

**The effect of utilitarian and hedonic motivations on mobile shopping outcomes.  
A cross-cultural analysis**

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**Abstract**

Mobile devices such as smartphones and tablets are ubiquitous in modern consumer lives. Traditional consumers' information seeking and purchasing activities have become mobile nowadays, thus fostering the emergence of m-commerce. This trend has been exacerbated by the Covid-19 pandemic, which has boosted m-commerce growth in both developed and developing countries. However, there is a need for cross-cultural research concerning the factors fostering behavioral intentions. In this study, we measure the impact of utilitarian factors on satisfaction, repurchase intention, and eWOM across two countries characterized by different stages of m-commerce readiness and culture: China and Italy. Enjoyment is considered as a mediator between utilitarian factors and the aforementioned m-commerce outcomes. Findings suggest that the impact of utilitarian factors on satisfaction is much stronger among Italian users than Chinese users. On the contrary, for Chinese users, who use their mobile phones as a primary device to shop online, the mediation effect of enjoyment on satisfaction and eWOM is stronger. Henceforth, this study contributes to cross-cultural research in m-commerce and provide guidelines to m-commerce organizations operating in diverse international markets.

**Keywords:** Cross-Country; eWOM; M-Commerce; Repurchase Intention; Utilitarian Factors.

## **1. Introduction**

M-commerce (or mobile commerce) refers to any consumer's online exchange completed through a mobile device (Chong, 2013a). Due to the growing computational capacity of modern-day mobile devices (i.e., smartphones and tablets) and the availability of broadband internet connection (i.e., 4G and 5G), over the last decade m-commerce has emerged as the fastest-growing channel to promote and sell products and services (Sun & Xu, 2019). Accordingly, m-commerce sales accounted for 72.9% of all e-commerce sales in 2021 (eMarketer, 2018). Likewise, the percentage of consumers switching from traditional e-commerce websites (which require the use of a desktop or laptop PC) to m-commerce through smartphones is still increasing (Hentzen, Hoffman & Dolan, 2021).

The reasons underlying the exponential success of m-commerce are rooted in the fact that mobile devices represent a popular and convenient way to purchase products (Gao et al., 2015; Chopdar et al., 2018; Tang, 2019). Mobile devices can be used anytime and anywhere; therefore, they are adopted at several stages of the buying process, i.e., from the search phase to the actual purchase, and increasingly in the post-purchase phase (Lemon & Verhoef, 2016). The use of mobile devices has also grown in popularity during the in-store experience, as they can give access to product information or be linked to loyalty cards (Cavalinhos, Marques, & de Fátima Salgueiro, 2021). Moreover, mobile marketing can reduce the length of the consumer decision journey bypassing some steps of the traditional decision-making process (Jebarajakirthy et al., 2021). Covid-19 pandemic represented another booster for m-commerce diffusion. Consumers, confined at home, have spent much more time using their portable devices for shopping to overcome physical retailers' closures (Chopdar, Paul, & Prodanova, 2022). In the EU, m-commerce share increased by 30% during the second quarter of 2020, while in China, m-commerce purchases

spiked at 31.3% during lockdowns (OECD, 2020). Yet, this tide was more accentuated in emerging economies, where smartphones frequently represent the only internet access for most users (Soto-Acosta, 2020).

Scholars have started investigating the determinants of mobile devices usage intention and, consequently, m-commerce acceptance (e.g., Chong, 2013a; Gao et al., 2015; Chopdar & Sivakumar, 2019). Existing findings highlight that consumers mostly adopt mobile devices and e-commerce when they are easy to use, intuitive, useful, if they enable social interaction, price comparison, and to save money (Akram et al., 2020). Notwithstanding, few studies have investigated what happens in the post-adoption stage, i.e., repurchase intention decisions (Chopdar & Balakrishnan, 2020; McLean et al., 2020). Henceforth, a research gap concerning the factors affecting consumers' satisfaction, repurchase and eWOM intention in m-commerce context has emerged (Chopdar et al., 2022). Particularly, whether these effects may derive from the interplay of consumer utilitarian motivations – i.e., related to their functional evaluation of the m-commerce platform itself (Lei & Law, 2019) – and pleasure – i.e., deriving from the purchase in m-commerce – should be explored in-depth (Hellier et al., 2003). Most previous studies, indeed, observed the simultaneous role of the quest for utility and enjoyment in m-commerce adoption to categorize consumers (i.e., problem-solvers/utilitarian-factors-driven vs. enjoyment-seekers/hedonic-factors-driven) (Ashraf et al., 2021), thus neglecting the potential rely-race between these two drivers.

Another research gap in m-commerce concerns comparative cultural studies. Scholars have revealed that cultural differences affect consumers' intention to use m-commerce (Chopdar et al., 2018). For example, cultures with higher tolerance of uncertainty may motive the willingness to purchase some products from a not so well reputed vendor (Ashraf et al., 2021). Moreover, Zhang et al. (2012) found that perceived enjoyment has a larger influence among Eastern consumers than

Western ones. However, existing studies have generally focused on a single country (Zhang et al., 2012), while only a few scholars have investigated the differences in m-commerce adoption across countries (e.g., Chong et al., 2012; Lu et al., 2017; Chopdar et al., 2018; Marinao-Artigas & Barajas-Portas, 2020). Furthermore, most country comparison research selected either the UK, Australia or North American countries as representative of Western countries (Ashraf et al., 2021). Scholars call for additional research across different cultures (Chong et al., 2012; Thongpapanl et al., 2018; Mishra, Singh, & Koles, 2021).

To fill these gaps, the present research adopts a cross-cultural perspective to investigate the effects of m-commerce adoption (i.e., repurchase intention) by comparing an Asian country, China, and a Western country, Italy. These two countries were deemed a relevant comparison pair for two main reasons: (a) different cultural paradigms characterize Italy and China according to Hofstede's (1980) cultural value dimensions, i.e., Italian consumers show a higher level of uncertainty avoidance, individualism and masculinity, whereas Chinese ones display greater perceived power distance and long-term orientation (Pratesi et al., 2021); (b) Chinese users are more oriented towards mobile devices than Italian users. Indeed, in Italy, mobile devices are often used for product evaluation, while in China, they represent the most used purchase channel (Wong, 2021).

