# ความรู้สึกความคิดและบุคลิกลักษณะของผู้ซื้อชายและหญิง
# มีผลต่อความพึงพอใจของพวกเขาอย่างไร

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**บทคัดย่อ**

      ความพึงพอใจของผู้ซื้อ/ผู้บริโภคเป็นสิ่งที่นักการตลาดให้ความสนใจเป็นอันดับต้นๆ ทั้งนี้เพราะความพึงพอใจนี้นำไปสู่ยอดขายและผลกำไร ทั้งในปัจจุบันและอนาคต งานวิจัยชิ้นนี้มองคำว่าความพึงพอใจจากมุมมองของผู้บริโภค โดยเฉพาะอย่างยิ่ง ผู้เขียนได้เสนอกรอบความคิดที่แสดงให้เห็นว่าความรู้สึกความคิด และบุคลิกลักษณะของผู้บริโภคมีผลกับความพึงพอใจอย่างไร ผู้เขียนยังได้เปรียบเทียบว่าผู้บริโภคชายและหญิงมีความพึงพอใจต่างกันหรือไม่ ในการทดสอบสมมติฐานและเปรียบเทียบผลของปัจจัยต่างๆ ที่มีผลต่อผู้บริโภคชายและหญิงนี้ ผู้เขียนได้ใช้สมการพหุถดถอยด้วยเทคนิคการวิเคราะห์แบบหลายกลุ่ม (multiple regression with multi-group techniques) ในการวิเคราะห์ จากผลวิจัยพบว่าปัจจัยที่มีผลต่อความพึงพอใจของผู้บริโภคนั้นแตกต่างกันระหว่างชายหญิง อีกทั้งผลวิจัยนี้ยังเป็นประโยชน์กับนักวิชาการและนักการตลาดในการทำความเข้าใจผู้บริโภคให้มากขึ้น นักการตลาดจะสามารถประยุกต์ผลวิจัยในการทำงานด้านการตลาดเพื่อให้สร้างความพึงพอใจให้กับผู้บริโภคได้ดียิ่งขึ้น

**คำสำคัญ:** ความพึงพอใจของผู้ซื้อ, ความคิด, ความรู้สึก, บุคลิกลักษณะ, ประสบการณ์ความเพลิดเพลิน, เพศ

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# How Male versus Female Shoppers' Feeling, Thinking, and Personality Impact Satisfaction

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## Abstract

Shopper satisfaction is among the top interest of marketers. This is because satisfaction leads to sales and profit, both now and in the future. This paper approaches satisfaction from the shopper point of view. In particular, we propose a conceptual framework to depict how the feeling, thinking, as well as personality of the shoppers would impact their satisfaction. The authors also compare gender (male versus female) to see how those factors differently impact on satisfaction of shoppers who have different gender. To test the research hypotheses and to compare the impact of the factors determining the differences in shopper satisfaction between male and female, the authors use multiple regression with multi-group techniques. The results show that factors influencing satisfaction of shoppers are different across genders. The findings of this paper would help scholars and practitioners to better understand shoppers, and that practitioners could apply the findings in their marketing practice in order to better satisfy their shoppers.

**Keywords:** Shopper Satisfaction, Thinking, Feeling, Personality, Flow experience, Gender

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## Introduction

In this paper, we propose that the feeling, thinking, as well as personality of the shoppers would impact their satisfaction. The feelings depicted for the current paper comprises flow experience and regret. The thinking variable refers to cognitive load. Lastly, the shopper personality in this paper is the need for cognitive closure (NFC), and the maximizer (versus satisficer) personality. Note that the world satisficer is a combination of the word satisfy and sacrifice. More detail of each of these variables would be discuss in the literature review section.

There are a number of prior research studying how shoppers feel, how they think, and also how their different personality type influence their purchase decision. However, it is important that we study the different independent variables at the same time (Appelt, Milch, Handgraaf, and Weber, 2010). Therefore, in this study, we study all these factors in an integrated model, so that we could see the effect that is much closer to the real purchase situation where all these factors would take place at the point of purchase.

