The Experiential Value of Online Retailing: A Scale Development and Validation from the Consumer's Perspective

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This is, to our knowledge, an attempt in the literature to specifically measure the experiential value construct as composed by all of the self-oriented and the other-oriented dimensions.

Such effort is particularly relevant since online retailers must understand how consumers perceive and evaluate the ethics (Anderson and Srinivasan, 2003), spirituality, esteem, and status of their websites in the face of severe competition and continually rising consumer expectations. Results offer a support of all of convergent, discriminant, and nomological validities.

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GJMBR-E Classification : JEL Code: L81, L68

THEEXPERIENTIALVALUEOFONLINERETAILINGASCALEDEVELOPMENTANDVALIDATIONFROMTHECONSUMERSPERSPECTIVE

Strictly as per the compliance and regulations of:

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I. Introduction

Customer value is a concept of continuing interest to scholars, marketing researchers, and to many marketing practitioners (Fernandez and Bonillo, 2006). Beginning to emerge in the 1990s as an issue of growing interest to business, customer value is considered as one of the most significant factors in the success of an organization especially because it is an important source of competitive advantage for the firm (Mizik and Jacobson, 2003; Spiteri and Dion, 2004; Woodruff, 1997) both in the marketplace and marketspace. Being a fundamental basis in every marketing activity (Holbrook 1994, 1999), customer value has been envisioned as a critical strategic weapon in attracting and retaining customers (Lee and Overby, 2004; Wang, Lo, Chi, and Yang, 2004).

The approach that has dominated the empirical and much of the theoretical work in this area is the economic one. This latter reflects the - consumer's overall assessment of the utility of a service or product based upon perceptions of what it is received (benefits/gains) and what is given (sacrifices) (Zeithaml, 1988). The principle of this view is, thus, the treatment of the consumer as someone who is purely calculator and rationalist. This perspective was criticized because it neglects the emotional facet of the perceived customer value concept. Indeed, the individual can look, next to the quality of the product, for other things like enjoyment, fantasy, and entertainment, etc. The experience of consumption or purchase becomes, thus, an end in its self and the product will be purchased and preferred for its own sake and not just because it is efficient, has a good economic value and easy to be used. All these features are the basis of the experiential view of the customer perceived value. In that case, and in order to stimulate consumers to buy their products or services, many enterprises try to provide novel experiential environments, experiential products and services to build experiential stage. Of this fact, the firms' positioning on the experiential value is becoming the basis of differentiation.

a) Measurement of the Other-Oriented Value

The development of the other-oriented value measurement scale is achieved by the adoption of the paradigm of Churchill (1979). The object of this author was to develop better measures of marketing constructs. In doing so, he recommended to pursuit eight steps. Just seven of them will be treated during this research. Thus, the last step: norms' development will not be taken into consideration because it is the least used frequently in the literature, especially in marketing. These procedures are presented in the following figure:

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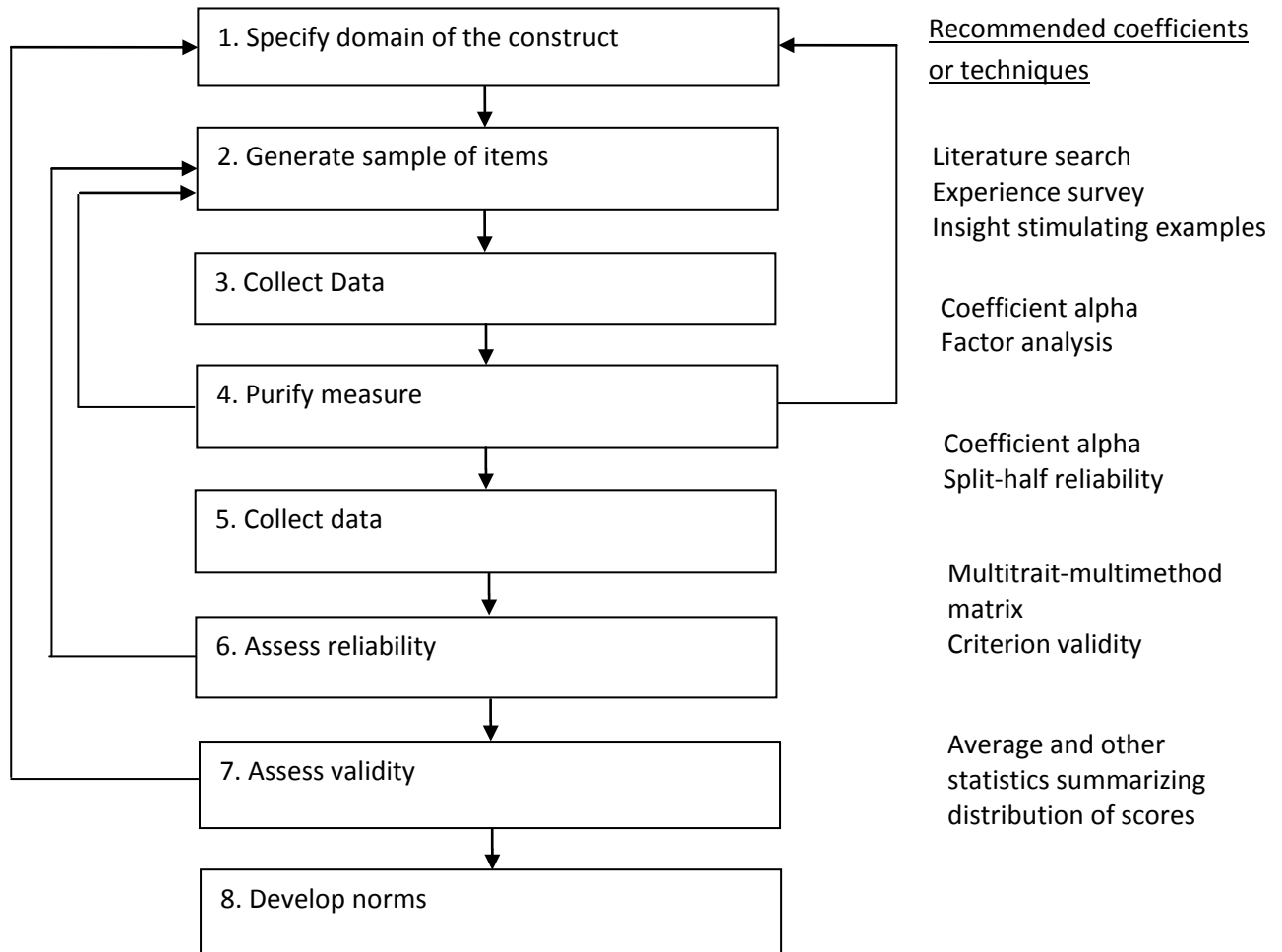*E-mails : inesoltani@yahoo.fr, jgharbi@yahoo.com*