We compare m-commerce behavior with regard to fashion products as fashion is the industry with the highest revenues worldwide in m-commerce (Statista, 2021a). Therefore, consumers from both countries are used to purchasing items of this particular product category. A structural model built on a variant of the Technology Acceptance Model (hereafter, TAM; Davis, 1989) and recent literature on mobile commerce has been developed. Enjoyment has been considered as a mediator in the relationship between utilitarian motivations and a) satisfaction, b)

repurchase intention, c) and electronic word-of-mouth (eWOM) intentions. Hence, to address these research gaps, this study tries to reply to the two following research questions:

*RQ1: Are utilitarian factors and enjoyment relevant antecedents of e-WOM, satisfaction and repurchase intention in m-commerce?*

*RQ2: Do cultural differences matter in m-commerce?*

The research is structured as follows: the second section deals with the theoretical background; the third contains the development of hypotheses and conceptual model; the fourth and the fifth ones deal with methodology and results. The sixth and the seventh pertain to managerial implications, discussion, and implications for future research. Consistently, the present study is also relevant from an actual managerial point of view. Indeed, in the current times, online browsing and shopping, particularly for fashion products, is a means to escape boredom; during the Covid-19 pandemic, mobile devices have become one of the main sources of relaxation, enjoyment, and entertainment within the new working-from-home routine (Danziger, 2021).

## **2. Theoretical Background**

### *2.1 TAM and TAM-related models in m-commerce literature*

TAM is a widely recognized framework to analyze technology adoption and its outcomes seminally developed by Davis (1989), extending the Theory of Reasoned Action (TRA) by Ajzen & Fishbein (1980) and the Theory of Planned Behavior (TPB) by Ajzen (1991). In the original model, usefulness denotes the extent to which users expect that using a specific technology would improve their job performance; ease of use is conceptualized as the degree of lack of effort

involved in adopting a certain technology; finally, behavioral intention represents a self-prediction of behavior. Consistently with its original theoretical roots related to TPB, the TAM model and its offspring (i.e., TAM2 and Unified Theory of Acceptance and Use of Technology - UTAUT) state that consumers' beliefs, values and norms may influence their perception about a phenomenon, and thereby their behavioral intention and their actual behavior (Holden & Karsh, 2010). However, TAM2 differs from TAM as it implies that perceived usefulness derives from subjective norms, image, job relevance, output quality and results demonstrability (Venkatesh & Davis, 2000). Such a model is adequate to investigate which personal factors and expected outcomes are relevant for consumers adopting a mobile technology (Jamšek & Culiberg, 2020). UTUAT, instead, considers performance expectancy, effort expectancy, social influence and facilitating conditions as direct antecedents of acceptance. Indeed, UTAUT has frequently been used to investigate why consumers adopt a new mobile technology according to peers' pressures (Hentzen et al., 2021) or expected difficulties (Nikou, 2015).

In any of its variants, TAM is thus considered a parsimonious model to analyze technology adoption. Recently, however, new constructs have been integrated into the original model (McLean et al., 2018; Zhang et al., 2012). For instance, some scholars argue that utilitarian and hedonic dimensions may determine the adoption of m-commerce services (Puccinelli et al., 2009; Yang, 2010). The hedonic element relates to the fun or pleasure in the decision to adopt a particular technology regardless of performance consequences (Bruner & Kumar, 2005). The utilitarian factor focuses on consumers' use of the technology to achieve their goals (Childers et al., 2001). More recently, McLean et al. (2018) measure the utilitarian construct as a multi-dimensional one comprising the traditional TAM constructs of ease of use, usefulness (also referred to as

“convenience”), and customization, which represents the personalization of content and services to the preferences and interests of consumers.

Such a trend, concerning the evaluation of the relative importance of hedonic and utilitarian factors, is effectively reassumed by the lastly developed TAM extension, namely the Hedonic-Motivation System Adoption Model (HMSAM; Lowry et al., 2012). In this regard, HMSAM implies that utilitarian factors such as perceived usefulness and ease of use are relevant in choosing technology. Yet, the hedonic factor such as joy or immersion acts as mediator in such a relationship.

## *2.2 M-commerce adoption across cultures*

TAM and TAM-related models such as HMSAM have been widely adopted to study m-commerce adoption, also at the cross-country level. For instance, Chong et al. (2012) focus on the determinants of consumers’ intention to adopt m-commerce and compare the Chinese and Malaysian markets. The results reveal that Chinese and Malaysian consumers’ adoption is influenced by different factors (i.e., age, price, variety of services); still, some factors are in common (i.e., trust and social influence). Chopdar et al. (2018) compare American and Indian consumers, suggesting that perceived risk influences the adoption of m-commerce applications in India, thus reducing the likelihood of shopping online through mobile devices due to cultural differences. Indians belong to a higher power distance and collectivist culture, which make them perceive a higher degree of risk involved in purchasing on mobile applications, while US consumers live in a lower power distance and individualist society, therefore they tend to use mobile shopping apps more often (Chopdar et al., 2018). Marinao-Artigas & Barajas-Portas (2020) investigate the determinants of satisfaction of m-shoppers from Chile and Mexico, showing some

differences between the two countries in relation to the reputation of an m-commerce retailer and functional benefits. Ashraf et al. (2021) compare mobile shoppers' behavior in nine countries, showing that the adoption of m-commerce differs depending on the market readiness stage. That is, consumers from markets at an advanced readiness stage tend to be more hedonism-motivated and use m-commerce intentionally/consciously. On the contrary, consumers at an early readiness stage are likely to be more utility-motivated and use m-commerce habitually/unconsciously.

As it emerges from this literature review, few studies have investigated the antecedents and consequences of repurchase intention in m-commerce across cultures, particularly comparing countries with different maturity levels in m-commerce use. Hence, in this study, we analyze the m-commerce adoption in two different cultural contexts, China and Italy, to understand whether culture affects the determinants of repurchase and eWOM intentions. Among their main cultural differences, China is a collectivist country with a high-power distance and a long-term orientation. In contrast, Italy is an individualist country that ranks medium-low on power distance and has a short-term orientation (Hofstede, 1980). Moreover, China and Italy have different digital markets: Chinese e-commerce revenues rank first worldwide, whereas Italian e-commerce is still in the development phase. As of November 2020, the Chinese market had the highest revenues in worldwide e-commerce accounting for 1260 billion USD, more than twice the size of e-commerce sales in the United States. In Italy, e-commerce volume amounted to 20.6 billion USD, far behind other European countries such as the United Kingdom and Germany (Statista, 2020a). For young Chinese consumers, the internet represents the preferred media choice for information and entertainment-driven activities (Su & Tong, 2020). China is also the country with the highest level of mobile commerce readiness in the world, as mobile devices are used on a daily basis (Hu, 2020). Indeed, mobile retailing accounted for 76% of the total e-commerce size in 2020 (J.P. Morgan,



2020). Hence, China and Italy are two culturally different countries, and they also display a contrasting e-commerce landscape, with China representing the first e-commerce market and Italy still lagging behind, despite being an advanced economy.

### **3. Hypotheses Development**

#### *Utilitarian factors*

McLean et al. (2018) conceptualize utilitarian factors as a multi-dimensional first-order construct, including ease of use, convenience, and customization, which directly affect the consumer experience with m-commerce retailer platforms.

