is higher than average (+1 SD) or below average (- 1 SD) at the first stage [4.03, 13.80] and when the reparation framing is self-repair at the second stage of moderation. Thus, these results indicate positive moderating influence of both SCC and self-repair donation appeal on the mediating effect of problem focused regulation, thus confirming Hypothesis 5a (See Figs. 3 and 4). Whereas, the 2-stage moderated mediation effect of emotion focus is significant only when SCC is average (0 SD) or below average (- 1 SD) at the first stage and when the reparation framing is mood-repair at the second stage of moderation. Thus, it can be implied that SCC negatively moderated the mediating effect of emotion focused regulation and mood-repair positively strengthened it, as proposed by Hypothesis 5 (See Figs. 3 and 4). Since, both the regulatory focus mediation paths are found to be

Table 6 Two stage Moderated Mediation Results (Testing Hypothesis 5)

Predictors	Effect	S.E	t	p	BootLLCI	BootULCI
Direct effect	4.6012*	1.3651	3.3705	.0009	1.9102	7.2922
Guilt –> Donation						
Conditional Indirect effect						
(Guilt –> PF –> Donation)						
SCC_{low} and Self-repair appeal	-3.9141*	1.8350	-	-	-7.7433	-0.5924
SCC_{low} and Mood-repair appeal	0.6582	0.4826	-	-	-0.1311	1.7396
SCC_{high} and Self-repair appeal	9.3070*	2.5543	-	-	4.8573	14.8410
SCC_{high} and Mood-repair appeal	-1.5651	0.9559	-	-	-3.4914	0.2667
Conditional Indirect effect						
(Guilt –> EF –> Donation)						
SCC_{low} and Self-repair appeal	-1.7816	1.8986	-	-	-5.6918	1.8970
SCC_{low} and Mood-repair appeal	22.9664*	2.6424	-	-	17.9250	28.1533
SCC_{high} and Self-repair appeal	0.1139	0.3137	-	-	-0.4425	0.8545
SCC_{high} and Mood-repair appeal	-1.4686	2.6568	-	-	-7.5180	2.9986
R^2	0.8462					
F	83.2992*					

* Significance ($p < 0.001$). PF = Problem focused regulation. EF = Emotion focused regulation. SCChigh = State self-concept confusion at + 1 SD. SCClow = State self-concept confusion at -1 SD. Effect = unstandardized regression coefficients. S.E. = standard error, BootLLCI = lower-level bootstrapped CI. BootULCI = Upper-level bootstrapped CI. 95% CI were created using 5000 bootstrap samples. CIs that do not contain/ exclude 0 indicate significance

significantly influenced by the two-stage moderation, Hypothesis 5a and 5b is confirmed (See Table 6).

5 Findings and discussion

The notion that the impulse to donate is triggered only when people are in a positive and happy emotional state (Rutjens, 2006), is challenged in this study which found that even a negative emotion of guilt can lead to donations at the checkout. However, shame and pride did not produce significant effect on donations. This can be explained by the primarily financial nature of purchase guilt at the checkout (Silva & Martins, 2017), encouraging compensatory coping in a related domain through donations. Answering the call of previous researchers (Luce et al., 2001; Strutton & Lumpkin, 1992), the study also found a complementary mediating influence of both the regulation strategies in driving checkout donations.

Using theoretical lens of fractal dynamics involved in self-concept development (Wong et al., 2014), the study finds that more confusion regarding self-role strengthens the effect of problem focused regulation in coping with the guilt through donation but has no effect on emotion-focused coping mechanism. This difference in moderation of the two paths can be explained as greater confusion in self-concept caused at the state level shall generate a need to restore clarity with a stronger cognitive approach for action and problem solving (Boucher et al., 2016). While the relative insignificance of the moderating influence on emotion focused coping path is consistent with the findings of Heimpel et al., (2002) who show that people low in self-esteem i.e., similar to those experiencing higher SCC are less likely to indulge in mood-repair activities. A clarification by Greenier et al. (1995) on stability research lends support to the study results, as it is the stability of the self that matters more than the strength of self-esteem trait. When the transgression context fails to cause any significant confusion in one's self-concept, such stable self-esteem directs attention to emotion focused regulation in coping with purchase guilt. These inferences from study results add to the literature on dynamic self-concept clarity (Maureen et al., 1996; Wong et al., 2014, 2016).