Figure 1 : Procedures for the development of experiential value scale according to the paradigm of Churchill

i. Specification of the Construct's Domain

The first step in the procedure for developing new measures involves specifying the domain of the construct (Churchill, 1979). Thus, the first step in any scale development is to use the right definition and domain of the concept that we desire to measure in order to generate a number of items designed to capture the conceptual and logical true variance present in the construct (Churchill, 1979; DeVellis, 1991; Spector, 1992; Moller and Licker, 2005). Consequently and during this phase, we want to develop a measurement scale of the second dimension of the experiential value: the other-oriented value dimension. According to Holbrook (1999), this latter looks beyond the self of someone or something else, where the consumption experience or the products on which it depends is valued for their sake, for how consumers react to it, or for the effect it has on them. It is a multi-dimensional construct constituted of esteem, ethics, spirituality, and status. The following table is an illustration of this typology:

Table 1 : The other-oriented value dimension

Value		Extrinsic	Intrinsic
Other-oriented	Active	Status (Success, Impression, management)	Ethics (Virtue, Justice, Morality)
	Reactive	Esteem (Reputation, Materialism, Possession)	Spirituality (Faith, Ecstasy, Sacredness, Magic)

a. Active sources of extrinsic value : Status (Success, Impression Management)

Usually, group members seek similarity with other group members to be accepted in the group (Clark et al. 2007). However, mere acceptance is not always enough (Clark et al. 2007). Some consumers want to receive recognition and distinction within the group (Scitovsky, 1992). One way to achieve this is through status (Frank, 1985). This latter is defined as " a group member's standing in the hierarchy of a group based on the prestige, honor, and deference accorded him or her by other members" (Burn, 2004). In the consumption domain, Eastman et al. (1999) view status

consumption as, "the motivational process by which individuals strive to improve their social standing through conspicuous consumption of consumer products that confer or symbolize status both to the individual and surrounding significant others". In this case, certain products and brands convey status to consumers (O'Cass and Frost, 2002; Vegnerou and Johnson, 1999). Among these products and brands, we can note those having high image, high quality, and presenting value of prestige.

Not far from the Burn and Eastman's points of view, Holbrook (1996) points out that status designates the active manipulation of one's own consumption behavior as an extrinsic means toward the other-oriented end of achieving a favorable response from someone else. "In other words, we seek status by adjusting our consumption in a manner that affects those we wish to influence. So, the person consumes in order to communicate about his self to others in ways that contribute success to him. In sum, consumers choose the products they consume and the consumption experience they pursue, in part, as a set of symbols intended to construct a persona that achieves success in the eyes of others" (Holbrook 1996, 1999). In the online context, a merchant website can confer this value especially when it sells prestigious products or products of high image that enable consumers to be distinct from others.

During this study, we define the status of the site *"the motivational process by which e-tailers strive to improve their standing through their reputation and their image that confer or symbolize to them status"*.

b. *Active source of intrinsic value: Ethics (Virtue, Justice, and Morality)*

Ethical values were the subject of many studies. In fact, they play an important role in people's life, consumers' life, as well as life of organizations. These latter in order to survive have to pursue legal and right conduct and develop their responsibilities towards the society. Briefly, they must found ethical values. This type of value was described, in the domain of business, as being "difficult and controversial concepts related to who you are, how you conduct your business, and how businesses and their employees ought to behave" (Aldag and Stearns, 1991).