Agrebi & Jallais (2015) reveal that ease of use and usefulness influence satisfaction during shopping on mobile devices. Scholars have shown that consumers tend to stick with a mobile platform when they perceive it more convenient for shopping than going to a physical store (Flavián et al., 2006; Shankar et al., 2011). Mobile platforms provide several benefits to their users; for instance, they shorten the time required to complete an online transaction (Hofacker et al., 2016; Eppmann et al., 2018) and enable them to rapidly compare among different price options (Santos & Gonçalves, 2019). Convenience, that is, the possibility to purchase from anywhere and at any time, has also been analyzed as an antecedent of satisfaction and intention to use mobile shopping (Agrebi & Jallais, 2015). Finally, customization is a major trend in m-commerce, especially for fashion items. By creating profiles with their own image after providing information about their height and weight, consumers can use virtual dressing rooms to dress their virtual model with the e-commerce items (Blázquez, 2014). Thus, online retailers can send notifications and recommendations based on consumers' preferences and requirements (Blázquez, 2014). Based on

this literature, we argue that utilitarian factors enhance consumers' satisfaction because they can purchase a product in less time and experience a customized shopping journey.

*H1: Utilitarian factors (a second-order construct composed by ease of use, convenience, and customization) significantly influence consumer satisfaction in m-commerce.*

Existing studies have provided evidence of the role of utilitarian factors on repurchase intention in e-commerce (e.g., Kim et al., 2012; Kumar & Ayodeji, 2021). We argue that the utilitarian factors are even particularly important for m-commerce because the channel has lower screen size and limited processing capabilities (Li & Yeh, 2010). Hence, if consumers repeat their purchase, they find the platform easy and convenient to use. Indeed, mobile channels that provide convenient access add value to consumers' shopping, increasing their spending and likelihood to repurchase through the same channel (Wang et al., 2015). Thus, we hypothesize:

*H2: Utilitarian factors (a second-order construct composed by ease of use, convenience, and customization) significantly influence repurchase intention in m-commerce.*

The post-purchase phase of consumer experience can activate consumers' eWOM, which involves the sharing of consumers' experience with purchased products in the form of online reviews and ratings on social media platforms, online communities, or product review websites (Filieri, 2015). eWOM affects other consumers' decision journey; in particular, for Chinese people, other consumers' product evaluation represents a very important reference factor in the purchase decision (Zhang, Han, & Wang, 2011; Filieri et al., 2018). Previous studies have demonstrated that consumers are increasingly willing to share eWOM, which can facilitate product evaluation, reduce product and service uncertainty, and trigger purchase intention (e.g., Ambler &

Bui, 2008; Filieri, 2015). The performance and quality of the digital platform, such as ease of use and usefulness, can stimulate or hinder eWOM intention (Filieri et al., 2020). If users perceive that the consumer experience is hassle-free, they will complete their tasks and be more likely to leave eWOM content about their shopping activity. Therefore, we hypothesize:

*H3: Utilitarian factors (a second-order construct composed by ease of use, convenience, and customization) significantly influence eWOM in m-commerce.*

### *Enjoyment*

Perceived enjoyment represents the extent to which using the technology is seen as enjoyable (Nysveen et al., 2005). In the e-commerce experience, scholars have shown that enjoyment can mediate between the utilitarian factor and the consumer experience of a retailer application (McLean et al., 2018). In this study, we argue that enjoyment - which embodies the hedonic aspect of shopping (Childers et al., 2001) – mediates the relationship between utilitarian factors and consumer satisfaction, repurchase intention, and eWOM.

We develop these hypotheses based on evidence suggesting that consumers not only shop for utilitarian purposes but also fulfil relaxation, fun, and enjoyment needs (Childers et al., 2001; Blázquez, 2014). Although some consumers may use m-commerce for utilitarian scopes, they still want to have fun and enjoy the m-commerce shopping experience, especially when browsing hedonic products like fashion items. Utilitarian benefits will affect consumers' evaluations and behavioral intentions if m-commerce applications are also enjoyable, namely if users have fun with them. Hence, both the hedonic and utilitarian motivations are copresent; however, as Childers et al. (2001) suggest, one may be more dominant than the other in different contexts. For instance, Chong (2013b) found that Chinese consumers use m-commerce activities more if they find them

enjoyable. Moreover, Zhang et al. (2012) found that perceived enjoyment represents one of the most significant constructs in m-commerce adoption and has a larger influence among Eastern consumers than Western ones.

Previous studies have highlighted that the hedonic factor mediates the effects of utilitarian factors on consumer behavior outcomes, i.e., usage and purchase (Davis et al., 2013). Accordingly, in this study, we posit that enjoyment is a crucial mediating factor in m-commerce (Bölen et al., 2021). First, considering usefulness and ease of use represent a necessary condition of enjoyment, a mobile commerce application that only focuses on functional benefits will not successfully produce satisfied consumers (Eppmann et al., 2018). Second, if a consumer enjoys browsing fashion items, he/she is more likely to continue using the same shopping platform in the future. Indeed, hedonic browsing has been found to affect impulse-buy on special events (Zheng et al., 2019). Third, enjoyment has also been found to positively affect eWOM and social participation (Shin et al., 2018; Sutinen, Saarijärvi, & Yrjölä, 2021). Therefore, we posit:

*H4: Enjoyment mediates the impact of utilitarian factors on consumer satisfaction in m-commerce.*

*H5: Enjoyment mediates the impact of utilitarian factors on repurchase intention in m-commerce.*

*H6: Enjoyment mediates the impact of utilitarian factors on eWOM in m-commerce.*

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Figure 1  
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#### **4. Methodology**

#### *4.1. Research design and sample*

We conducted an online survey to measure the constructs of our conceptual model, collecting responses from consumers from Italy and China in the period September-October 2019. We used Qualtrics to collect responses from a non-probabilistic and convenience sample of university students in China and Italy. University students have been used as a sample in previous cross-cultural studies as they represent a significant segment of the mobile users with digital media skills (Smith et al., 2013).

In the questionnaire, respondents were asked to consider their m-commerce fashion items' purchases. Fashion was selected as the sector of our analysis as mobile channels have been proven to be particularly relevant in the commercialization of fashion products worldwide (Statista, 2021a).

The questionnaire was translated from English to Italian and Chinese using the back-translation procedure for cross-cultural research (Brislin, 1970). Next, we compared the two versions to eliminate discrepancies ensuring the accuracy of the translation (Bian & Forsythe, 2012).

