

The effects of experiential value, technology acceptance and satisfaction on users' intention to continue using - A case study of an English online dictionary in Guangxi, China

Guangpei Wei¹, Thitikan Satchabut²

²School of Business, University of the Thai Chamber of Commerce

¹walawawacababa@gmail.com, ²Titikant.sat@gmail.com

Abstract

The This paper is a case study on the influence of three factors – experiential value, technology acceptance and satisfaction – on the activities of users of an English online dictionary. Variables of experiential value that were explored in this study include aesthetics, escapism, service excellence, and return on investment (ROI) for the consumer. Variables of technology acceptance that were explored in this study include perceived usefulness, perceived ease of use, and perceived enjoyment. Another variable, user satisfaction, was also measured. Data was collected from 384 English online dictionary user in Guangxi province, China via a questionnaire. The sample consisted of (160) men (41.2%) and (224) women (59.8%); a majority were aged 21 to 30 years, and a majority of them had studied at university. It was found using regression analysis that quality of service, consumer ROI, perceived ease of use and perceived enjoyment significantly influenced respondents' intentions to continue using the online English dictionary. However, some respondents also recommended that the online dictionary publishers should make interpretations more understandable, improve the correctness of pronunciation of words, and make the website more navigable and user-friendly. This paper provides an insight into how online English dictionary businesses could enhance user satisfaction among consumers in terms of experiential value and technology acceptance.

Keywords: satisfaction, continuance intention, Guangxi, China

Paper type: Research Paper

Introduction and problem statement

Ever since the 1970s, the People's Republic of China has pursued a vigorous modernization program in an effort to attain the level of economic prosperity enjoyed by many western countries (Matron, Wen and Wong, 2005). One of the Chinese government's key modernization strategies has been educational reform (Ye, 2006). Under this reform, English language studies have been made compulsory (Zuo, 2008): in 2001, the ministry of education in China issued a foreign language policy, mandating that all elementary

school students must learn English (China Ministry of Education and State Commission of Education, 2001). College students in China are expected to possess both a basic knowledge of English and an understanding of different cultures around the world (Higher Education Department of the Chinese Ministry of Education, 2007).

Chinese students have been greatly encouraged to broaden their horizons and study abroad. Consequently, the number of Chinese students studying abroad has risen incrementally; this rose from 34,000 to 46,000 during a recent four-year period (Table 1).

Table 1 Numbers of Chinese students studying abroad during the years 2011 through 2014. ne out of seven foreign students around the world are Chinese.

Years	The Incremental Number Of Chinese Student Studying Abroad (Ten Thousand)
2011	34
2012	40
2013	41
2014	46

The growing numbers of Chinese students who choose to study abroad constitute a market for businesses that provide instruction in learning the English language, including online dictionary providers.

Nowadays, there are online dictionary apps that can be installed onto and used on smartphones. Developers have made these apps convenient and user-friendly. The number of people using online dictionaries is increasing, and so the online dictionary industry is expanding:

new companies are entering this industry, and competition has become fierce. Most of these companies use loss-leader marketing strategies: they offer free services in an effort to attract more users. As a result, users' switching costs are very low, and so marketers in these companies mainly focus on the willingness of consumers to continue using their online dictionary apps.

The aim of this study is to investigate how experiential value, technology acceptance and satisfaction affect people's willingness to continue using an online dictionary.

Literature review

The relationship between experiential value and satisfaction

Mathwick et al. (2001) proposed that consumer value is largely built on experiential perception, which in turn is derived from the product consumption process. They advised that a multidimensional conceptualization is needed in order to understand comprehensively how consumers value a product or service. It is important for researchers to understand each individual dimension of consumer value exists and the ways in which they relate to one other. Mathwick et al. developed the experiential value scale (EVS) to measure the following four sub-

dimensions of consumer experiential value:

Aesthetics. This consists of two major features: visual appeal, and entertainment. In the EVS model, visual appeal is defined as the experience that is perceived through the senses (hearing, tasting, sighting, touching) of the specific environment. Entertainment is the value that is derived in a sensory way from the service environment or service itself; it is the extent to which those excite a consumer. Aesthetics have a strong influence on a consumer's intention to use a product or service.