These conditional effects of state SCC on the regulation paths are further supported by the positive influence of the reparation framing in the donation appeal. Since problem focused regulation arises from a motive to repair the self or transgression, a self-repair framing in the donation appeal was found to lead to donations through the problem focus regulation path. This effect on checkout donation was further complemented by relatively high state SCC. Similarly, mood repair framing in the donation appeal led to donations in the emotion focused regulation path as people were more motivated to alleviate guilt through mood-upliftment. This effect on donation was further complemented by relatively lower state SCC. Thus, a donation appeal emphasizing on self-repair benefits shall find more acceptance among problem-focused consumers with relatively less self-concept clarity followed by those with better clarity. Whereas, the study suggests the use of donation appeal emphasizing on mood-repair benefits for emotion-focused consumers, more so with the ones having better self-concept clarity.

6 Conclusion

Extant literature documents the positive spillover effect of price promotions in terms of increased spending in-store through cross-selling and up-selling (Heilman et al., 2002; Janakiraman et al., 2006). However, the negative affective consequences of such spillover effect during checkout such as impulse purchase guilt can hamper customer attitude towards the retailer. The present study examined the coping mechanisms to alleviate such guilt through donations. Through its attempt to examine a positive behavioural consequence such as donation resulting from a negative emotion of impulse purchase guilt, the study found results clarifying the role of the individual yet complementary paths of problem and emotion focused coping. The analysis show that these paths are differentially influenced by the instability of one's self-concept triggered by transgression as well as the reparation benefit offered by the compensatory consumption offer.

6.1 Theoretical & practical implications

While promotions can encourage donations by being cognitively recognised and through positive affect, they can also lead to impulse purchases (Kim & Tanford, 2021; Mandolfo et al., 2022). Thus, the study adds to the price promotion research specifically looking at encouraging checkout donation (Xia & Bechwati, 2017; Zhang et al., 2021), by examining the impulse buying consequences of price promotion and the overall effect of such impulse purchase and resulting negative emotion of guilt on checkout donations. Contribution is also made to cause marketing and prosocial literature as the study encourages donation through reparatory processes for alleviating impulse purchase guilt experienced during checkout. The study also furthers coping research on post-purchase guilt (Graton et al., 2016; Lunardo & Saintives, 2018), by examining coping strategy choice (problem-focused or emotion-focused) under relevant moderating influences. The study also contributes to research on self-regulation and psychological resilience by bringing fractal dynamics of self-aspect such as state self-concept confusion in influencing the regulation focus and donation during checkout. More specifically, the study furthers research on fractal self-structure and resilience (De Ruiter et al., 2018; DeHart & Pelham, 2007; Pincus et al., 2019; Wong et al., 2014), by examining the role of micro-level personality dynamics such as relative rigidity or flexibility of state self-concept in coping with a negative self-conscious emotional trigger of impulse purchase guilt.

Recognising the negative affect of guilt produced during checkout due to their promotional offers, retailers can provide a transformative targeted means of donation to alleviate such guilty feelings, thereby, ensuring happy customers. Further, the study brings to the attention of retailers the role of contextually dynamic individual differences in customers in determining the way these customers cope with their negative emotions such as impulse purchase guilt experienced during checkout. The study finds that the customers who are relatively more confused and feel more variation in their self-view due to the experience of impulse purchase guilt at the micro-level respond better to donation appeal congruent with problem focused coping mechanism. While customers who are relatively less perturbed and confused about their self-concept due to the impulse purchase guilt felt during checkout can be encouraged to donate more by framing donation appeal conducive to their emotion coping needs. Thus, the retailers interested in cause marketing can effectively design their donation appeal in terms of regulation focus based on the self-concept confusion felt by the customers. The study findings also have implications for non-profits working with retailers in making use of price promotion induced impulse purchases to encourage donations at the checkout. By leveraging on failure appraisal and associated self-deficit experienced by the customer, the firms can accordingly promote donation at the checkout as self-repairing or mood repairing.

6.2 Limitations and future research

The present study specifically focused on impulse buying triggered by price promotions in a retail shopping context. Extension of the study to other promotion triggers such as rewards, rebates etc. and to service consumption context shall also add to its scope. The content analysis of reasons given for donation contribution brought to surface clear differences among the thought process of donors and non-donors. However, it is the reason given by the donors contributing in the middle range that necessitates further examination into the role of impulse purchase guilt in influencing the donation amount. Further, findings regarding the role of state self-concept confusion in determining regulation focus can be further strengthened through construct manipulation. One limitation of the study lies in it being a single cross-sectional study testing the entire proposed conceptual framework. Future studies can take a piecemeal and in-depth examination using multiple field studies. The present study implicates relative improvement in the wellbeing and brand attitude of customers experiencing impulse purchase guilt through donations during checkout. Future researchers can examine the donation to wellbeing and attitude effect in their studies.