Moreover, there is no investigation on the effects of these factors on satisfaction of shoppers when gender is considered as a moderating variable of the effects on the satisfaction. For example, Yuksel and Yuksel (2007) studied the effect of risk perception on consumer emotions, satisfaction, and loyalty intention. This study does not include the cognitive and personality variables, and does not study how gender moderate the relationship between the independent and dependent variables. Dennis, Newman, Michon, Brakus, and Wright (2010) studied the effect of perception and emotion on how shoppers react to digital signage, however, this study does not include the personality factor, gender factor, and satisfaction. Coley and Burgess (2003) studied how shoppers of different gender have different cognition and affection regarding impulse purchase. However, this study does not include personality variable and satisfaction.

From the importance and the gap discussed above, in this paper, we would propose an integrated model that predict shopper satisfaction. We will then test and analyze the model further. That is, we collect data among shoppers who are decisionmakers in Thailand. We expect that our findings would extend the knowledge frontier in the consumer/shopper behavior area, particularly how shoppers – their thinking, feeling, and their personality – impact their own purchase satisfaction when comparing between different genders of shoppers.

## Literature Review

This section reviews and discusses the feeling, thinking, and the personality dimensions of shoppers that affect their satisfaction when making purchases. First, the shopper feeling dimensions would cover flow experience and regret respectively. Second, the shopper thinking dimension would be the cognitive load. Third, the shopper personality would cover the two relevant personality types which are maximizer (versus satisficer) and Need for cognitive closure.

*Flow Experience*

The first variable of the feeling dimension is flow experience. Flow experience happens when a shopper is intrinsically motivated task (Ghani, Supnick and Rooney, 1991; Webster, Trevino and Ryan, 1993) and fully involved (Jackson and Marsh, 1996) in the shopping task. This full motivation and involvement is so intense that they lost the sense of time (Novak et al., 2000) and self-conscious (Hoffman and Novak, 1997; Novak et al., 2000). That is, they do not feel bored or anxious. They only enjoy (Privette and Bundrick, 1987) and are absorbed (Csikszentmihalyi, 1997) in the task that is in front of them. When drawing a three channel flow model (Novak and Hoffman, 1997) where the X-axis is the shopper skill, and the Y-axis is the challenge of the shopping task (Please see figure 1 below).
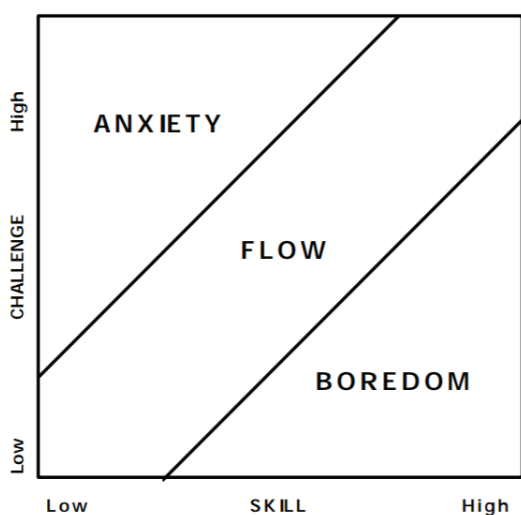


**Figure 1 :** Novak and Hoffman (1977)'s three channel flow model
Source: Novak and Hoffman (1977)

When the skill is high, but the challenge is low, the shoppers are likely to feel bored. However, when the skill is low, but the challenge is high, the shoppers are likely to feel anxious. In fact, the flow experience and the three channel flow model can be applied in various context. Shopping task is one of them.

Regarding the three channel flow model, it can be concluded that the flow experience would happen when both the challenge and the skill are sufficiently high, and that there is a balance between the challenge and the skill (Csikszentmihalyi, 1988; LeFevre 1988). The challenge in this context could be the shopping task. For example, most women have the skill to do cosmetic shopping, while the variety of cosmetic product items are too much to handle for men. This is both because they are not interested in, do not feel involved, and do not have the skill to tackle the challenge.

Flow experience is important and should be included into the model because this state of mind would affect the shopper satisfaction. When consumers are having a flow experience, they are likely to have high satisfaction. When consumers are not having a flow experience, they are likely to have low satisfaction.

*The Regret Feeling*

The other chosen variable of the feeling dimension is regret. Regret is defined as the painful feeling that occur because there is a discrepancy between the decision outcome and what could have been the outcome

(Sugden, 1985). In order for shoppers to feel regret, they have to think and compare the decision outcome and what they thought it should be (Lee and Cotte, 2009). In feeling regret, shoppers tend to blame themselves for the unfavorable outcome. In fact, blaming themselves is considered a big part of feeling regret (van Dijk and Zeelenberg, 2002). This regret feeling would be even more intense when shoppers feel that they are in control of the situation (Gilovich and Medvec 1994).