After removing incomplete responses, our final sample was composed of 308 respondents, 155 from Italy and 153 from China. In the Italian sample, 54% were female, and 94.8% were between 18-24 years old. Similarly, the Chinese sample was mostly composed of women (71.9%) aged 18-24 years old (90.9%). We also asked the average monthly expenditure and yearly family income: the average income of Italian respondents was in the range of 40,000 and 80,000 euro per year, and their expenditure was lower than 500 euro per month; the Chinese respondents' average family income was less than 200,000 RMB (about 25,000 euros) per year (58.7%), and their expenditure was lower than 5,000 RMB (about 600 euros) per month.

#### *4.2. Constructs measures*

The constructs adopted in this study were adapted from established scales used in previous studies (e.g., Agrebi & Jallais, 2015; et al., 2005; Khalifa & Liu, 2007; McLean et al., 2018; Natarajan et al., 2017; Rose et al., 2012; Singh & Swaiti, 2017). Likert type, seven-point (from 1= “strongly disagree” to 7= “strongly agree”) multi-item scales were used to measure the constructs. The wording of each item is provided in Table 1.

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Table 1  
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### **5. Results**

#### *5.1. Data Analysis*

Partial least squares structural equation modeling (PLS-SEM) was applied to conduct this research due to the following advantages. PLS needs less strict rules regarding normality issues, sample size, and measurement scale (Hair et al., 2017). PLS can also analyze the measurement model testing (reliability and validity) and structural model testing simultaneously. Another important advantage is that PLS enables researchers to analyze the model covering both formative and reflective constructs (Arya et al., 2021; Dash & Paul, 2021). Hence, SmartPLS 3.2.8 software was employed to analyze the two-step approach, including the measurement and testing of the structural model in this research.

A sample size of 155 for Italy and 153 for China are sufficient for PLS-SEM, with current research suggesting that a sample should be higher than at least 100 respondents (Reinartz et al., 2009). Apart from this, G\*Power analysis was applied to find the minimum required sample size (Faul et al., 2009). Based on this analysis, we found that it is enough to have a minimum of 129 sample sizes for each group. Hence, the sample size for both Italy and China significantly met both criteria.

In terms of normality issue, we utilized calculator-based on webpower (Zhang and Yuan, 2018; Sharma et al., 2021) to check the data for multivariate normality through Mardia's (1970) test. Mardia's multivariate skewness was  $\beta = 10.3597$   $p < 0.01$ , while the multivariate kurtosis was  $\beta = 81.9820$ ,  $p < 0.01$ . DeCarlo (1997) stated that the requirement cut off value of skewness is -1 and +1, while the value of kurtosis is -20 and +20. Hence, this shows that the data is not distributed normality. However, since PLS-SEM can overcome non-normality issues (Dash and Paul, 2021; Ringle et al., 2012), we tested our research model via PLS-SEM.

After making sure that the sample size was sufficient for both groups and checking the normality issue, the VIF values have been examined to test for common method bias (Kock, 2015). As suggested by Kock (2015), both VIF results of 3.051 for China and VIF result of 1.759 for the Italian sample are less than 3.3, which indicates that common method bias does not constitute a major problem for this study.

## *5.2. Measurement Model Testing*

We assessed the measurement model, including both reflective and composite constructs. First, we checked the reliability and validity of the reflective constructs (satisfaction, enjoyment, purchase intention, and eWOM). This was expanded to cover three reflective dimensions of

utilitarian factors: convenience, ease of use, and customization. As the next step, utilitarian factors were established as a second-order composite construct based on their related dimensions for both Italy and China samples.

Table 2 shows the factor loadings, reliability, and convergent validity of the reflective constructs in the model. Based on composite reliability, each construct was higher than 0.8 for both samples, which also satisfied the minimum requirement of 0.70 (Nunnally, 1967). The AVE values for all constructs in both samples were higher than the least recommended value of 0.50, showing that the items met convergent validity (Bagozzi & Yi, 1988). Moreover, Cronbach's alpha and rho\_A exceeded 0.70, as required for both samples. In terms of factor loadings, we have a few construct loadings between 0.5 and 0.7 in the Italian sample. However, as suggested by Gannon et al. (2020), if CR and AVE values can meet the required threshold, those loadings can be accepted. Accordingly, all reflective constructs in this study have satisfied the validity and loading requirements properly for both samples.

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Table 2  
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Both the variables with the second-order construct and the variables with first-order constructs were examined to see whether discriminant validity performed well. Discriminant validity was evaluated with two criteria: Fornell and Larcker's (1981) criterion and heterotrait-monotrait (HTMT). Fornell-Larcker criterion was met in both samples. The existing literature suggests that the recommended HTMT value should be smaller than 0.95. Gaskin et al. (2018) and Benitez et al. (2020) stated that the HTMT ratio should be less than 1.00. Table 3, Table 4, Table 5, and Table 6 illustrate that discriminant validity was met in this study for both samples.



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Table 3 - 4  
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Table 5 - 6  
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Before assessing the structural model, utilitarian factors as a higher-order construct were evaluated in the measurement model using a two-stage approach (Ringle et al., 2012). This approach is based on the evaluation of the latent formative construct. In the initial stage, we have obtained the latent variable scores for the sub-constructs as in Ogbeibu et al.'s (2018) study. In the next stage, all sub-constructs are provided by their respective latent variable scores (Ogbeibu et al., 2018). The LTV construct scores are presented as indicators in the higher-order construct's measurement model (AlNuaimi et al., 2021). The scores of the sub-constructs (ease of use, convenience, and customization) constitute variables of the latent construct (utilitarian factors) and have been added to the structural model. We also checked Cronbach alpha value, composite reliability (CR) value, AVE and Rho\_A values. All values met the requirement as shown at the end of Table 2.

After this stage, we checked the variance inflation factors (VIF) (Rasoolimanesh & Ali, 2018). For both samples, VIF values of latent constructs are less than 5, varying between 1.329 and 3.924. Further, the criteria of latent constructs' weights were significantly met based on the confidence interval approach. Lastly, to achieve nomological validity, as suggested by Henseler (2017) and Rasoolimanesh and Ali (2018), the fit indices (e.g., the Standardized Root Mean Square Residual-SRMR) should not be less strong than the previous model before adding the composite construct. In this study, the values of SRMR were less than 0.08, which is a suggested threshold

both before and after adding the composite construct for both samples. This shows a valid model fit and nomological validity for the utilitarian factors as a second-order construct.

### *5.3. Structural Model Testing*

We used the variance explained ( $R^2$ ) to examine the explanatory power of the model. Sarstedt et al. (2014) stated that  $R^2$  values of 0.25, 0.50, and 0.75, reflect weak, moderate, and substantial values, respectively. For the Italian sample, the  $R^2$  values of 0.43 (enjoyment), 0.33 (eWOM), 0.49 (repurchase intention), and 0.66 (satisfaction) for the endogenous variables in the model are to be considered as moderate. For the Chinese sample, the  $R^2$  values of 0.67 (enjoyment), 0.17 (eWOM), 0.64 (repurchase intention), and 0.80 (satisfaction) for the endogenous variables in the model are to be substantial. This result illustrates a substantial degree of variance explained by the predictors in our framework. Further, to evaluate the structural model, effect sizes are one of the used thresholds, which ought to be considered. Lowry and Gaskin (2014) stated effect sizes of 0.02, 0.15, and 0.35 point out small, medium, and large effects, respectively. Hence, we also added effect size in the structural estimation tables to show the effect sizes of the relationships.