From a consumer perspective, _ which has received less attention (Cui et al., 2005) _ Holbrook (2005) pointed out that ethical values emerge from consumption experience actively pursued for the intrinsically motivated sake of the effect that they have on others viewed as an end-in-itself. "That consumption experience which provides value or ethic utility is the result of consumer judgment on his way to behave and the way by which he must behave towards moral principles" (Holbrook, 1999).

Next to the perception of ethical value of the brick and mortar stores, nowadays, we talk about digital ethics, e-business ethics or e-retailer ethics. Indeed, consumers' ethical evaluations and expectations are particularly relevant on the Internet (Román, 2007). This environment, despite its importance, was described as being a new environment for unethical behavior (Freestone and Mitchell, 2004) and that ethical transgressions are more likely to happen in e-transactions as compared to face-to-face transactions (Citer et al., 2005). By unethical behavior, we can hear the absence of system security, unauthorized sharing of personal information (privacy), the sale of a product to a customer that he/she does not need through high pressure selling techniques, making something appear better than it is, exaggerating the features and the benefits of a product (Levy and Dubinsky, 1983; Hyman et al. 1994; Lagace et al. 1991; Román and Manuera, 2005; Román and Ruiz, 2994), fraudulent behaviors, etc.

In addition, the physical distance between sellers and buyers was shown to have a negative effect on the consumer behavior while purchasing via the Internet (Román and Manuera, 2005). In that case, Latane (1981) confirmed that "a high physical proximity promotes warmer and closer interpersonal relationships, whereas, a low degree of physical proximity leads to psychological distance. It appears thus, that ethical issues can be more developed in bricks and mortar stores than in its counterparts: Internet retailer".

However, if we take into consideration these results and while knowing that consumers give a big importance to ethical value in order to buy a product/-service, how can we explain the higher purchase rate via Internet? This can be explained only by the fact that it exists also e-retailers who pursuit good and right conducts with their consumers.

During this study, and similar to the writings of Guilla (2004) in the domain of leadership, we define ethics in the domain of B to C e-commerce in terms that it *"involves dealing in a manner that respects the rights and dignity of others (consumers)"*.

c. *Reactive source of intrinsic value: Spirituality (Faith, Ecstasy, Sacredness, and Magic)*

If we glance at the origin of the spirituality term, we find that the word 'spirit' comes from the Latin word "Spiritus" meaning breath (Oxford English Dictionary, 1989). From a literature view, spirituality is one of the most popular subjects that have interested many researchers and scholars in many fields. For that, many definitions are given to conceptualize it.

Holbrook (1999) for example, points out that spirituality entails an intrinsically motivated acceptance, adoption, appreciation, admiration, or adoration of another where this "another" may constitute some divine power, some cosmic force, some mystical entity, or even some otherwise inaccessible Inner being and

own sake. "Here, the reactive as opposed to the active nature of spirituality corresponds to the distinction between faith (sacred experience) and works (good deeds). The former involves a receptive form of devotion or worship (reactive other-oriented intrinsic value) however; the latter entails some manipulative intervention" (Holbrook, 1999).

Far from this idea, literature about spirituality has shown that "the search of meaning" was the shared point between researchers while defining it. As an example, spirituality was considered as "a search for meaning in life, a life force that leads individuals to seek a connection to existence outside of the self" (Meraviglia, 1999); "personal belief system that focuses on a search for meaning and purpose in life…and a connectedness to a higher dimension" (Smeltzer and Bare, 1996); and as "an individual's effort to construe a broad sense of personal meaning within an eschatological context" which means that as human, we are ultimately aware of our mortality (Piedmont, 2001). Thus, we try to do everything in order to build some sense of purpose and meaning for the lives we are leading.

Hence, being a provider of meaning in individuals' lives (Mooney and Timmins, 2007), spirituality represents the inner, intangible dimension that motivates us to be connected with others and our surroundings (Narayanasamy, 2004).

Thus, our life does not stop to contain the sense of spirituality which becomes an important component of it. In this sense, Liehr (1989) advances that the person's spirituality is dependent upon the ability to give and receive such human elements as touch, listening, committed presence, love and trust (Mayer et al., 1971). It also includes an appreciation of music, food, wine, sex, literature, art, humor (Cohen, 1990); hope (Dyson et al., 1997); happiness, crying, suffering (Lindholm and Ericksson, 1993) and laughing, dancing, relationships, hugging and any other aspect which stimulates meaning in the individual (Oliver, 1990). Continuing in the same view, Kœnig et al. (2001) point out that spirituality is also the personal quest for understanding answers to ultimate questions about life, about meaning, and about relationship with the sacred or transcendent which may (or may not) lead to or arise from the development of religious rituals and the formation of community. It is also viewed, according to the motivational or trait perspectives, as a nonspecific, affective force that drives, directs, and selects behaviors (Piedmont, 1999a).

Otherwise, the search of meaning and the different manifestations of spirituality make it an important element that has positive effects. Indeed, in the domain of medicine, in general, and nurse, in particular, spiritual activities were found to have a positive result on the health and the well-being of patients (Griffin et al., 2008).