Regret is a negative feeling that shoppers do not want to experience. They want to get away with this feeling (Zeelenberg and Pieters, 2006). If they could not, they would deny it and try to neutralize the feeling (Zeelenberg and Pieters, 2006). For example, they could justify their decision or transfer the responsibility in making that decision to others (Pieters and Zeelenberg, 2006; Zeelenberg and Pieters, 2006)

The regret feeling could happen both to the decision outcome (Zeelenberg and Pieters, 2006) and the decision process (Connolly and Zeelenbert, 2002). In addition, the regret feeling was found to has an impact on shopper satisfaction (Inman et al., 1997; Oliver, 1997; Oliver and Westbrook, 1993; Taylor, 1997).

*Cognitive Load*

The chosen variable for the shoppers' thinking dimension is cognitive load. Cognitive load is the amount of the thinking load that is needed in the decision process. In elaborating this concept, the main idea of cognitive load is that we all have limited capacity to process information at one point in time. (Pass et al.,

2003). When shoppers work on the same purchasing decision task, they could have different levels of cognitive load. This is because different shoppers could perceive the same task differently.

From the concept above, if shoppers perceive that their cognitive load is high, they tend not to be satisfied with their purchase process. It is evident in the prior research that cognitive load is associated with satisfaction (Jen-Hwa Hu et al., 2017; Wu et al., 2018).

*Maximizer personality type*

The variable maximizer is known as a personality trait of people who always try their best to seek the best choice (Schwartz, 2002). They are willing to spend much more time and effort in considering many more options (Dar-Nimrod et al., 2009), in a hope that they would get the best decision outcome. This maximizer personality trait is contrasted to the satisficer personality trait. Satisficers are those who would choose the 'good enough' option (Schwartz, 2002). Satisficers would make their choice process become simple. For example, they could cut down the number of options for their consideration (Simon, 1978). When comparing maximizers to satisficers, maximizers would spend more time on choosing and making decision. Despite the much time and effort in the choosing process, maximizers feel that they have more time pressure (Chowdhury et al., 2009). When they have a chance, they tend to change their decision (Chowdhury et al., 2009). This is, again, in a hope to optimize their decision outcome.

Maximizers spend more time and effort to maximize their utility (Sproles, 1983). They spend more time on the same purchase decision compared to satisficers (Nenkov et al., 2008). The sad outcome is that, despite their better outcome compared to satisficers; it turns out that their utility -- or in other words, their happiness -- would become lower (Iyengar et. al., 2006). That is, compared with satisficers, maximizers would be less satisfied with their purchase decision (Iyengar et al., 2006; Schwartz et al., 2002), and even their life satisfaction in general (Schwartz, 2002). Having known maximizers, we hypothesize that having this personality would reduce the purchase satisfaction.

*Need for cognitive closure (NFC) personality type*

The variable called need for cognitive closure or NFC is the personality type of people who would like to have a definite answer even though the answers might not be favorable ones (Kruglanski and Webster, 1996). Need for cognitive closure is a latent variable (Webster and Kruglanski,1994) that influences the use of heuristics or short-cut information processing in consumers (De Dreu, Koole, and Oldersma, 1999). This variable is found to be associated with authoritarianism (Chirumbolo, 2002)

There are aspects of need for cognitive closure that are preference for order, preference for predictability, decisiveness, discomfort with ambiguity, and closed-mindedness (Webster and Kruglanski, 1994).

In line with the literature review above, there is prior research which suggested that high shoppers with high need for cognitive closure would be less satisfied with the purchase decision, compared to those with low need for cognitive closure (Wronska et al., 2018).

*Satisfaction*

Satisfaction is the chosen dependent variable in the current paper. The classic work of satisfaction centers around comparing the actual purchase experience and the expectation of a shopper/consumer (Oliver, 1980). If the actual purchase experience is better than the expectation, the shopper would be satisfied. In contrast, if the actual purchase experience is worse than the expectation, the shopper would not be satisfied.

Twenty years after the classic literature by Oliver was published, there has been a stream of research work on satisfaction that is associated with the feeling part of shoppers – in addition to the thinking part (Andreassen, 2000; Liljander and Strandvik, 1997; Yu and Dean, 2001; Westbrook and Oliver, 1991). This is the base why the current paper incorporate not only the shopper personality and their thinking dimension, but also the feeling dimension.