The PLS algorithm and the bootstrapping re-sampling method with 155 cases for Italy and 153 cases for China samples separately and 5,000 re-samples were applied to assess the structural model. Tables 7, 8, and 9 illustrate the findings of the hypothesis testing for China and Italy. When looking at Table 7, all hypotheses are supported for the whole sample together. In Table 8 and Table 9, the findings demonstrate the significant effects of utilitarian factors on satisfaction and repurchase intention in both cases (H1 and H2). On the contrary, the effects of utilitarian factors on eWOM were found to be significant for Italy but not for China. Hence, while H3 is supported for Italy, it is rejected for China.

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Table 7 –8 - 9  
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For understanding the mediation role of enjoyment between independent and dependent variables for both samples, we applied the bootstrapping procedure as suggested by Zhao et al. (2010). They have stated that there is a mediation effect if the indirect effect is supported significantly. Based on our results, H4, H5, and H6 were significantly supported for both Italy and China. Hence, findings confirm the mediating role of enjoyment between utilitarian factors and satisfaction, eWOM, and purchase intention.

#### *5.4. Multi-Group Analysis*

Before applying multi-group analysis (MGA) between two groups through using SEM, it has been suggested the testing of measurement invariance should be performed (Hair et al., 2017). To achieve this, the measurement invariance of a composite model (MICOM) assessment was performed through the permutation test. MICOM is a three-step procedure consisting of (a) the establishment of compositional invariance assessment, (b) an assessment of equal means and variances, and (c) configural invariance assessment. Based on the PLS-SEM results, partial measurement invariance was established for both groups (Table 10). This enables us to compare and interpret the MGA groups' path coefficients (Henseler et al., 2016).

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Table 10  
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Having established partial measurement invariance, the next step is to evaluate the MGA using PLS-MGA bootstrapping approach. This allows us to see path coefficients and significance levels for both groups (Italy and China users) by comparing directly group-specific bootstrap estimates at the same time. Based on this method, p values should be 0.05, or lower than 0.05, and should be 0.95, or higher than 0.95, demonstrating a significant difference between path coefficients across both groups (Henseler et al., 2009). Table 11 illustrates the findings of PLS-MGA, i.e., whether there are significant differences between the two groups. The findings reveal that there are significant differences for each relationship except the relationship between enjoyment and repurchase intention and the relationship between enjoyment and eWOM. That is, there is no significant difference between Italian and Chinese users with regards to the effect of enjoyment on repurchase intention ( $p= 0.927$ ). Additionally, the findings illustrate that there is no significant difference between Italian and Chinese users for the relationship between enjoyment and eWOM ( $p= 0.281$ ).

On the other hand, the impact of utilitarian factors on eWOM and satisfaction is much higher among Italian than Chinese users. However, the effect of utilitarian factors on enjoyment and purchase intention is much higher for Chinese users than for Italian users. Lastly, the effect of enjoyment on satisfaction is much higher for Chinese users than for Italian users.

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Table 11  
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## **6. Findings and Theoretical Implications**

### *6.1. Findings*

This research contributes to the recent academic literature on cultural differences in m-commerce (e.g., Lu et al., 2017; Chopdar et al., 2018; Marinao-Artigas & Barajas-Portas, 2020). Our model advances the literature on cross-cultural differences in the m-commerce context by comparing countries with a different level of maturity in mobile commerce and different cultural values (China *versus* Italy).

Comparing the two samples, the influence of utilitarian factors on satisfaction is stronger among Italian users than Chinese users, suggesting that they tend to be more satisfied about their m-commerce experience if they can accomplish tasks easily, conveniently, and with personalization features that suit their needs. Moreover, our findings show that Italian consumers, who also belong to a culture characterized by a high level of uncertainty avoidance (Italy scores of 75 out of 100 in the Hofstede et al.'s (2010) cultural value framework), are likely to spread eWOM if the m-commerce experience meets utilitarian motivations. On the contrary, the effect of utilitarian factors on eWOM was not significant in the Chinese sample (China scores 24 for uncertainty avoidance).

Interestingly, the mediation effect of enjoyment was supported in the relationship between utilitarian motivations and consumer satisfaction, repurchase intention, and eWOM for both samples. A funny, pleasant, amusing browsing experience fosters consumer satisfaction, repurchase, and eWOM intentions in m-commerce. This result supports the findings of Zheng et al. (2019), who found that utilitarian browsing had an indirect influence on the urge to buy impulsively via affecting hedonic browsing behavior in e-commerce. We found a significant difference between Italian and Chinese consumers in the mediation effect of enjoyment between utilitarian factors and consumer satisfaction, which might be due to the presence of cultural differences in the usage of m-commerce (i.e., maturity of m-commerce). We reveal that the effect

of enjoyment on satisfaction is much higher for Chinese users than Italian users suggesting that Chinese consumers derive satisfaction from the pleasure of browsing fashion items through mobile apps, while Italian consumers are more driven by utilitarian factors while they shop through their mobile phones. Therefore, ease of use, flexibility, convenience of use (e.g., ‘on the go’), and usability would be prominent determinants of Italian consumers’ satisfaction, while for Chinese consumers, these factors are probably a given, and therefore they would value more the entertainment features of mobile apps. Shopping is one of the primary activities for Chinese online users, and enjoyment fosters their satisfaction towards m-commerce platforms. Our results confirm the study by Lu et al. (2017), according to which US consumers, who belong to a culture that scores high on individualism (i.e., similarly to Italy, but much higher than Italy), consider practical values of m-shopping at a higher degree than Chinese consumers.

These findings can also be explained by figures of e-commerce and m-commerce in Italy *versus* China. In China, the e-commerce sector is more advanced than in the United States and Western Europe (Chen et al., 2020). Regarding m-commerce, in Italy, the number of consumers shopping online through mobile phones is relatively low; 43.5% of online retail sales are completed through mobile phones in Italy as opposed to a percentage of 76% in China (J.P. Morgan, 2020; Statista, 2021b). Thus, although Chinese users nowadays are familiar with m-commerce applications, these may still be relatively new to Italian consumers, which is paradoxical considering Italy is a developed country and China is still considered as a developing country.

