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The Influence of Personal Characteristics, Gratitude and Satisfaction on Consumers' Intention to Spread Positive Feedback on Social Media

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VILNIAUS UNIVERSITETAS

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Asmeninių savybių, dėkingumo ir pasitenkinimo įtaka vartotojų ketinimui skleisti teigiamus atsiliepimus socialinėse medijose

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MAIN TERMS AND ABBREVIATIONS USED IN THE DISSERTATION

Satisfaction - meeting consumer expectations

Gratitude - exceeding consumer expectations; an element of the emotion class that seeks to create social and emotional capital that involves individuals in building relationships

Involvement - the result of relationship marketing, which is defined as the direct or indirect contribution of the customer to the increase in the value of the company

Estimated commitment - when a customer faces high replacement costs, reliance on a relationship, lack of choice, or when the customer can easily replace the perceived benefit with an alternative partner

Affective (emotional) commitment - an emotional attachment that the customer feels towards the service provider and that expresses their psychological closeness to that seller: care, friendship and trust are important here

Fake Loyalty - cases of fake loyalty called functional are also associated with inert purchases which are typical of situations where customers are forced to be loyal even though they do not want to

True Loyalty - true loyalty is not just a repetitive buying behaviour, it can be another non-accidental behaviour that results from a commitment.

Commitment - the emotional attachment of the buyer that determines a long-term relationship.

Benevolence - benevolence perceived by customers is defined as the extent to which the seller is genuinely interested in the customer's well-being and seeks the common good

Empathy - defined as a person's ability to feel the other's thoughts, feelings and experiences, share the other's emotional experiences and respond to the other person's perceived experiences.

Reciprocity - the interaction of two people for the benefit of each other.

A general sense of gratitude can be considered a willingness to experience gratitude: a person who is prone to gratitude cannot be expected to be grateful at any time, but is more likely to experience gratitude in certain situations, so individuals prone to gratitude have a lower gratitude threshold

Religion - a set of worldviews and ethical attitudes, characterized by a system of certain rituals, belief in supernatural power or forces; religion differs from faith in that, unlike faith, religion usually has a public element.

eWOM (electronic word of mouth) - is any positive or negative statement by potential, current or former customers about a product or company that is available to many people and institutions online.

Social Media - social media is a set of software-based digital technologies that provide users with a digital environment in which they can send and receive digital content or information over a particular online social network

Relationship marketing - all marketing activities aimed at building, developing and maintaining relationships

Emotions - psychological states arising from cognitive events, assessments or thoughts themselves

INTRODUCTION

Relevance of the topic. Modern activities in marketing pay a crucial attention to building relationships with consumers. Most theories on relationships highlight the importance of consumer loyalty, the intention to purchase, and the spread of favourable word-of-mouth (WOM) information. Hirschman's (1970) concept suggests that loyalty can manifest itself through engaging behaviours (complaints, positive or negative recommendations, positive and negative WOM). Information spread on social media is called eWOM (Katz et al., 2017). Meanwhile, Seo et al. (2020), on the basis of literature sources of both fundamental and recent research, defined "social media" as generic tools or platforms for online communication. According to Barreto (2013), a significant breakthrough in the Internet has resulted from the use of social media channels, an integral role of which is played by communication between social media users. Communication on social media is special due to the fact that it is asynchronous and archived, therefore users are facilitated with an access to the information from online sources at a time convenient to them (Tran and Strutton, 2020). The development of social media has been used by businesses who are interested in the spread of positive eWOMs and greater consumer involvement in social media. Thanks to social media, people not only keep in touch with each other, but also exchange information about products and brands (Bartosik-Purgat, 2018). Consumers are not only increasingly involved in this process, but they also take over the control of the marketing communication process: they become message creators, colleagues, commentators (Hamilton et al., 2016), advertising agents (Tran and Strutton, 2020). Taking into account that consumers tend to trust each other more than they rely on messages passed across by businesses, while sharing information on blogs, social networking sites, content communities and cooperative projects, they expect to receive an unbiased opinion about a product or a service because it will be not a promotional message or biased information aiming to force a consumer to buy