Escapism. The escapism value is created by consumers themselves. It is an inner feeling, a sense of initiative and self-oriented experience along the consumption process. This induces a consumer to feel temporarily involved in a specific imaginary environment; the consumer essentially enters an imaginary world (Huizinga, 1955). The escapism value can induce a consumer to become addicted to a service or product.

Service excellence. A consumer detects this when a service provider offers good service performance and demonstrates expertise. Service excellence occurs when service providers meet the consumer's expectation.

Consumer ROI. This is a utilitarian concept: it consists of economic, temporal, behavioral, and psychological aspects of the process of consumption. Consumer ROI is defined as the amount of utility the consumer obtains from the

consumption activity in exchange for his or her money, time, and effort. Normally, the consumer expects the value of service to exceed his or her involvement (money, time, effort).

A consumer's satisfaction is affected by the consumer's perceived value. For example, when consumers encounter a higher quality product, they will believe they are obtaining a greater value for their involvement (or transactions, i.e. money, time, effort). This increase in the perceived value will lead an increase in overall satisfaction toward the product (Cottet and Plichon, 2006).

Experiential value has been emphasized as a new basis modern market value (Prahalad and Ramaswamy, 2013). Woodruff and Gardial (1993) claimed that value and satisfaction are intertwined in this perception of value. Satisfaction could be considered as the value derived from using a product, hence the term 'experiential' (ibid). Fundamentally, consumer satisfaction is a culmination of a series of consumer experiences, or the outcome of positive experiences minus negative experiences (Meyer and Schwager, 2007).

Consumer experience with products or services is associated with consumer expectation. An increase in consumer experiential value can actually make consumers feel more satisfied. The factors that affect experiential value might also have a positive influence on overall satisfaction (Petrick and Norman, 2001).

In this study, experiential value was chosen to measure consumer satisfaction, and the correlation between experiential value and consumer satisfaction was also explored. This paper addresses a significant knowledge gap: there have been few previous studies into the experiential value of online dictionary products.

The relationship between technology acceptance and satisfaction

Around The technology acceptance theory (TAM) was proposed by Davis (1986). In marketing literature, TAM is widely used within fields such as information systems (IS), information technology (IT) and information services to either explain the adoption of a particular technology or to assess its usage (Kleijnen and De Ruyter, 2004). According to the TAM theory, there are two determinants – perceived usefulness (or PU), and perceived ease of use (or PEOU) – that determine a person's eagerness to adopt a technology:

Perceived usefulness is viewed as a utilitarian factor that has an impact on a user's willingness to use a technology (Davis, 1989). Perceived usefulness is the consumer's perception of the extent to which the technology improves working performance or efficiency (Klopping and McKinney, 2004). Since higher working performance or efficiency will return a higher reward, the

consumer will adopt a new technology with these properties (Ramayah, 2006). Perceived usefulness is a critical motivation factor: the more useful the consumer perceives a product to be, the more likely he or she will decide to adopt it (Bhattacharjee, 2001)

Perceived ease of use is a hedonic factor that has an impact on a consumer's decision on whether or not to use a technology (Davis, 1989). Perceived ease of use refers to the consumer's perception that it might be easy to interact with the specific technology (Koufaris, 2002). Technologies often enrich people's lives; however, the nature of technology is often complicated, and first-time users might encounter a steep learning curve or struggle in their efforts to use a technology.