## *6.2. Theoretical Implications*

Findings advance knowledge on the importance of cultural differences in mobile commerce strategies. In detail, this study measured the impact of utilitarian factors on satisfaction, repurchase

intention, and eWOM intentions by considering the mediating role of enjoyment. Results show how the functional value deriving from the fulfillment of utilitarian quest -which is a consequence of utility and usability of m-commerce devices (Filieri & Lin, 2017)- could influence in a positive way fashion enjoyment and consequently post-adoption behavioral intention, such as repurchase intention and eWOM. Likewise, whether a consumer perceives a mobile device as suitable for the selected scope, he/she will be more satisfied with the whole purchase process (Bilro, Loureiro, & Dos Santos, 2021).

Henceforth, this study addresses the need for research on the antecedents and consequences of m-commerce at the post-adoption stage of decision-making and across international markets with different stages of m-commerce readiness (Chopdar et al., 2018; McLean et al., 2018; Thongpapanl et al., 2018; Ashraf et al., 2021). Theoretically, this research extends research on TAM and TAM-related models, in particular HMSAM, by specifically focusing on a multi-dimensional construct (i.e., utilitarian factors) and assessing its predicting power in the mobile commerce context across different cultures. The inclusion of enjoyment in the proposed model also addresses the call for studies on the influence that utilitarian factors may have on hedonic perceptions (Lowry et al., 2012).

## **7. Managerial implications**

The study provides several managerial implications for retailers selling their products through mobile applications in Eastern and Western countries. In this regard, we recommend app developers to design mobile shopping environments that suit the specific preferences of consumers from different countries. By doing so, online retailers can enhance consumer satisfaction as well as word of mouth and repurchase intention (Filieri & Lin, 2017).

In particular, we have highlighted how Chinese consumers enjoy shopping for fashion, while for Italian consumers, mobile shopping is preferred for its efficiency and capacity to minimize efforts or costs. We may then observe that Italian consumers will shop for products through their mobile apps only if they perceive a high functional value in doing so, while Chinese consumers will do it also because they enjoy this activity and perceive low risks in it. Accordingly, Chinese consumers enjoy shopping on their phones, while Italian consumers focus more on the utilitarian function of mobile apps, for instance, ease of use, flexibility, and convenience.

Therefore, marketing managers operating in China should focus on developing enjoyable experiences to prevent consumers from switching to a different platform. Instead, marketing managers operating in Italy and similar contexts should focus on the functional benefits of m-commerce, as some Western consumers tend to base their purchase decision on utilitarian considerations.

Functional platforms will also facilitate eWOM among Italian shoppers. In this country, eWOM appears to be based on what can be achieved while using the platform itself. While in China, app developers should focus more on providing entertaining mobile environments, such as integrating influencers' reviews, by providing videos of the products and how they are used, connection to social networking platforms (e.g., WeChat, Little Red Book, and Douyin), and so on.

## **8. Limitations and future studies**

Our study presents some limitations. Regarding the sample, the investigation focused on a limited number of respondents involving two countries, Italy and China. Therefore, future research could focus on different geographical samples in both Western and Eastern contexts. Furthermore, our



respondents are mostly young consumers aged 18-24 (95%). Although the homogeneity of the sample fosters the findings' generalizability to this age cohort, future studies could focus on different age-cohort such as adult and elderly consumers. Furthermore, it would be interesting to analyze digital user behavior comparing two different cultural contexts regarding their attitude towards civic technology and government technology (Gilman & Peixoto, 2019).

Finally, our model focused on fashion products, which are to be considered hedonic products. Previous studies on utilitarian products (i.e., phone cards; Cai & Xu, 2006) have found that enjoyment did not predict satisfaction and loyalty in the context of e-commerce. Thus, it would be interesting to assess whether enjoyment has a mediating role in purchasing utilitarian products, too.

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## TABLES & FIGURES

**Table 1.** Descriptive of the measurement items

Measurement Items 1=Strongly disagree, 7=Strongly agree	Italy (n=155)		China (n=153)	
	Mean	St. Dev.	Mean	St. Dev.
<b>Convenience</b> ( <i>Singh and Swait, 2017</i> )				
Shopping on m-commerce platforms (for example, through APP) is a convenient way to manage my time.	5.51	1.388	6.15	1.234
Shopping on m-commerce platforms makes my life easier.	5.05	1.489	6.15	1.157
Shopping on m-commerce platforms fits with my schedule.	5.71	1.546	5.95	1.322
<b>Customization</b> ( <i>Rose et al., 2012</i> )				
It feels like m-commerce platforms are talking personally to me as a customer.	4.19	1.433	4.25	1.306
It is important to me that m-commerce platforms feel like my personal area when I use them.	4.72	1.426	5.40	1.591
I like it when I am able to customize the m-commerce platforms to my own liking.	4.97	1.558	5.70	1.382
<b>Ease of Use</b> ( <i>Natarajan et al., 2017</i> )				
Purchasing on m-commerce platforms is easy for me	5.87	1.283	6.24	1.180
Mobile payments are easy to use	5.85	1.273	6.37	1.213
Overall, I believe that m-commerce platforms are easy to use	5.90	1.196	6.31	1.115
Learning to use m-commerce platforms is easy for me	5.99	1.145	6.22	1.235
Interacting with brands on m-commerce platforms is flexible	4.97	1.395	5.63	1.437
<b>Enjoyment</b> ( <i>McLean et al., 2018; Natarajan et al., 2017</i> )				
I find using m-commerce platforms to be enjoyable	4.70	1.567	5.89	1.249
The actual process of using m-commerce platforms for shopping is pleasant	4.96	1.655	5.84	1.259
I have fun using m-commerce platforms	4.50	1.699	5.97	1.208
<b>Satisfaction</b> ( <i>Agrebi and Jallais, 2015</i> )				
I am satisfied with overall the experience on m-commerce platforms	5.50	1.203	5.94	1.137
I am satisfied with the pre-purchase experience of m-commerce platforms (e.g., product search, quality of information about products, product comparison)	5.27	1.355	5.52	1.372
I am satisfied with the purchase experience of m-commerce platforms (e.g., ordering, payment procedure)	5.59	1.144	5.84	1.153
I am satisfied with the post-purchase experience of m-commerce platforms (e.g., customer support and after sales support, handling of returns/refunds, delivery care)	5.19	1.390	5.47	1.298
My choice to use m-commerce platforms was a wise one	5.56	1.382	5.96	1.191
<b>eWOM</b> ( <i>Brown et al., 2005</i> )				
I made sure that others know that I purchased from this m-commerce platform	2.88	1.439	4.56	1.874
I spoke positively about this m-commerce platform to others	4.52	1.342	4.14	1.860
I recommended this m-commerce platform to others	4.61	1.333	4.42	1.830
<b>Repurchase Intention</b> ( <i>Khalifa and Liu, 2007</i> )				
It is likely that I will repurchase from m-commerce platforms in the near future	5.76	1.401	6.36	1.145
I regularly repurchase from the same m-commerce platforms	5.03	1.860	6.05	1.302
I expect to repurchase from m-commerce platforms in the near future	5.26	1.724	6.25	1.161



