

Why do online tourists need sellers' ratings? Exploration of the factors affecting regretful tourist e-satisfaction

曾愛華

Hospitality Management

Tourism

esther07@chu.edu.tw

Abstract

Due to increasing online sales of Asian tourism, discussion of the factors influencing Asian online tourist e-satisfaction is an issue of critical importance. The major purpose of the study was to enhance regretful (e.g. high tendency-to-regret) tourist e-satisfaction by providing post-purchase information (sellers' ratings) to reduce post-purchase cognitive dissonance in the high uncertainty avoidance context (e.g. Taiwan). Results obtained from 2 × 2 experimental designs indicated that, the influence of regretful personality on e-satisfaction was fully mediated via post-purchase cognitive dissonance. The effect of valid sellers' ratings on raising regretful tourist e-satisfaction was also confirmed. The current study focused on Taiwanese online tourists, it provided a precise explanation of the relationships among variables and may expand understanding of Asian online regretful tourist post-purchase behaviors in a high uncertainty avoidance context. The current study could provide practitioners with post-purchase emarketing implications and applications in such a context.

Keyword : Tourist, Seller rating, High uncertainty avoidance, Regret, Cognitive dissonance