The question that can be asked here, is giving that spirituality has interested, for a long time, researchers in the domain of humanity life (family, health, work, etc.) can we apply it to an online context where the person factor is absent and where just the machine takes place? And can we speak about spirituality on the Net especially as Zinnbauer et al. (1999) have shown that it was more associated with closeness, God, and the feeling of interconnectedness with the world and the living things?

The answer, according to the literature review, was 'yes'. Indeed, according to Mckenna and West (2007), the Internet has become a staple of everyday life and for many it has become a staple of spiritual life as well. Wertheim (2000) reinforces this idea by claiming that "our fascination with computers is . . . more deeply spiritual than utilitarian". Bunt (2003), Hoover et al. (2004), and Kalb (2003), as for them, have shown that in the post 9/11 world, people of all faiths are increasingly using the Internet for spirituality-related activities. These activities may be represented by the online forums (virtual communities), which allow individuals to meet and interact with others who share their faith, beliefs, and values (e.g. integrity, honesty, and humility) from the privacy of their homes (Mckenna and West 2007). Next to forums, there are a variety of ways, on the Net, in which people can use the Internet to pursue and express their faith. Such an example was receiving and sending emails with spiritual content. In this context, Research by Hoover and colleagues (2004) through the Pew Internet and American Life Project suggests that perhaps the most popular activity is sending (or receiving) email with spiritual content _38% of 128 million Internet users have done so.

As a conclusion, we define spirituality as *"one experience of meaning and purpose in life"* (Skokan and Bader, 2000). That meaning can be nourished of inner life (Duchon, 2000), feelings of completeness and joy (Ashmos, 2000), individual good-will (Manques, 2008), a sense of being connected to others (Ashmos, 2000), context of community (Duchon, 2000), interconnectedness and trust among those involved in a work process (Manques, 2008).

d. Reactive source of extrinsic value: Esteem (Reputation, Materialism, Possessions)

Esteem is "the reactive counterpart to status in that esteem tends to result from a somewhat passive ownership of possessions appreciated as a means of building one's reputation with others" (Holbrook, 1999). In that case, individual appreciates reactively his own consumption or lifestyle in a passive way as a potential extrinsic means of enhancing his other-oriented public image (Holbrook, 1999).

Being reactive rather than active in nature, this value might manifest in the form of personality trait such "materialism". By materialism we hear "an individual

viewed collectively as an indicant of one's own prestige or as an index of one's own social position" (Holbrook, 1999). Many researchers consider materialism as a value rather than a behavior or a personality trait (Richins, 1994). This value includes beliefs concerning the acquisition centrality and the acquisition role in the happiness and in the success.

In addition, this variable was extensively linked to the self in order to study the self-esteem concept. In doing so, numerous studies were advanced: for example those of Rosemberg (1965); Talbott, Pullen, Zandstra, Ehrenbergen, and Muenchen (1998); Giges (1987); Burk (2004); Strizhakova (2005); and others. In that case, self-esteem was defined as "people's feelings about their worth or value of themselves" (Rosemberg, 1965). It is, thus, linked to physical attractiveness (Mathes and Kahn, 1975; O'Grady, 1989) and social participation (Herzog et al., 1998). As a consequence, individuals manage their appearance in an effort to present the desired impression or 'personal front' of others (Goffman, 1959).

Coming back now to the online context, the literature review shows that between the motivations of using the Internet in general we can note the social escapism, the refutation of loneliness feeling, and the avoidance of the social problems. Hence, using the Internet (in our study the Internet medium is used to do shopping) may have some impact on consumers' overall perception of quality of life (Bush, and Gilbert, 2002). Diener (1984) has found that certain personality characteristics may impact perceived quality of life and that life can be influenced by certain personality characteristics such as self-esteem.

If we apply those findings to the online shopping context, we find that even the website can or has a personality that distinguishes it from other websites. This personality can be construed through the design of the site, the quality of product presentation, the trustworthiness in dealing with consumers (security, privacy), the volume of sales achieved, its reputation and the people's attitudes towards it.

All these elements represent the esteem of the website. Applying the definition of Richins, Dawson (1992) and Epstein (1980), we define the site esteem as *"an evaluation or as an assessment of how good or bad the site is".*

ii. *Items Generation*

A total of 111 items was identified in the second step from the literature review, in-depth interviews, and focus group: 48 for ethics, 21 for spirituality, 25 for status, and 17 for esteem. Nine in-depth interviews and five focus group interviews (with 6-7 members each) were conducted with teachers of universities who have purchased via Internet abroad (France) and students of electronic commerce at the university of Economic Sciences and Management of Jendouba in order to (1)

help in the process of identifying and clarifying the other-oriented experiential value dimension, (2) generate news items, (3) know the respondents' reactions and expectations as for esteem, status, spirituality, and ethics of the site, and (4) eliminate any redundant, ambiguous, or poorly worded items. Focus groups and in-depth interviews lasted between 50 minutes to 01 hour 15 minutes.