**Table 2.**  
Reliability and Validity  
of Measurement Model for  
**Lower Order Constructs**

	<b>Italy</b>		<b>China</b>	
	<b>Loadings &amp; Reliability and Validity</b>		<b>Loadings&amp; Reliability and Validity</b>	
<b>Convenience</b>				
CON1	0.861	( $\alpha=0.717$ , CR=0.842,	0.951	( $\alpha=0.934$ , CR=0.958,
CON2	0.830	AVE=0.641,	0.955	AVE=0.883,
CON3	0.702	Rho_A=0.734)	0.912	Rho_A=0.934)
<b>Customization</b>				
CUS1	0.763	( $\alpha=0.702$ , CR=0.834,	0.862	( $\alpha=0.814$ , CR=0.889,
CUS2	0.831	AVE=0.627,	0.843	AVE=0.821,
CUS3	0.780	Rho_A=0.700)	0.855	Rho_A=0.728)
<b>Ease of Use</b>				
EOU1	0.849		0.941	
EOU2	0.889	( $\alpha=0.890$ , CR=0.921,	0.913	( $\alpha=0.916$ , CR=0.939,
EOU3	0.912	AVE=0.700,	0.897	AVE=0.755,
EOU4	0.823	Rho_A=0.895)	0.889	Rho_A=0.926)
EOU5	0.693		0.680	
<b>Enjoyment</b>				
ENJ1	0.931	( $\alpha=0.929$ , CR=0.955,	0.968	( $\alpha=0.964$ , CR=0.977,
ENJ2	0.937	AVE=0.876,	0.971	AVE=0.933,
ENJ3	0.940	Rho_A=0.929)	0.959	Rho_A=0.964)
<b>Satisfaction</b>				
STF1	0.858		0.877	
STF2	0.813	( $\alpha=0.874$ , CR=0.908,	0.862	( $\alpha=0.921$ , CR=0.941,
STF3	0.854	AVE=0.664,	0.909	AVE=0.760,
STF4	0.730	Rho_A=0.867)	0.840	Rho_A=0.925)
STF5	0.813		0.870	
<b>eWOM</b>				
ewom1	0.530	( $\alpha=0.763$ , CR=0.852,	0.863	( $\alpha=0.908$ , CR=0.943,
ewom2	0.925	AVE=0.670,	0.958	AVE=0.846,
ewom3	0.936	Rho_A=0.918)	0.935	Rho_A=0.941)
<b>Repurchase Intention</b>				
RI1	0.903	( $\alpha=0.854$ , CR=0.911,	0.927	( $\alpha=0.884$ , CR=0.928,
RI2	0.831	AVE=0.774,	0.871	AVE=0.812,
RI3	0.903	Rho_A=0.870)	0.904	Rho_A=0.890)
<b>for Higher Order Constructs</b>				
<i>Utilitarian</i>				
Convenience_UT	0.826	( $\alpha=0.724$ , CR=0.844,	0.935	( $\alpha=0.863$ , CR=0.917,
Customization_UT	0.744	AVE=0.644,	0.791	AVE=0.787,
Ease of Use_UT	0.835	Rho_A=0.736)	0.928	Rho_A=0.882)

**Table 3. Discriminant validity of constructs with lower order constructs (Fornell-Larcker)**

Italy							
	eWOM	RI	CON	CUS	EOU	ENJ	STF
eWom	0.819						
RI	0.556	0.88					
CON	0.380	0.571	0.801				
CUS	0.452	0.401	0.454	0.792			
EOU	0.455	0.581	0.550	0.421	0.837		
ENJ	0.521	0.630	0.605	0.494	0.540	0.936	
STF	0.520	0.704	0.507	0.507	0.755	0.685	0.815
China							
	eWOM	RI	CON	CUS	EOU	ENJ	STF
eWom	0.920						
RI	0.276	0.901					
CON	0.284	0.785	0.940				
CUS	0.379	0.476	0.606	0.853			
EOU	0.316	0.815	0.852	0.583	0.869		
ENJ	0.420	0.718	0.773	0.644	0.764	0.966	
STF	0.411	0.742	0.785	0.699	0.782	0.858	0.872

Note: enjoyment (ENJ); eWom (eWom); repurchase intention (RI); satisfaction (STF); Convenience (CON); Customization (CUS); Ease of Use (EOU)

**Table 4. Discriminant validity of constructs with lower order constructs (Heterotrait-Monotrait-(HTMT))**

Italy							
	eWOM	RI	CON	CUS	EOU	ENJ	STF
eWom							
RI	0.641						
CON	0.447	0.720					
CUS	0.613	0.515	0.630				
EOU	0.484	0.656	0.664	0.535			
ENJ	0.546	0.700	0.671	0.610	0.593		
STF	0.560	0.803	0.745	0.652	0.849	0.742	
China							
	eWOM	RI	CON	CUS	EOU	ENJ	STF
eWom							
RI	0.304						
CON	0.302	0.861					
CUS	0.435	0.552	0.690				
EOU	0.342	0.902	0.918	0.675			
ENJ	0.441	0.776	0.814	0.722	0.813		
STF	0.442	0.814	0.842	0.801	0.849	0.906	

Note: enjoyment (ENJ); eWom (eWom); repurchase intention (RI); satisfaction (STF); Convenience (CON); Customization (CUS); Ease of Use (EOU)

**Table 5.** Discriminant validity of constructs with higher order construct (Fornell-Larcker)

	<b>Italy</b>					<b>China</b>				
	ENJ	eWom	RI	STF	UTI	ENJ	eWom	RI	STF	UTI
<b>ENJ</b>	<b>0.936</b>					<b>0.966</b>				
<b>eWom</b>	0.516	<b>0.821</b>				0.420	<b>0.920</b>			
<b>RI</b>	0.628	0.556	<b>0.880</b>			0.718	0.276	<b>0.901</b>		
<b>STF</b>	0.679	0.519	0.704	<b>0.815</b>		0.858	0.411	0.743	<b>0.872</b>	
<b>UTI</b>	0.657	0.530	0.652	0.784	0.803	0.820	0.361	0.792	0.850	0.887

**Note:** enjoyment (ENJ); eWom (eWom); repurchase intention (RI); satisfaction (STF); utilitarian factors (UTI) as a highest order construct

**Table 6.** Discriminant validity of constructs with higher order construct (Heterotrait-Monotrait (HTMT))

	<b>Italy</b>					<b>China</b>				
	ENJ	eWom	RI	STF	UTI	ENJ	eWom	RI	STF	UTI
<b>ENJ</b>										
<b>eWom</b>	0.546					0.441				
<b>RI</b>	0.700	0.641				0.776	0.304			
<b>STF</b>	0.742	0.560	0.803			0.906	0.442	0.814		
<b>UTI</b>	0.801	0.658	0.816	0.966		0.897	0.410	0.888	0.950	