For technology product marketers, it is important to consider the consumer's learning process toward a specific technology since complexity will deter him or her from adopting or continuing to use the product. The greater the perceived ease of use of a technology, the more likely and more frequently the consumer will use it (Wallace and Barkhi, 2007). Davis(1992) stated that perceived ease of use should be considered as one of the technology acceptance factors in the ATM model. According to the technology acceptance model, perceived ease of use is the extent to which the consumer is relieved of physical and mental effort involved in using the technology. PEOU is therefore

associated with user-friendliness: the less effort required to use a technology, the more user-friendly the consumer will perceive it to be. Some scholars have claimed that if the use of a technology is effortless, then users will consider it to be useful (Bruner, 2005).

Perceived enjoyment (or PE) is defined as perceived playfulness, a consumer's perception of having fun from using a specific technology (Davis, 1992). Within the technology acceptance model framework, perceived enjoyment is an intrinsic motivation that drives the performance of an activity (Nash, 2003). Moon and Kim (2001) introduced perceived enjoyment as a new factor that reflects users' intrinsic intentions to use the World Wide Web. The intrinsic factor in the technology acceptance model is defined as perceived enjoyment; an interchangeable term is perceived playfulness, although the former term is used throughout this paper.

Perceived enjoyment is the intrinsic factor that has a positive impact on a person's intention to use a product. It is a feeling of delight that could influence or generate that individual's attitude towards a specific technology (Venkatesh, 2000). Triandis (1979) claimed that feelings of delight, pleasure and joy have an impact on an individual's behaviour in such a way that he or she is motivated to use a product more frequently. In today's advanced economy, consumers often have a wide range of products to choose from, and

some scholars have argued that functionality is no longer a priority in their decisions on which products they intend to use (Calisir, 2004). The intrinsic factor has become more important in the consumer's decision-making process. 'Feeling free' will make the consumer perceive the whole process as pleasurable, which means that perceived ease of use has a positive impact on perceived enjoyment. Enjoyment is a reaction that determines the consumer's evaluation of the performance (Luo, 2005).

Recently, academics have investigated the relationships between technology acceptance factors and consumer satisfaction. Saade and Bahli (2004) claimed that, in the technology field, perceived ease of use is an essential element of consumer satisfaction; thus, consumer satisfaction could be estimated by measuring perceived ease of use. The higher the consumer's perceived ease of use, the more likely he or she will feel satisfied with and motivated into using a product (Chiu, 2009; Cheung and Lee, 2005; Mäntymäki, 2009). Technology acceptance factors influence what is termed 'e-satisfaction' (Teerling and Huizingh, 2010). Perceived usefulness is one part of consumer expectation, which in turn is related to consumer satisfaction (Chen, 2005). Perceived enjoyment determines the consumer's willingness to revisit a website, and it shares a direct positive relationship with consumer's satisfaction. As mentioned, there have been few previous studies in which the

technology acceptance model has been applied to the online dictionary industry.

The difference between experiential value and technology acceptance

Experience an online dictionary is a combination of application technology and services offered to consumers. Based on this understanding, technology acceptance factors relate to the technology aspects, and experiential value relates to services offered to consumers. If the dimensions for measuring satisfaction in a study are comprehensive, a more accurate prediction of consumer's intentions to continue using a product can be forecast.

In addition, the perception of escapism is similar to the perception of perceived enjoyment. But there are still some differences between these two perceptions; for this paper, these perceptions have been considered in the pursuit of different goals. The English online dictionary industry is highly specialized. Users who are not native English speakers value an amenable English-speaking environment. Online dictionary providers need to create a sense of escapism if they are to attract consumers; they need to create an attractive English environment, one in which consumers can immerse in an imaginary world (Huizinga, 1955).