Initial questions were related to participants' online shopping experience for people who have purchased via Internet and to the respondents' expectations from the online shopping in general and merchant websites in particular for students, where and how they made their online shopping activity, what were their concerns when buying from an online retailer, how they evaluate merchant websites from which they have bought, what are the benefits that they can have when purchasing online, and are websites benefited from a good image, and what are the elements that must exist in the online experience in order to achieve the purchase procedure.

The generated items were submitted to expert judges. These judges are consisted of marketing professors, management professors, and doctoral students in marketing and information systems. They were asked to assess content validity and check the scale items for ambiguity, clarity, triviality, sensible construction and redundancy, as well as to make sure that the items reflected the definition of the other-oriented value dimensions constituted of esteem, status, spirituality, and ethics. After the elimination of 46 redundant or ''non representative'' items, the experts agreed that the scale items of other-oriented value adequately represented the construct. The revised other-oriented value scale had 65 items. For each item, a rating scale was proposed. It is an agreement scale:

1 = Strongly agree

2 = Moderately disagree

3 = Slightly Disagree

4 = Neutral

5 = Slightly agree

6 = Moderately agree

7 = Strongly disagree

iii. *Sample and the First Data Collection*

The unit of analysis in this study is the individual consumers who have purchased at least an item online in the last months. This condition facilitates consumers' evaluations of the online retailer's website (Romàn, 2006). Hence, a total of 600 questionnaires was administrated via Internet (e-mail and Facebook). The e-mail message described the research purpose and solicited the benevolence of each receiver to participate to the survey by filling in the attached e-questionnaire or by visiting the web-address containing the questionnaire

in question:http://www.surveymonkey.com/s/7XW6TT9. Thus, respondents were demanded to answer the questionnaire based on their latest online shopping experience. According to Ròman (2006), surveying by email possesses numerous advantages over conventional interviewing methods. In fact, it offers a more efficient and convenient form of data collection (Best and Krueger, 2002). As a result, 322 questionnaires were obtained after six months. This number (>5 x number of items) is sufficient to start the factor analysis. This sample is composed of more male (71.7%) than female (28.3%). About 99% of the respondents are undergraduate and 1% are graduate students. The mean age was 24 years.

Convenience samples are considered valid under two conditions: if the study is exploratory in nature and if the items of the questionnaire are pertinent to the respondents who answer them (Ferber, 1977). This study satisfies both conditions. Since this is one of the first attempts to develop a scale to measure the other-oriented value dimension of the site, this study can clearly be considered exploratory. Also, since it was a necessary condition to complete the questionnaire to enroll for online shoppers, the scale items are relevant to the respondents.

a. Measurement Scale Purification

As we have specified in the previous section, the scale was administrated under the form of Likert Scale with seven positions. Thus, each item takes only seven values. Consequently, it is so difficult to consider that these variables vary from $-\infty$ to $+\infty$. Hence, we must consider this measurement scale as ordinal. As it has recommended by Churchill (1979), in this phase we will calculate the Cronbach's alpha and conduct a factor analysis.

Then, exploratory factor analysis was used on the items of each scale. Principal component analysis with varimax rotation "using SPSS" was undertaken for the four dimensions of the experiential value. The different dimensions of scales were analyzed and the items that did not have good loadings (superior to 0.5), have contributions higher than 0.3 on many factors (Blau et al., 1993), and that they do not have any contribution higher or equal to 0.5 to one of the principal and identified components (Evrard et al., 1993; Scarpello et al., 1988) were eliminated.

- *Purification of the Ethics' Scale*

The factor analysis of the twenty one items measuring ethics of the site shows that the Kaiser-Meyer-Olkin (KMO) measure sampling adequacy at 0.786, and the Bartlett's Test of Sphericity is significant ($\chi^2=1009.44$, $p=.000$). Consequently, the appropriateness of the ensuing factor model is ensured. Besides, this scale is reliable presenting an alpha of Cronbach equal to 0.771. Overall, 9 items were deleted (2, 3, 6, 7, 12, 13, 14, 19 and 21). Two factors were extracted

accounting for a total of 58.042 % of the variance. Concerning the factor one and two, their coefficient alpha had acceptable levels ranging from .760 to .788. Factor loading ranged from .729 to .877. The factor one named "security" (explained 31.087% of the variance and consists of four items (i. e, PVETHC 3- This site appears to offer secure payment methods) that refers to consumers' perceptions about the security of online transaction along with the protection of financial information from unauthorized access. Similar to the findings of Román (2006), the relevance of this factor is consistent with the information gathered at the level of the focus group with respondents. When asked why they are afraid to purchase online, respondents note that the credit card (for people who has of course) information will be stolen while being transmitted to the seller.

Consequently, they prefer to pay cash in order to avoid any problem. The second factor, named "privacy" ($\alpha = .788$) consists of three items acc-accounting for 26.955% of the variance. These items refer to consumers' perceptions about the protection of individually identifiable information on the Internet (Bart et al., 2005). In fact, privacy or the protection of personal information remains among the important aspects that the e-retailers should respect. In that case, respondents, when asked, mentioned that they are afraid that their personal information will be exploited negatively and used in unethical purposes. Consequently, according to focus groups' results, people try to avoid dealing with sites that ask for personal information. The following table 2 synthesizes the results of ethics factor analysis.