The satisfaction that is the focus on this paper is the satisfaction with the process, given that the scope of the current paper lies in the purchase decision, which is a choice process. It is hypothesized that this process satisfaction is a result of the feeling, thinking, and personality of the shoppers.

*Gender*

To better explain the satisfaction, many researchers (Hernández et al., 2011, Zhang and Prybutok, 2003, Zhang et al., 2014; ) chose to study how different factors affect satisfaction between different genders (male and female). They found that gender has a moderating effect on satisfaction in many contexts. Gender is one of the obvious and important factors that firm can know from their shopper, this become the main reason why gender has been investigated by many satisfaction studies. Since, knowing how to treat male and female shoppers differently, it would increase a chance for the firms to satisfy their shoppers.

## Conceptual Model and Hypotheses Development

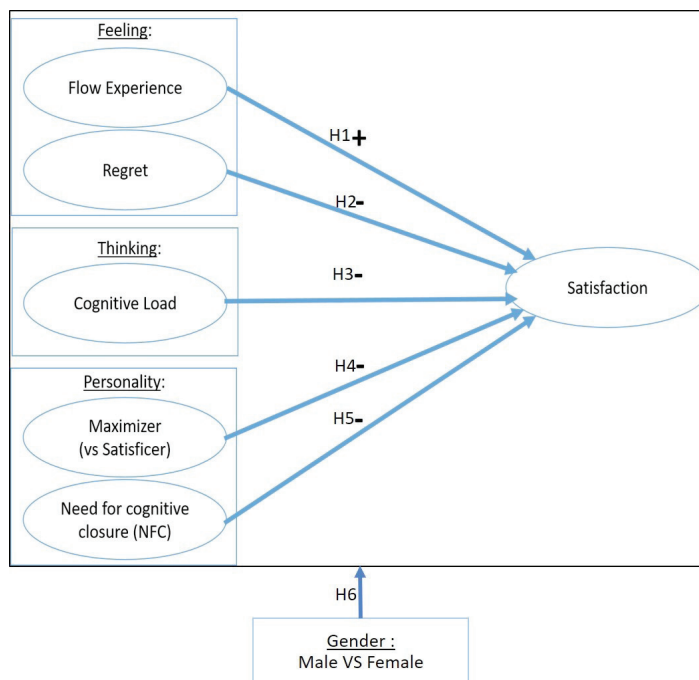From the literature review above, the following is the proposed conceptual model.



Figure 2 : Proposed conceptual model Source: Authors' own figure

*Hypotheses Development*

The flow experience is an enjoyable experience where shoppers are intrinsically motivated (Ghani, Supnick and Rooney, 1991; Webster, Trevino and Ryan, 1993) and very much highly involved (Jackson and Marsh, 1996) in the shopping task. Plus, there is a perfect balance between the shopping task and their skill complete the task (Csikszentmihalyi, 1988; LeFevre 1988). Therefore, we hypothesize that the higher the flow experience, the higher the satisfaction. In other words, Flow experience would positively affect shopper satisfaction.

While the flow experience has a positive effect on satisfaction, all other variables in this model have negative effect on satisfaction. Regret is a negative feeling that could happen to either (or both) the decision outcome and the decision process. The shoppers wish their decision would have been something else. Therefore, it leads to the negative outcome.

Next, the thinking variable -- Cognitive load – make shoppers feel that the choice task is too much to handle. This is given that consumers have limited cognitive resource for the decision making (Pass et al., 2003). Therefore, cognitive load would have a negative effect on satisfaction.

Regarding the first personality variable, Maximizers, they strive to come up with the perfect solution (Schwartz, 2002). Despite their good decision outcome, they tend not to be satisfied, both with the decision process and outcome. Therefore, maximization would have a negative effect on satisfaction.

Lastly, need for cognitive closure of NCF is personality type of shoppers who desperately need to have answers to their problems (Kruglanski and Webster, 1996). Or in this case, shoppers would like to have the best choice decision. Therefore, having high NCF would have a negative effect on satisfaction.

In addition, the schemas of males and females in processing information and responding to situations during a particular event are different (Bem, 1981). . Therefore, the last hypothesis is derived to investigate the moderating effect of gender on the proposed factors that affect shopper satisfaction.