In this paper, perceived enjoyment is treated as the entertaining function of an online English dictionary. In addition, the experiential value model and the

technology acceptance model are combined into a new conceptual framework (Figure 1):

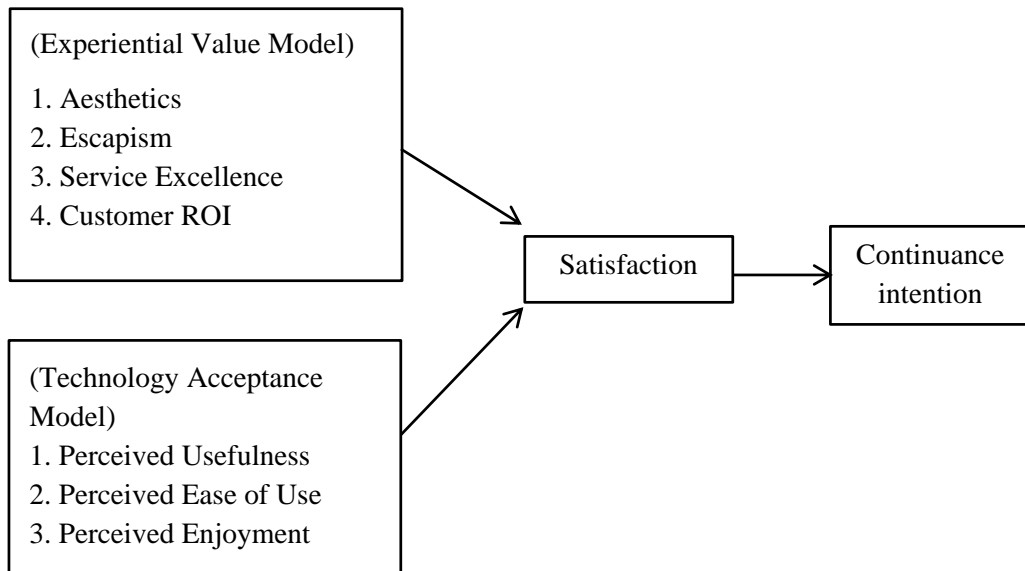


Figure 1 Conceptual framework

The relationship between satisfaction and the consumer's willingness to continue using a product

Continuance intention, i.e. the consumer's willingness to continue using a product, has become a very important subject in the information system field. In marketing literature, continuance intention refers to a user's decision to continually use a product with which he

or she has prior experience of using (Bhattacharjee, 2001).

Due to the long-term viability and the eventual success of an information system, such products mainly depend on continued usage rather than first-time usage. In this sector, continued usage is considered a crucial determinant of sustainable development, particularly for web-based services such as online retail and mobile services (Karahanna and Chervany, 1999).

The expectancy confirmation theory (or ECT) was introduced by Bhattacharjee in 2001 (Figure 2). The purpose of the theory is to investigate the relationship between users' product usage decisions and their intentions to continue using a product. Bhattacharjee tested the theory when he conducted a survey among

online banking users in an effort to explain how they develop continuance intention. He proved that continuance intention depends on two determinants: users' satisfaction with an information system, and their perceived usefulness of continuing to use that system.

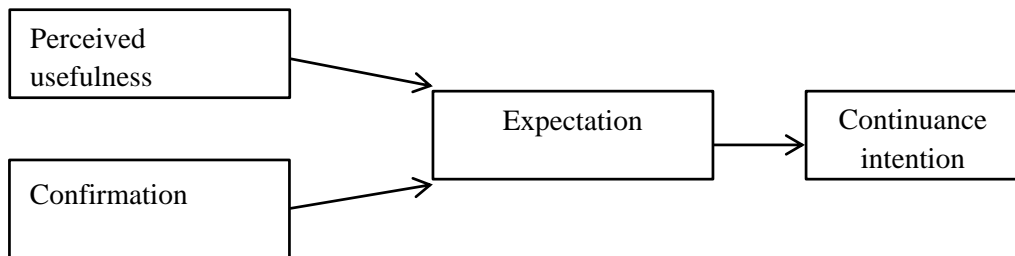


Figure 2 Framework of ECT

Hypotheses

Three groups of hypotheses were tested in this study:

Hypothesis 1: experiential value affects user satisfaction;

- Sub-hypothesis 1a: aesthetics affect user satisfaction;
- Sub-hypothesis 1b: escapism affects user satisfaction;
- Sub-hypothesis 1c: service excellence affects user satisfaction;
- Sub-hypothesis 1d: consumer ROI affects user satisfaction.