Table 2 : The ethics' items retained based on exploratory factor analysis (Study 1; n=322)

Items	Factors loadings	
	Security	Privacy
PVETHC 3- This site appears to offer secure payment methods.	.729	
PVETHC 4- This site protects my personal information during the transaction.	.742	
PVETHC 5- This site is credible (it keeps its promises).	.769	
PVETHC 10- You get what you ordered from this site.	.776	
PVETHC 7- This site displays the conditions of the online transaction before the purchase has taken place.		.750
PVETHC 8- I can confirm the details of the transaction before paying.		.866
PVETHC 9- Only the personal information necessary for the transaction to be completed needs to be provided.		.877

KMO	.696	
χ^2	467.662	
Eigen value	2.771	1.872
df (p)	28(.000)	

- *Purification of the Spirituality's Scale*

The KMO measure (0.736), and the test of Bartlett (χ^2=190.334; p=. 000) provide strong evidence of the appropriateness of the data for factor analysis of the thirteen items measuring spirituality of the site. Two factors are extracted from the factor analysis. Moreover, strong evidence was found for the deletion of the second factor containing items: PVSPRT 1 "shopping from this site entertains me", and PVSPRT 2 "when I am stressed, I resort to forums on this site in order to exchange with them spiritual activities" because the reliability of its subscale is only ($\alpha = .479$) which was at the low end of the normally acceptable range for exploratory research. As shown in the table 3, the final exploratory analysis yielded one factor explaining 66.779% of the variance. This factor labelled spirituality (presents factor loadings that range from 0.807 to 0.822. The three items of this factor refer to which degree the surfed web site can bring to people sense and peacefulness.

Table 3 : The spirituality's items retained based on exploratory factor analysis (Study 1; n=322)

Items	Factor loadings
	Spirituality
PVSPRT 3- I feel a big peacefulness when I purchase from this site.	.822
PVSPRT 4- I feel that I do something that has a sense when I purchase from this site.	.822
PVSPRT 5- Shopping from this site is a sacred activity for me.	.807
KMO	.692
χ^2	140.720
Eigen value	2.003
Df(p)	3(.000)

- *Purification of the of Status' Scale*

The factor analysis of the sixteen items measuring the status of the website was appropriate. Indeed, the KMO is equal to 0.590, and the test of Bartlett' Sphericity is significant (χ^2= 856.759, and p=. 000). The items 1, 6, 7, 10, 11, 13 and 16 are deleted because of their bad communalities. As for items 2, 8 and 9, they load more than .5 on more than one factor. Consequently, they are eliminated. As shown in the table 4, two factors that explain 74.369% of the variance are extracted from the final exploratory factor analysis. The reliability of the two factors is acceptable $(\alpha_1 = .823, and\ \alpha_2 = .632)$ The first factor

factor, consisting of three items, explains 44.410 % of the variance, however the second, containing two items, explains only 29.959 % of the initial information.

Table 4 : The status's items retained based on exploratory factor analysis (Study 1; n=322)

Items	Factors loadings	
	F1	F2
PVSTUT 1- This site benefits from a good image on behalf of individuals.	.874	
PVSTUT 3- The volume of sales achieved on this site is very important.	.849	
PVSTUT 4- This site benefits from a good status (place/position).	.849	
PVSTUT 6- This site is successful.	.881	
PVSTUT 7- The sold products on this site are of high mark.	.821	
KMO	.572	
χ^2	323.640	
Eigen value	2.350	
df (p)	1.368	
	10 (.000)	

- *Purification of the Esteem's Scale*

The factor analysis of the fourteen items measuring esteem of the website provide strong evidence of the appropriateness of the data matrix [KMO=. 685, Bartlett's Test of Sphericity is significant (χ^2=432.090, p=.000)]. Overall, eight items are eliminated (1, 4, 6, 8, 9, 10, 13, and 14). Two factors are extracted from the initial factor analysis. Moreover, we decide to delete the factor one due to the low Cronbach's alpha that it displays (.376). After the elimination procedure, and as shown in table 5, the final exploratory factor analysis yielded one factor accounting for a total of 59.551 % of the variance. The reliability of this factor is acceptable ($\alpha = .791$).

Table 5 : The esteem items retained based on exploratory factor analysis (Study 1; n=322)

Items	Factor loadings
	F1
PVEST 1- This site is helpful.	.584
PVEST 3- This site has an attractive appearance.	.845
PVEST 5- Products sold on this site are very interesting to me.	.743
PVEST 7- I love this site.	.881
KMO	.712
χ^2	250.438
Eigen value	2.382
df(p)	6(.000)

Following the purification phase, we have eliminated in the total 34 items from the other-oriented values of the site. Consequently, it remains 31 items which will be used in the second data collection.