Appendix

Fig. 5 Donation Appeal Manipulation Stimulus

Donation Appeal with Self Repair framing

Donation Appeal with Mood Repair framing

Donation Appeal with Control condition framing

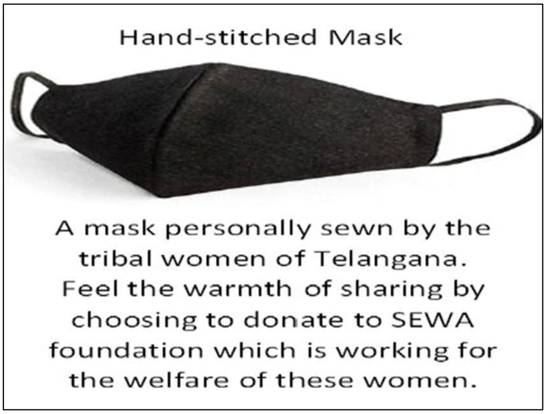


Table 7 Demographic differences across different donation contribution

	Full sample	Non-donors (0 INR)	Donors (50 INR)	Donors (100 INR)	Others	Statistical Difference
Age (S.D)	29.09 (8.94)	28.10 (6.25)	31.35 (11.21)	28.86 (10.33)	28.23 (7.20)	F = 1.409 $p = 0.241$
Gender						
Male	48%	62%	46%	50%	45%	Chi sq. = 4.209 $p = 0.648$
Female	51%	38%	54%	50%	54%	
Prefer not to say	1%	0%	0%	0%	1%	
Education						
High school diploma	2%	0%	4%	5%	0%	Chi sq. = 14.432 $p = 0.274$
Technical/Community college	5%	14%	4%	2%	4%	
Undergraduate degree (Bachelor's)	21%	17%	23%	18%	22%	
Graduate degree (Master's)	57%	65%	52%	59%	57%	
Doctorate degree (PhD)	15%	4%	17%	16%	17%	

Data Availability The data that support the findings of this study are available from the corresponding author upon reasonable request.

Declarations

The authors did not receive support from any organization for the submitted work.

Competing interest The authors have no competing interests to declare that are relevant to the content of this article.

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Appendix IV

Presentation certificates

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Presentation Certificate

This is to certify that

Soumya Singh

presented a paper titled

A study of consumer awareness and attitude towards the wellness industry in India

at the

11th ISDSI International Conference

held at the

Indian Institute of Management Tiruchirappalli, December 27-30, 2017

Subhash C Sarin

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Certificate

This is to certify that Dr./Mr./Ms. **Soumya Singh** of Research Scholar, University of Hyderabad participated/presented/in absentia a paper titled A Study On Attitude Of It Employee Towards Wellness Insurance Plans In India in two day International Conference Organized by Department of Commerce on 8th and 9th Dec 2017.

K. Sreelatha

Dr. K. Sreelatha Reddy
Conference Convenor & Head,
Department of Commerce.

TAFI

Prof. Y. Ashok
Conference Chairman & Principal.

Appendix V

Coursework Result

SL.NO. : 0295

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P.O. CENTRAL UNIVERSITY, HYDERABAD - 500 046 (INDIA)

Ph.D. SEMESTER TRANSCRIPT

REG.NO : 16MBPH14 SEMESTER : 1

EXAMINATION : Ph.D. / Management Studies

MONTH AND YEAR : Nov 2017

NAME OF THE STUDENT : SOUMYA SINGH

FATHER'S NAME : UDAJ NARAYAN SINGH/SUSHMA SINGH

COURSE NO.	TITLE OF THE COURSE	CREDITS	RESULTS
BA802	Statistics for Business Analytics	3.00	PASS
BA804	Marketing of Services	3.00	PASS
BA807	Predictive Analytics	3.00	PASS
BA810	Essentials of Business Analytics	3.00	PASS
	** END OF STATEMENT **		

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Customer Experience and Loyalty: The role of Wellbeing and Satisfaction in Retaining Wellness Service Customer

by Soumya Singh

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