Hypothesis 2: user technology acceptance affects user satisfaction;

- Sub-hypothesis 2a: perceived usefulness affects user satisfaction;
- Sub-hypothesis 2b: perceived ease of use affects user satisfaction;
- Sub-hypothesis 2c: perceived enjoyment affects user satisfaction.

Hypothesis 3: user satisfaction affects the user's intention to continue using a product (in this case, an English online dictionary).

Methodology

Research design

Data was collected using a questionnaire, which consisted of four sections as below table 2 showing. (1) Demographic. Respondents were asked to state their age, gender, education level, occupation and income level. (2) Variables affecting satisfaction. Respondents were asked questions that concerned technology acceptance and experiential value. In this

study, the four dimensions of experiential value were considered (aesthetics, escapism, service excellence and consumer ROI); each dimension was measured using three items. Technology acceptance among the respondents was evaluated in terms of their perceived usefulness, perceived ease of use, and perceived enjoyment. (3) Satisfaction. This section contained three items. (4) Continuance intention. This section contained three items.

Table 2 Questionnaire

Variables affecting satisfaction (I found that)
Aesthetics
Online dictionary's website attractive
Online dictionary's website has a clean and simple presentation
the icon of online dictionary is beautiful
Escapism
online dictionary released me from the difficulty of studying
online dictionary involved me in English thinking
learning with online dictionary was just like playing a fun game
Service excellence
the interpretation on online dictionary is understandable
The online dictionary application is compatible with my phone
the pronunciation on online dictionary is precisely genuine
Customer ROI
using online dictionary is worthy of my time



online dictionary has valuable information

online dictionary is convenient for my life

Perceived usefulness

Interpretation on online dictionary always helps me understand the context better.

The English news on online dictionary website makes me more interested in studying English.

The translation from online dictionary is always correct.

Online dictionary enhanced my effectiveness on the study.

Perceived ease of use

Online dictionary is very easy to install on my phone.

Online dictionary website was easy to navigate.

Online dictionary is very easy to upgrade to the latest version.

People learned to use online dictionary very quickly.

Perceived enjoyment

I almost forgot the time while I was using online dictionary

the reading articles on online dictionary is entertaining

the audio material in online dictionary are enjoyable

the pictures in online dictionary are amusing

Satisfaction (How much are you satisfied with.....)

The translation of online dictionary

the experience of using online dictionary

the experience of using online dictionary

Continuance intention

I will continue to use online dictionary as my first choice for translation services

I will recommend online dictionary to my friends

I will use online dictionary more frequently than used to

Sample

The target population in this study was Internet users living in Guangxi province, China. Since this population is large and it is almost impossible to determine how many people in Guangxi use English online dictionaries,

Cochran's (1953) formula for yielding a representative sample of an unknown population size was used.

The sample size of this study is calculated by using W.G. Cochran (1953) formula with 95% confidential level, the formula is presented as below:

Where: n_0 Is size of sample, P Is proportion (0.5), $q = (1 - P) = 0.5$, e is probability of error (0.5), z Represents confidence if the confidence is at 95%, $z = 1.96$

$$n_0 = \frac{z^2 pq}{e^2}$$

The result of the sample size of this study is:

$$n_0 = \frac{z^2 pq}{e^2} \approx 384 \text{ people}$$

After substituting the numbers into the W.G. Cochran (1953) formula, the result numbers of the sample is 384 people.

Data collection

384 questionnaires were proportionally distributed to English online dictionary users in all 14 districts of Guangxi province. Due to limited time and the expansive geographical area, the questionnaires were distributed only via social media (WeChat and QQ).