A second study was carried out in order to further assess the factor structure and the reliability of the 31 items measuring other oriented value dimension. Two sources are used in order to administrate the questionnaire: online questionnaires (e-mail and Facebook addresses) as well as paper questionnaire. This method is used in order to increase the number of respondents especially that the Tunisian online shoppers are in limited number. For online question-naire, respondents are invited to visit http://www.survey-monkey.com/s/7XW6TT9 address. Once the question-naire is filled out, they have to click on "ok" button and the response will be automatically sent to the author. At the end, 204 complete and usable questionnaires that cover a range of sites in terms of product variety (clothes, CDs, match ticket, computer, make up, books, accessories, video camera, games, and flight tickets) are obtained. To assess the representativeness of the sample, demographic data about the respondents, were also collected. 50% of the respondents were males and 50% were females. The sample was relatively young (52% are between 24 and 34) and well-educated (98% having a university level and only 2% with a lower education). As for their wage, 60.3% have a wage < 500dt (students), 19.6% between 500 and 700dt, 2% between 700 and 900dt, and 18.1% with a wage >900dt.

The results of the exploratory factor analysis for the second data collection are presented in the following table:

iv. *Sample and the Second Data Collection*

Table 6 : Summary of the other-oriented value principal component analysis (study 2, n=204)

Items	Security	Privacy	spirituality	Status	Esteem
1-This site protects my personal information during the transaction.	.724				
2-You get what you ordered from this site.	.693				
3-This site appears to offer secure payment methods.	.599				
4-This site is credible (it keeps its promises).	.796				
5-Only the personal information necessary for the transaction to be completed needs to be provided.		.818			
6-I can confirm the details of the transaction before paying.		.762			
7-This site displays the conditions of the online transaction before the purchase has taken place.		.702			
1-I feel a big peacefulness when I purchase from this site.			.787		
2-I feel that I do something that has a sense when I purchase from this site.			.785		
3-This site displays the conditions of the online transaction before the purchase has taken place.			.715		
1-This site benefits from a good image on behalf of individuals.				820	
2-This site benefits from a good status.				.810	
PVSTUT 5- Consumers show positive attitudes towards this site.				.630	
3-The volume of sales achieved in this site is very important.				.920	
4-The sold products in this site are of high mark.				.912	
1-I love this site.					.876
2-This site has an attractive appearance.					.844
3-Products sold in this site are very interesting to me.					.727
Alpha of Cronbach	.739	.687	.638	.724	.803
KMO			.700		
χ^2			1730.291		
Eigen value	2.551	2.423	1.806	1.548	1.108
%of the variance	15.861	14.784	13.402	13.235	12.971
Total % of the variance			70.253		
df(p)			153(.000)		

As seen in the table 6, the other-oriented value dimension is a multi-dimensional variable consisted of 5 factors which are Ethics (privacy and security), spirituality, status, and esteem. All of them display good reliabilities ranging from .683 to .803.

a. Convergent and Discriminant Validity

"Convergent and discriminant validity are components of construct validity and refer to the similarity of the measure within itself and yet its difference from other measures. In general, the significant loading of the items on single factors indicates the unidimensionality of each construct, while the fact that cross-loading items were eliminated supports the discriminant validity of the instrument. However, to evaluate the convergent and discriminant validity of the instrument further, the correlation matrix approach was applied" (Molla and Licker, 2005).

"Evidence about the convergent validity of a measure is provided on the validity diagonal (items of the same factor) by observing the extent to which the correlations are significantly different from zero and large enough to encourage further test of discriminant validity" (Molla and Licker, 2005) (Appendix).

The correlations that appear in appendix are significantly higher than zero and large enough to proceed with a discriminant validity analysis.

Discriminant validity is indicated by "predictably low correlations between the measure of interest and other measures that are supposedly not measuring the same variable or concept" (Heeler and Ray, 1972). The results of the following table show that EVA scale has a positive and low correlation with the attitude scale (r=.275, N=204).

Table 7 : Correlations between the attitude scale and the other-oriented value scale

		Attitude scale	EVA
Attitude scale	Pearson correlation	1.000	.275**
	Sig. (2-tailed)		.000
EVA	Pearson correlation	.275**	1.000
	Sig. (2-tailed)	.000	
	N	204	204

b. The Nomological Validity

According to Peter (1981), the nomological validity serves to confirm empirically the theoretical associations of the other-oriented value construct with one or many constructs. In that case, a ONEWAY variance analysis that reveals significant, shows that the attitude varies in the same sense that the experiential value. Consequently, the experiential value scale has a good level of nomological validity.