(Tran and Strutton, 2020). This trend is also demonstrated by the Nielsen[1] survey that involved 28,000 respondents from 56 countries, 70% of the respondents said that they relied on other customers when reading reports about a product or service, and as many as 92% of the respondents said they trusted the recommendations provided by their acquaintances. Thanks to an active process of consumer messaging, the role of social media has gradually shifted from a single marketing tool to a source of marketing intelligence which, on the one hand, enables companies to monitor, analyse and predict customer behaviour, while on the other hand, encourages the marketers to use social media strategically (Li, Larimo, & Landou, 2021). Furthermore, although social media in a general sense is understood as a phenomenon and is a convenient way to explore the competitive environment, to monitor its users, the problem emerges when companies encounter difficulties in influencing the feedback - especially a positive response. Businesses can avoid negative feedback because various social media platforms most commonly provide the possibility to filter out negative feedback, e.g. delete them, remove the ranking line or completely restrict the opportunity to express their views. Meanwhile, generating positive feedback is much harder. To write a positive review, the consumer must have a positive attitude towards the company, for example, having gained appropriate purchasing experience. Nevertheless, it can also happen that even in the absence of a purchase transaction, the company's employee helps at the right time and the consumer can demonstrate his/her gratitude not only by repeated purchases or an increase of the receipt amount, but also by submitting a positive feedback on social media and in this way expressing their loyalty for the company. The more positive feedback, the better the company's reputation, the higher the trust, and the more common overall positive visibility in the context of social media. Thus, it makes sense to explore what factors motivate

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[1] http://www.nielsen.com/us/en/insights/news/2012/consumer-trust-in-online-social-and-mobile-advertising-grows.html [žiūrėta 2021-05–20]

consumers to spread positive feedback on social media and what benefits it brings to businesses.

Current level of research of the dissertation topic.

EWOM has been found to have a positive effect on consumer loyalty (Luo et al., 2015). It is easier to motivate loyal consumers to spread positive e.WOM (Keiningham et al. 2008). A greater consumer involvement in social media, including e.WOM, can motivate consumers to maintain emotional long-term relationships with businesses (Perera et al., 2019).

Thus, an analysis of the scientific literature has shown that positive eWOM is unequivocally a form of loyalty, yet what factors drive a consumer's desire to share positive feedback on social media have not been fully examined.

Satisfaction is often mentioned in the scientific literature as a reliable factor that can stimulate consumer loyalty. This means that the more satisfied the consumers are, the more likely they are to spread positive eWOM on social media which demonstrates the expression of their loyalty to the company. Although satisfaction is often named in the scientific literature as an axis of loyalty (Sudarman et al., 1998; Wangenheim and Bayon, 2007; Zeitham et al. 1996; Bloemer, de Ryter and Wetzels, 1999; Oliver, 1999), it is important to emphasize that not all authors agree with the latter standpoint. The research carried out by Setiawan et al., (2014); Bowen and Chen, (2001); Yang and Peterson, (2004); Kim and Lee (2013) suggests that satisfaction is too weak a factor to ensure loyalty, including positive eWOM. Bowen and Chen (2001) claim that loyalty shows a sharp increase in cases where satisfaction increases by one point, however, a dramatic fall is observed if satisfaction decreases, therefore, according to the authors (Bowen and Chen, 2001), managers need to understand that having satisfied customers is not good enough – it is necessary to have very satisfied customers. This ambiguous scientific debate encourages the search for a factor that could be more reliable than satisfaction and would be able to provoke positive feedback.

The analysis of the scientific literature from the perspective of eWOM as a consequence of loyalty revealed that consumer gratitude can also be a motivating factor. Grateful buyers can demonstrate their gratitude by increasing the amount of the receipt, by becoming loyal and sharing their positive feedback or by actively responding to the seller's invitation to participate in the programs offered by the seller (Palmatier et al., 2009; Morales, 2005; Kolyesnykova and Dodd, 2007). An analysis of the literature of various disciplines such as economics, sociology, anthropology and evolutionary biology has shown that gratitude is the emotional nucleus of reciprocity and the driving force in influencing relationships (Palmatier et al. 2009). After receiving the added benefit, the consumer develops a positive perception of the seller (Wang, 2006, through Fazal e Hasan, 2013), therefore the seller, by stimulating gratitude to the buyer, secures an additional marketing tool at no cost (Fazal e Hasan, 2013). However, a deeper analysis of the gratitude factor has shown that gratitude is a very subtle emotion, that is why most authors emphasize the effect of a gratitude provocation to be radically opposite to the expected outcome, e.g. instead of completing a transaction, the consumer may ignore or avoid the seller. Studies indicate that consumers' actions can still bring economic benefits in spite of the possibility when gratitude exhibited in a common physical environment escalates into feelings of debt, guilt, or even shame (Morales, 2005; Watkins, 2006), i.e. consumers will still be likely to buy or increase the amount of the receipt, yet, at the same time, they will feel discomfort and a desire to get rid of the situation as soon as possible. Nevertheless, a study by Lee, Kim, and Pan (2014) suggests that gratitude acts as a more reliable mediator that, compared to satisfaction, triggers mutual actions. Studies show (Lee, Kim, & Pan, 2014) that this response may result from a difference between general and personal reciprocity: general reciprocity reflects satisfaction (e.g., good food, drink, a pleasant physical environment or what is universally available to all consumers), general reciprocity prevents consumers from feeling indebted, grateful and committed; while personal reciprocity, on the