Reliability test

The reliability test is a process to indicate the correlation among items, scale or instrument in each set variables. The reliability was measured by cronbach's alpha coefficient. The cut-off level of cronbach's alpha has to be at least 0.7 or greater than 0.7, that can keep an item in an adequate scale; additionally, the cut-off level that higher than 0.8 is considered a "good scale" (cronbach, 1951). The table 5 below presented the reliability of all factors in this survey questionnaire.

Table 3 reliability test by using Cronbach's Alpha

NO	Variables	Amount of items	Cronbach's Alpha	
			Pre-test (30)	Final test (384)
1	Experiential value	12	.946	.952
	Aesthetics	3	.909	.884
	Escapism	3	.858	.879
	Service excellence	3	.909	.904
	Customer ROI	3	.918	.892
2	Technology acceptance	12	.970	.958
	Perceived usefulness	4	.908	.911
	Perceived ease of use	4	.927	.920
	Perceived enjoyment	4	.957	.933
3	Satisfaction	3	.940	.928
4	Continuance intention	3	.935	.922

Data analysis

Multiple regression analysis was performed in order to examine the relationships between experiential value, technology acceptance and user satisfaction.

The multiple linear regression equation is $y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_p X_p$.

The dependent variable (Y) is satisfaction, and the seven independent

variables are aesthetics (X_1), escapism (X_2), service excellence (X_3), consumer ROI (X_4), perceived usefulness (X_5), perceived ease of use (X_6), and perceived enjoyment (X_7).

The multiple regression equation calculated to express the relationship between the dependent variable and the seven independent variables was as follows (individual values are shown in Table 3):

$$Y = 0.94 + 0.076X_1 + 0.056X_2 + 0.126X_3 - 0.128X_4 + 0.044X_5 + 0.268X_6 + 0.305X_7$$

Table 4 Multiple regression results on the influence of experience and technology acceptance on satisfaction

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R ²	F	Sig.
	B	Std. Error	Beta					
(Constant)	.197	.094		2.090	.037	0.792	212.858	0.000
X1	.073	.038	.076	1.937	.530			
X2	.049	.035	.056	1.398	.163			
X3	.123	.047	.126	2.635	.009			
X4	.122	.044	.128	2.784	.006			
X5	.041	.044	.044	.933	.315			
X6	.263	.045	.268	5.834	.000			
X7	.282	.040	.305	7.026	.000			

It was found using multiple regression that the data collected in the survey supported sub-hypotheses 1c and 1d: service excellence and consumer ROI were found to affect user satisfaction (Sig = 0.009 < 0.05, β = 0.126; and Sig = 0.006 < 0.05, β = 0.128, respectively). It can therefore be argued that experiential value does affect user satisfaction. The regression results also supported sub-hypotheses 2b and 2c (Sig = 0.000 < 0.05, β = 0.450 ; and Sig = 0.000 < 0.05, β = 0.400, respectively). Thus, technology acceptance was found to affect user satisfaction. However, sub-hypotheses 1a, 1b and 2a were not supported.

A linear regression analysis was performed in order to examine the relationship between user satisfaction and continuance intention. As shown in Table 4, the dependent variable (Y) is continuance intention, and the independent variable (X1) is user satisfaction. The following linear regression equation on the effect of user satisfaction on continuance intention was calculated:

$$Y = 0.894X + 0.468$$

Table 5 The influence of user satisfaction on continuance intention – linear regression analysis results

	Unstandardized Coefficients	Standardized Coefficients					
	B	Beta	t	Sig.	R ²	F	Sig.
(Constant)	.468		4.568	.000	0.731	1084.102	0.000
X1	.894	.855	32.926	.000			

These linear regression results support Hypothesis 3, that user satisfaction does affects continuance intention (Sig = $0.000 < 0.05$).

Discussion and conclusions

Among the respondents in this study, it was found that certain experiential values could affect user satisfaction. These results are consistent with the previous research findings. Petrick and Norman (2001) reported that there is a relationship between users' experience with products or services and their level of satisfaction with them: the higher the experiential value, the more satisfied a user feels. Wu and Liang (2009) also claimed that there is a directly proportional relationship between experiential value and consumer satisfaction. Likewise, Gallarza and Saura (2006) claimed that a high experiential value leads to a high level of satisfaction.