*Summary of Hypotheses*

Hypothesis 1 : Flow experience would positively affect shopper satisfaction.

Hypothesis 2 : Regret would negatively affect shopper satisfaction.

Hypothesis 3 : Cognitive load would negatively affect shopper satisfaction.

Hypothesis 4 : Maximization would negatively affect shopper satisfaction.

Hypothesis 5 : Need for cognitive closure would negatively affect shopper satisfaction.

Hypothesis 6 : Different gender (male versus female) can lead to different in factors affecting shopper satisfaction.

**Research Method**

In order to study the effect of the shoppers' feeling, thinking, and the personality on their purchase satisfaction, our research design is to first have shoppers complete a choice task, and then answer the questions. The questions measure the variables tested in the model following prior established research on respective constructs.

All items in the questionnaire from previous studies are adapted and adopted by back translation from English to Thai language. For all constructs, the subjects were asked to answer the questions by rating on a 10-point Likert-type scale (1 = ''strongly disagree'', 10 = ''strongly agree'').

The respondents had been asked to answer the questionnaire based on a shopping scenario, so they are manipulated to think as the real shoppers who have to buy their daily consumer products before answering

the questions. According to Green (1991), the optimal sample size for the use in regression analyses should be 50 + 8m (m is the number of predictors – which there are five predictors in the study: flow experience, regret, cognitive load, maximizer, and need for cognitive). However, there are 2 cases in which will be investigated. Thus, the total sample size should be at least 190 ([50 + 8(5)]x2). Finally, 1060 respondents were recruited, all of them are undergraduate students from one the leading business school in Thailand - 260 males and 800 females. The gender ratio of the respondents, approximately 26 to 74, is quite similar to the male-female ratio of the student population of that business school, according to official statistics registration systems of the university. Therefore, a sample should well represent the university population.

A multiple regression with multi-group techniques is utilized. Multiple regression is suitable for our research question because it can be used to test the research hypotheses. In addition, we use exploratory factor analysis (EFA) to form each construct before applying multiple regression. This technique can ensure the validity of all constructs before hypotheses testing in the study. We use a well-known statistical software for social science research to test all hypotheses.

## Data Analysis and Results

*Quality of Research Instruments*

Construct reliability and validity tests were employed, to check for quality of the research instruments. The reliability was assessed using Cronbach's alpha ($\alpha$) to verify the internal consistency of the constructs (Hair et al., 2010), and the construct validity was examined by checking for Keiser-Meyer-Olkin (KMO) from exploratory factor analysis of each construct. Cronbach's alpha should be greater than 0.70 to determine a sufficient level of internal consistency of constructs (Nunnally, 2010). All constructs were found to have good reliability (above 0.7) except Regret and Flow Experience (around 0.6) considering slightly below the criteria. However, according to Burgess and Steenkamp (2006), the value of Cronbach's alpha lower than 0.7 should be accepted if the research is conducted in the context of emerging market (e.g. Thailand). Hence overall exhibiting a qualified level of reliability. We also found that the KMO from EFA results are over 0.5, which illustrates acceptable construct validity. Based on the reliability and validity results (see Table 1), we have confident to proceed the hypotheses testing.

**Table 1 :** Reliability and Validity Results of Research Instruments

|  | Variables | KMO | Cronbach's Alpha |
|---|---|---|---|
|  | Satisfaction | 0.76 | 0.77 |
| Feeling | Flow Experience | 0.67 | 0.62 |
|  | Regret | 0.51 | 0.6 |
| Thinking | Cognitive Load | 0.86 | 0.9 |
| Personality | Maximizer | 0.64 | 0.7 |
|  | Need for Cognitive Closure | 0.82 | 0.71 |

*Hypotheses Testing*

Before considering the results of hypotheses testing, we analyzed the coefficient of determination ($R^2$) of endogenous constructs for the gender conditions; male and female. $R^2$ for the dependent construct of the models are 0.36 and 0.43, for male and female respectively. It means that feeling variables (Flow Experience, and Regret), and thinking variable (Cognitive Load), as well as personality variables (Maximizer and Need for Cognitive Closure) altogether can explain about 40 percent of variation in Shopper Satisfaction for both conditions of male and female.

Table 2 presents the hypotheses testing results (result with standardized coefficients and t-value). For the male shoppers, H1, H2, and H3 are failed to reject. It means that Flow Experience has a statistically significant positive effect on shopper Satisfaction (H1). Regret and Cognitive Load of male shoppers has a negative impact on shopper Satisfaction.