**Note:** enjoyment (ENJ); eWom (eWom); repurchase intention (RI); satisfaction (STF); utilitarian factors (UTI) as a higher order construct

**Table 7.** Structural Estimations for both samples (Hypotheses Testing)

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Effect size (f<sup>2</sup>)</b>
H1: Utilitarian factors -> Satisfaction	0.593	0.594	0.053	11.121	0.000*	0.517
H2: Utilitarian factors -> Repurchase Intention	0.468	0.469	0.065	7.223	0.000*	0.231
H3: Utilitarian factors -> eWOM	0.224	0.223	0.078	2.898	0.004**	0.028
H4: Utilitarian factors -> Enjoyment ->Repurchase Intention	0.261	0.260	0.054	4.838	0.000*	-
H5: Utilitarian factors -> Enjoyment ->Satisfaction	0.222	0.220	0.041	5.426	0.000*	-
H6: Utilitarian factors -> Enjoyment ->eWOM	0.206	0.206	0.066	3.113	0.002**	-

Note: \* indicates  $p < 0.001$ , \*\* indicates  $p < 0.005$

**Table 8.** Structural Estimations for Italy (Hypotheses Testing)

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Effect size (f<sup>2</sup>)</b>
H1: Utilitarian factors -> Satisfaction	0.596	0.598	0.064	9.251	0.000*	0.597
H2: Utilitarian factors -> Repurchase Intention	0.421	0.419	0.084	5.037	0.000*	0.200
H3: Utilitarian factors -> eWOM	0.336	0.337	0.085	3.940	0.000*	0.096
H4: Utilitarian factors -> Enjoyment ->Repurchase Intention	0.231	0.236	0.063	3.647	0.000*	-
H5: Utilitarian factors -> Enjoyment ->Satisfaction	0.189	0.189	0.049	3.856	0.000*	-
H6: Utilitarian factors -> Enjoyment ->eWOM	0.194	0.197	0.069	2.803	0.005**	-

Note: \* indicates  $p < 0.001$ , \*\* indicates  $p < 0.005$

**Table 9.** Structural Estimations for China (Hypotheses Testing)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Effect size (f <sup>2</sup> )
H1: Utilitarian factors -> Satisfaction	0.446	0.440	0.068	6.513	0.000*	0.328
H2: Utilitarian factors -> Repurchase Intention	0.620	0.618	0.088	7.013	0.000*	0.352
H3: Utilitarian factors -> eWOM	0.053	0.050	0.117	0.450	0.653	0.001
H4: Utilitarian factors -> Enjoyment ->Repurchase Intention	0.172	0.169	0.076	2.263	0.024***	-
H5: Utilitarian factors -> Enjoyment ->Satisfaction	0.404	0.403	0.059	6.838	0.000*	-
H6: Utilitarian factors -> Enjoyment ->eWOM	0.309	0.309	0.106	2.917	0.004*	-

Note: \* indicates  $p < 0.001$ , \*\* indicates  $p < 0.005$ , \*\*\* $p < 0.05$

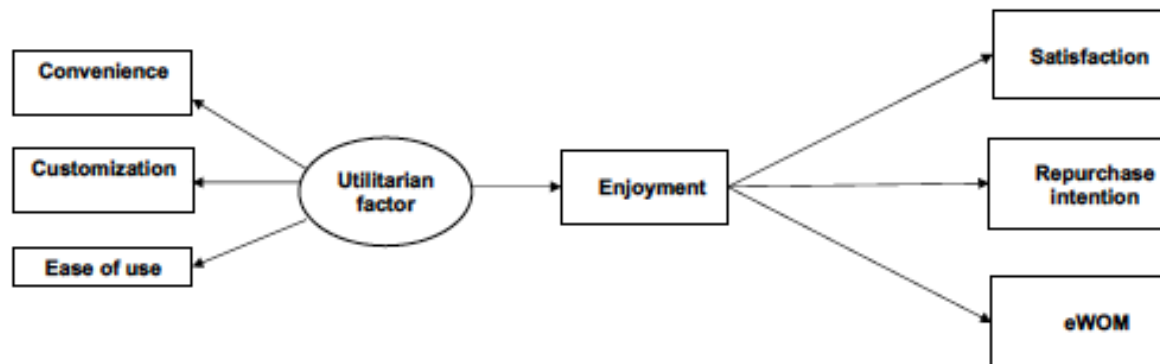
**Table 10.** MICOM Results

Composite	c value (=1)	CI 95%	Step 2. Compositional invariance
Utilitarian Factor	0.999	[0.968; 1.000]	Yes
eWOM	0.998	[0.984; 1.000]	Yes
Enjoyment	1.000	[0.999; 1.000]	Yes
Repurchase Intention	1.000	[0.999; 1.000]	Yes
Satisfaction	1.000	[0.999; 1.000]	Yes
Composite	Logarithm of variances ratio (= 0)	CI95%	Step 3a. Equal mean values
Utilitarian Factor	-0.593	[-0.225; 0.220]	No
eWOM	-0.166	[-0.225 ; 0.218]	Yes
Enjoyment	-0.784	[-0.217; 0.217]	No
Repurchase Intention	-0.630	[-0.210; 0.229]	No
Satisfaction	-0.311	[-0.219; 0.228]	No
Composite	Difference of mean value (= 0)	CI95%	Step 3b. Equal variances?
Utilitarian Factor	-0.220	[-0.473; -0.495]	Yes
eWOM	-0.139	[-0.255; 0.247]	Yes
Enjoyment	0.496	[-0.303; 0.353]	No
Repurchase Intention	0.573	[-0.397; 0.426]	No
Satisfaction	-0.035	[-0.463; 0.481]	Yes

**Table 11.** Multi-Group Analysis Results

	Coefficients			
	Italy	China	Coefficients-difference ( China - Italy )	p-Value (Italian vs China)
Utilitarian Factor -> eWOM	0.332	0.028	0.304	0.975
Utilitarian Factor -> Enjoyment	0.651	0.819	0.168	0.010
Utilitarian Factor -> Repurchase Intention	0.432	0.670	0.238	0.022
Utilitarian Factor -> Satisfaction	0.620	0.434	0.186	0.969
Enjoyment -> eWOM	0.301	0.397	0.095	0.281
Enjoyment -> Repurchase Intention	0.347	0.170	0.177	0.927
Enjoyment -> Satisfaction	0.275	0.503	0.228	0.013

**Figure 1.** Theoretical Model



**Note:** Utilitarian factor represents higher order factors measured by the corresponding lower order constructs