Table 8 : The nomological validity

		Sum of squares	df	Mean squares	F	Sig.
REGR factor 1 for analysis 1	Between groups	182.748	38	4.809	39.183	.000
	Within groups	20.252	165	.123		
	Total	203.000	203			
REGR factor 2 for analysis 1	Between groups	182.748	38	4.809	39.183	.000
	Within groups	20.252	165	.123		
	Total	203.000	203			
REGR factor 3 for analysis 1	Between groups	178.730	34	5.257	36.605	.000
	Within groups	24.270	169	.144		
	Total	203.000	203			
REGR factor 4 for analysis 1	Between groups	181.722	39	4.660	35.912	.000
	Within groups	21.278	164	.130		
	Total	203.000	203			
REGR factor 5 for analysis 1	Between groups	197.224	41	4.810	134.909	.000
	Within groups	5.776	162	.036		
	Total	203.000	203			
REGR factor 6 for analysis 1	Between groups	197.224	41	4.810	134.909	.000
	Within groups	5.776	162	.036		
	Total	203.000	203			

II. CONCLUSION

The increasing level of competition motivated many firms to look for new sources of differentiation (Shobeiri et al. 2013). In the last decade, Internet has been considered as a tool to increase business performance and improve customers' perceived value (Levenburg, 2005). But, fewer are the studies interested on experiential values through new interactive technologies as an important positioning. Between authors that investigated the importance and the impacts of experiential value in the digital context, we note Mathwick et al. (2001). These latter are limited in the study of the impact of the first dimension of experiential

value, the self-oriented value, constituted of service excellence, aesthetics, playfulness and the active investment of financial, temporal, behavioral and psychological resources that potentially yield a return (CROI) (Mathwick et al.2001).

One objective of this study was to study the place and the importance of the other-oriented value in the online context by developing a measurement scale.

Results show that, similar to the dimensions studied by Mathwick, Rigdon and Malhotra (2001), consumers display favorable response with regard to the second dimension of experiential value. Likewise, two important contributions emerge from our study.

First, EVA is a multi-dimensional construct composed of four dimensions: ethics, spirituality, esteem, and status. These results are consistent with the findings of Holbrook (1996). The first dimension *"involves dealing in a manner that respects the rights and dignity of others (consumers)"* Guilla (2004). This type of value appears to be the most searched by consumers. In fact, the aspect nature of Internet exacerbates the feeling of fear. The fear to fall in unsecured system characterized by unauthorized sharing of personal information (privacy), and the fear to receive a product that appears better than it is. As a consequence, when the website pursuit ethical values, protects the personal information of people, consumers will automatically prefer it.

The second dimension, spirituality, refers to "one experience of meaning and purpose in life" (Skokan and Bader, 2000). Websites can get out from the simple function of purchase and the sale. They can give to consumer, when buying, a sense to their life. This can be achieved thanks to the connectedness with people. E-retailers can permit this by offering the possibility to contact other (through forums of dis-

cussion for example) with whom consumers can give and receive such human elements such listening, love, trust, etc.

The third dimension is, "an evaluation or as an assessment of how good or bad the site is" Richins, Dawson (1992). At the end, the dimension of status refers to "the motivational process by which e-retailers strive to improve their standing through their reputation and their image that confer or symbolize to them status".

The second contribution of this paper is the application of such values on the Net in general and on merchant websites in particular. For example, if we take into consideration the value of spirituality we find that this latter is achieved by other type of websites by other than merchant websites.

Besides, too few or even nil are the studies that have applied esteem and status values to the virtual context.

Despite its contributions, this study has limitations that should be addressed in future research. This study employed convenience samples of online consumers to develop the scale. These samples, belonging to developing countries (Tunisia) where the e-commerce is not developed, have especially bought from other countries where they work or study. These samples are in totality young, the thing that can make from the results not generalizable to the consumer population. Nevertheless, the samples may be biased toward those who are more aged and less educated compared to the general consumer population. Therefore, utilizing a random sampling of general consumers should make EVA more useful and generalizable.

Future research is needed to test this scale in developed countries.

Appendix

	ET3	ET4	ET5	ET7	ET8	ET9	ET10	SP3	SP4	SP5	ST1	ST3	ST4	ST5	ST7
ET3	1.000														
ET4	.467	1.000													
ET5	.399	.404	1.000												
ET7	.183	.145	.224	1.000											
ET8	.362	.110	.124	.528	1.000										
ET9	.143	.412	.223	.467	.676	1.000									
E10	.394	.458	.555	.172	.180	.140	1.000								
SP3	.494	.333	.235	.383	.114	.166	.353	1.000							
SP4	.224	.101	.423	.310	.274	.163	.240	.520	1.000						
SP5	.160	.206	.298	.291	.182	.280	.138	.484	.489	1.000					
ST1	.614	.258	.272	.259	.113	.254	.235	.549	.298	.323	1.000				
ST3	.303	.110	.220	.149	.677	.136	.801	.710	.338	.168	.598	1.000			
ST4	.475	.109	.459	.093	.419	.896	.123	.243	.187	.145	.626	.625	1.000		
ST5	.403	.320	.232	.110	.450	.358	.145	.220	.166	.142	.413	.238	.505	1.000	
ST7	.276	.623	.149	.132	.240	.115	.212	.323	.224	.187	.290	.321	.331	.321	1.000
ES3	.204	.144	.242	.297	.408	.224	.166	.325	.242	.143	.155	.168	.137	.399	.349
ES4	.103	.242	.176	.437	.274	.165	.323	.446	.275	.485	.231	.229	.230	.428	.126
ES5	.242	.289	.109	.535	.501	.301	.453	.569	.477	.222	.312	.182	.282	.388	.337

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