As for the female shoppers, H1, H2, H3, and H4 are failed to reject. The differences from the case of male shoppers are significance of H4 in the case of female shoppers. This outcome conveys an important implication. Maximizer has statistically significant negative effects on shopper Satisfaction (H4), only among the female shoppers. In addition, for the both genders of shoppers, Need for Cognitive Closure has no statistically significant effect on shopper Satisfaction (H5).

Thus, the results from hypotheses testing reveal that there are different factors significantly influencing shopper Satisfaction across different genders of shoppers. It means that gender successfully plays the role of control variable, therefore H6 is supported. The details of the different affecting factors will be discussed in the next section.

**Table 2 :**  Statistical Results of Hypotheses Testing

| Hypotheses | Relationship between variables | Male | | | Female | | |
|---|---|---|---|---|---|---|---|
| | | Beta | t-value | Result | Beta | t-value | Result |
| H1 | Flow Experience → Satisfaction | 0.244 | 4.702** | Supported | 0.215 | 7.9** | Supported |
| H2 | Regret → Satisfaction | -0.13 | -2.269* | Supported | -0.196 | -6.50** | Supported |
| H3 | Cognitive Load → Satisfaction | -0.46 | -8.24** | Supported | -0.49 | -16.65** | Supported |
| H4 | Maximizer → Satisfaction | -0.01 | -0.194 | Not Supported | -0.056 | -2.072* | Supported |
| H5 | Need for Cognitive Closure → Satisfaction | 0.029 | 0.539 | Not Supported | 0.017 | 0.617 | Not Supported |
| H6 | Different gender can lead to different in factors affecting shopper satisfaction. | Supported as the factors affecting Male VS Female shoppers are different. | | | | | |

** P < .01, * P < .05

## Conclusion and Discussion

According to the above heading, we explore the proposed model for both conditions; male versus female, and provide information on how shoppers – their thinking (Cognitive Load), feeling (Flow Experience, and Regret), and their personality (Maximizer, and Need for Cognitive Closure) – influences their own purchase satisfaction differently across different genders of shoppers.

Gender has a significant impact on the relationship between factors affecting shopper satisfaction as follows. For the male shoppers, there are two factors negatively influencing their satisfaction which are Regret and Cognitive Load. Furthermore, the factor having positive impact on satisfaction in male condition is only Flow Experience. Whereas, for female shoppers, there are also two factors negatively influencing their satisfaction which are Regret and Cognitive Load. However, there are two factors having positive impact on satisfaction in female condition - Flow Experience and Maximizer. In addition, Need for Cognitive Closure does not have statistically significant impact on shopper Satisfaction.

**Table 3 :** Priority Ranking of Factor Affecting Shopper Satisfaction: Male versus Female, according to the results of standardized coefficients.

| Priority Ranking | Factors Affecting Shopper Satisfaction | | Factor Types |
| --- | --- | --- | --- |
| | Male | Female | |
| 1 | Cognitive Load    (-) | Cognitive Load   (-) | Thinking |
| 2 | Flow Experience  (+) | Flow Experience (+) | Feeling |
| 3 | Regret                 (-) | Regret               (-) | Feeling |
| 4 | - | Maximizer          (-) | Personality |
| 5 | - | - | - |

From standardized coefficients, we can give rank of important (see Table3) factor affecting shopper Satisfaction as follows. The most important factor for both genders of shoppers is the factor from their thinking; Cognitive Load which has negative impact on shopper Satisfaction. It means that if firms want to improve shopper Satisfaction, they must try to reduce level of Cognitive Load from their shoppers as their first priority.

As for the second and the third most important factors for both genders, firms should focus on shopper feeling; Flow Experience and Regret respectively. From the result, we suggest that firms must try to increase shopper Flow Experience and try to decrease a chance for shopper Regret. Since, the two factors have very strong positive and negative effects on the shopper Satisfaction for both genders.

The main different factor impacting on shopper Satisfaction of different genders is the factor from Personality; Maximizer. We found that this factor has significantly negative impact on Satisfaction of female shoppers only. Hence, if firm target is to increase satisfaction level of female shoppers, although it is on the forth rank, this factor should not ignorance. They must try to control shopping situation to reduce level of Maximizer from female shoppers. Nevertheless, the other firms target male shoppers can overlook this factor as it will not create negative impact on Satisfaction of male shoppers.