contrary, is provoked when consumers are given exclusive graces, services, therefore in such situations the consumer feels special as he/she is receiving certain privileges which belong only to him/her personally but do not belong to other consumers. In other words, individual attention promotes individual response on behalf of a consumer (Palmatier, 2009; Fazal e Hasan, 2020). These differences in reciprocity and the scientific controversy over the moderating relationship between satisfaction and loyalty suggest that there is a conceptual gap in research which ultimately leads to the discrepancies in research as mentioned above.

The analysis of scientific sources reveals that traits of gratitude are usually attributed to satisfaction. Bowen and Chen (2001) studied the effect of satisfaction on loyalty and presented the opinion of the respondent on what had provoked his satisfaction with the hotel. The visitor's answer was: "Having planned the last minute trip, I could not find any available hotel room in the entire city. However, one hotel somehow managed to find me a room. Their efforts have greatly accelerated my loyalty". The authors of the study (Bowen and Chen, 2001) treated this case as satisfaction. However, given the definitions of gratitude and satisfaction, this case would be a manifestation of gratitude rather than satisfaction. Ching Chen (2012) defines satisfaction as a match of customer expectations and their consumption experience. Gratitude can be understood as exceeded expectations (Palmatier et al., 2009; Morales, 2005; Kolyesnykova and Dodd, 2007; McCullog and Tsang, 2013; Raggio and Folse, 2009). On the basis of these discrepancies, it can be concluded that in order to determine which factor motivates consumers' desire to spread positive eWOM, a clear distinction needs to be made between the concepts of gratitude and satisfaction.

An analysis of scientific sources disclosed the fact that consumers' tendency to spread eWOM was also associated with personal characteristics such as the consumer's general sense of gratitude (McCullough, Emmons, & Tsang (2002), gender and age (Kasdan et al., (2009), Kolyesnykova et al., (2009), level of religiosity

(Watkins, 2003; McCullougg et al., 2003; Emmons and Crumpler, 2000; Matras et al., 2016). Thus, studies suggest that the latter factors may determine how an individual responds to situations of satisfaction or gratitude and how he/she interprets and expresses their state, so while exploring the impact of gratitude and satisfaction on a consumer's desire to respond positively, these factors can have an independent relationship with eWOM.

Overall, it may be stated that eWOM has an important influence on not only the commercial success of companies but also on consumer loyalty. Nevertheless, the companies have almost no possibilities to influence the positive content of consumer comments or their spread. Social networks are perfect platforms for exchanging opinions and spreading consumer reactions very widely and very fast. There is evidence in scientific sources that both, gratitude and satisfactio, can lead to a positive attitude towards the seller and invoke the buyer's willingness to spread positive feedback. However, the previous studies suggest that an inclination of each individual to spread positive information on the company can be either enhanced or weakened by an individual's personal, demographic characteristics or level of religiosity, therefore it is reasonable to include all the factors in the study and examine how personal characteristics, gratitude, and satisfaction impact consumers' intention to respond positively.

The research question in this dissertation: How do personal characteristics, gratitude, and satisfaction influence a positive feedback on social media?

The research subject-matter in this dissertation: positive eWOM in social media.

The objective of this dissertation is to determine the influence of personal characteristics, gratitude and satisfaction on consumers' intention to spread positive feedback on social media.

The following tasks were planned to be completed to achieve the objective of the dissertation:

1. Identify the similarities and differences between the concepts of "gratitude" and "satisfaction" and determine their importance for building relationships with consumers.

2. Identify personal characteristics of consumers and determine their importance in building relationships with consumers.

3. Identify features characteristic of eWOM spread on social media.

4. Evaluate and justify the impact of gratitude, satisfaction, and personal characteristics on the customers' intention to spread positive eWOM on social media.

The course of the research

1. A systematic analysis of the gratitude factor, with the help of which the implied influence of gratitude in multifunctional directions was identified, also the limitations of previous research, efficiency, possible improvements were taken into account. The process of the systematic analysis was carried out in four stages: 1) planning; 2) data collection; 3) data systematisation; 4) data analysis.