Accepted hypotheses

As mentioned above, in this study a significant relationship between service excellence and user satisfaction among

the respondents was also found. This result is consistent with previous research findings of a positive link between service excellence and consumer satisfaction (Lee and Feick, 2001; Parasuraman and Berry, 2002). In this study, a significant relationship was also found between consumer ROI and user satisfaction. This result is also consistent with previous research findings: Yu (2007) reported that if a product exceeds a consumer's expectations, then this will strengthen his/her repurchase intentions; and Chen and Popovich (2003) stated that the higher the consumer ROI, the more satisfied a consumer will feel. A significant relationship between technology acceptance and user satisfaction was found in this study. This result is consistent with previous research findings by Teerling and Huizingh (2010) and Wixom and Todd (2005), who reported a positive relationship between the two parameters. In this study it was also found that perceived ease of use affects user satisfaction, a pattern that is consistent with previous research findings by Igbaria and Wieckowski (1994), Chiu (2009), Cheung and Lee (2005) and Mäntymäki (2009), all of whom claimed that the relationship is directly proportional. In this study, a significant

relationship between technology acceptance and user satisfaction was found. Similar results were reported by Koufaris (2002), and by Thong and Tam (2006).

Rejected sub-hypotheses

Sub-hypothesis 1a was not supported by the regression results. This conflicts with some previous research findings that aesthetic value can influence consumer satisfaction (Petrick and Norman, 2001), particularly during an online service encounter (Wang and Minor, 2010). Sub-hypothesis 1b was also rejected. This too conflicts with previous research findings by Verhagen and Merikivi (2011) and Ha and Jang (2010), who claimed that hedonic aspects have a strong impact on consumer satisfaction. Sub-hypothesis 2a was also rejected.

The main reason why the findings in this paper are identical to those in many previous studies might be that this study also concerns consumer's satisfaction. However, there are some differences between this paper and previous studies. For instance, this paper is based on a survey in China, whereby the sample consisted of users who using English online dictionary.

Recommendations

Online dictionary providers should ensure that they deliver excellent service and ensure good consumer ROI. Online dictionary providers should ensure that definitions of words in their dictionaries are easy to understand; they should attempt to explain the meanings of words using plain language (or 'layman's terms').

Some respondents in this study suggested that online dictionary providers should improve word pronunciation. They could source pronunciations of words such as "karaoke" from native speakers from authorized sources such as the BBC or VOA; they could also provide pronunciations of a word in different accents, e.g. British and American accents. Many respondents in this study felt that when visiting an online dictionary web page, it is always interrupted by a timed advertisement. Some respondents felt that online dictionaries do not often provide valuable information. However, this is a subjective assessment: a certain definition of a word might be useful to one reader, but not to another.

The results in this study also provide online English dictionary providers with a better understanding of how to enhance user satisfaction in terms of technology acceptance. It was found that perceived ease of use and perceived enjoyment affect consumer satisfaction. Online dictionary marketers therefore need to take these dimensions into account. Some respondents remarked that online dictionary providers should make their websites easy to navigate. The navigation process should be simple enough that the user can go directly to the service he or she wants. Some respondents also hinted that online dictionary providers should make it easy for users to upgrade to their latest versions, and provide notification reminding them when it is time to upgrade.

Limitations of the study and recommendations for further research

1. This study was limited to users who were using online English dictionary in Guangxi China. Due to limitations in terms of population and time, the findings of this study cannot be generalized to other dictionaries'

destinations. Other destinations and different sampling territory should be considered in future studies.

2. In this study, experiential value and technology acceptance were identified as the antecedents of both satisfaction and user's continuance to continue using. However, there might be other factors that affect those two variables. Other predictors such as brand, motivation and expectation should be explored in future studies.

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