*Theoretical Contributions and Suggestions for Future Research*

After all the research hypotheses are tested, the findings from the current research would help extend the knowledge frontier in the consumer/shopper behavior area.

Specifically, to uncover how the thinking, the feeling, and the personality of shoppers who have different genders, would affect the shoppers' own purchase satisfaction. This paper contributes to the literature in shopper marketing, since it completely proves how each factor differently impact satisfaction of shoppers who have different genders. This will shed the light for future researchers who want to further study in this area that there is still a floor available for them (probable by adding moderating variable i.e. gender) to study how shoppers – their thinking, feeling, and their personality – impact their own purchase satisfaction. This paper distinguishes from the existing literature by focusing on the moderating role (gender) of consumer behavior on satisfaction.

The current research focuses on how the feeling, thinking, and personality variables, as well as gender influences satisfaction. Future research could explore how these independent variables relate to new product adoption and purchase intention as these are also important dependent variables. For example, Hoonsopon (2016) found that consumer's self-brand perception and reference group can speed up the adoption rate of a new product. It is interesting how the feeling, thinking, and personality variables interact with the new product adoption. Specifically, it is interesting to explore the private versus public reference group as Hoonsopon and Puriwat (2016) found that these two reference groups generated different levels of impact on motivation to purchase.

Additionally, it would be interesting to study how the feeling, thinking, and personality variables interact with the marketing mixes. Prior research including Kongrachata (2018) as well as Santikulsook and Taweesook (2018) studied how marketing mixes are associated with purchase behavior. Jeeravorawong, C. & Hoonsopon, D. (2015)'s work is an example how the authors combine the consumer factor and the marketing mix factor in a study. In this paper, a part of their research is to study how attitude towards the product mix such as quality and technology, as well as the attitude towards the promotion mix such as advertisement influences intention to buy. Combining the consumer variables and marketing mix variables could open up new and interesting area for consumer research.

Nevertheless, we found another recommendation to improve the quality of the future research in this area, regarding the research instrument. It is about the reliability of the constructs; Flow Experience and Regret which are not quite good. Future researchers should try to create new and related question items for these constructs to increase the reliability.

In addition, as the coefficient of determination in this study is quite low, it means that there would be a chance for other independent variables to help better explain the shopper satisfaction in the proposed model. This could guide the future researchers to use the proposed model as their initial model and to add more independent variables of their interest to see the explanation of the shopper satisfaction.

*Managerial Implications*

There are several benefits which executives may obtain from the research results. Firstly, knowing what factor-s are important from the proposed model, firms can use the results as a guideline to better deliver satisfaction among their shoppers. Second, many firms usually find it easy to identify the gender of their shoppers, knowing that there are different concerning factors across different genders, they may be able to design and customize their business strategy to better fit the demand of specific targeted shoppers. This will, as a result, benefit their shoppers and increase their chance to get better satisfaction towards the firm in return.

To sum up, how Male versus Female Shoppers' Feeling, Thinking, and Personality Impacts Satisfaction are as follows.

Feeling that firms should try to keep it positive to increase for both male and female shoppers' satisfaction is flow experience. This is about making sure that they are enjoy and immersed when they are shopping. On the other hand, feeling that firms should try to minimize to ensure the satisfaction is the feeling of regret. Shoppers tend to regret and to blame themselves for the unfavorable outcome when shoppers feel that they are in control of the situation. Therefore, firms should try to minimize this situation in order to increase satisfaction level of their shoppers.

Thinking, in this study is cognitive load, is the most important factor that negatively impact satisfaction for both male and female shoppers. If shoppers perceive that their cognitive load is high (they have to think a lot before making decision), they tend to be unsatisfied with their purchase process, since consumers have limited cognitive resource. Hence, if firms can help their shoppers to reduce their thinking load during purchasing, the chance to get satisfaction from those shoppers would be higher.

Personality, the personality of maximizer negatively affects only on female shoppers. It is recommended that when firms deal with female shoppers, the firms should try to tone down the negative impact of maximizer personality on satisfaction of the female shoppers by helping them spend less time and effort in their choosing process. In doing so, the chance for the female shoppers to feel unsatisfied would be decreased and the opportunity of the firms to gain benefit from satisfaction of female shoppers would be increased.

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