At the planning stage, a key research question was raised - how the emotion of gratitude influences consumer loyalty through the desire to give thanks in commercial situations. While carrying out the research, it was planned to obtain a theoretical conceptual basis for the concept of gratitude and the instruments used to measure the sense of gratitude. For this purpose, a research protocol was prepared, in which 5 positions under analysis were marked: 1. Measuring instruments; 2. The conceptual meaning of gratitude; 3. Reasons for gratitude 4. Giving thanks reactions;

At the data collection stage, automated databases Google Scholar, Scopus were used to search for publications. Aiming not to exclude fundamental scientific sources, if any, the time criterion for selecting the articles was not applied. At the initial stage of scanning the sources, we included all research papers (except books and conference proceedings) that examine gratitude as a phenomenon or discuss the influence of this phenomenon on individuals' behaviour. It has been observed that gratitude is discussed in a very wide range of scientific

literature, e.g. from evolutionary, religious, medical and other perspectives. Therefore, in an attempt that the sense of gratitude maximally reflects aspects of consumer behaviour, it was decided to focus on the keywords such as customer behaviour, marketing, personality psychology and use them in search along with the meanings of gratitude.

English offers several semantic meanings of gratitude such as "gratitude", "appreciation", "thankfulness", thus in the initial stage of literature scanning, the search used all these mentioned keywords. However, over the course of the study, the keywords "appreciation" and "thankfulness" were abandoned because, in symbiosis with the keywords of consumer behaviour, they generated an excessive number of articles and led to content unrelated to the objective of the study.

After filtering out scientific sources, 29 articles were included in the systematic review.

Each of the 29 selected scientific sources had to meet the following quality criteria: a) The objectives and the tasks of the study were clearly stated and described in detail; b) A clear procedure for the selection of respondents; c) Reasonable and clearly described criteria for the selection of measuring instruments; d) Methods of analysis properly selected and described; e) The findings of the study were clear and reasonable. Following the introduction of these quality criteria, 5 of the 29 selected articles were rejected (see the exclusion criteria in Annex 1), therefore, 24 articles were used for the final analysis. The list of analysed literature sources is provided in Annex 1.

2. A pilot quantitative study during which a research model was developed, a research method was selected, a questionnaire was developed and tested. Based on the testing of individual components and their interaction, preliminary conclusions were made which allowed to adjust the questionnaire of the main research, adjust the research model and adjust the format of the survey; During this study, a gratitude measurement scale of 3 statements was applied to the Lithuanian language (see Table No.1). In all, 164 respondents

participated in the pilot study. A factorial analysis in 2x3 format was used.

3. Quantitative study in which the main goal of the research was achieved. In all, 600 respondents participated in the study; after rejecting the damaged questionnaires, further analysis of the data of 583 respondents was carried out. The above mentioned pilot study showed that it was reasonable to use the factorial analysis in 1x6 format for the main study. This study tested the hypotheses, provided suggestions and limitations for future research.

LOGICAL STRUCTURE OF THE DISSERTATION

The logical structure of the research work is based on the aim of the work, the problem and the tasks set forth. The dissertation consists of six main parts:

The first chapter is related to the first task of the dissertation. This chapter discusses the conceptual meaning of relationship marketing and consumer loyalty as a result of relationship marketing. A scientific discussion is presented that highlights the fundamental factors commonly observed in relationship marketing: emotions, involvement, and loyalty. Based on a systematic analysis of the gratitude factor literature and a consistent analysis of the literature on satisfaction factor, the similarities and differences between the concepts of "gratitude" and "satisfaction" are identified. In addition, stimuli that can provoke gratitude and satisfaction are discussed: empathy, benevolence, and reciprocity.

The second chapter is related to the second task of the dissertation. Based on a systematic literature analysis of the gratitude factor and a consistent literature analysis of the satisfaction factor, personal characteristics of users that influence consumers' desire to spread positive eWOM are identified. Taking into account that eWOM is integral to interactive content, the personal characteristics of

consumers are examined in the context of Planned Behaviour and Technology Acceptance.

The third chapter is related to the third task of the dissertation. A scientific theoretical discussion is presented aiming to determine the features common to eWOM spread on social media. This chapter analyses the concepts of eWOM and social media separately.

The fourth chapter is devoted to the research methodology. In this part, the chosen research philosophy is justified, the research strategy and model are envisaged, research hypotheses are formulated, a pilot study conducted and its results presented. The pilot study was conducted to form a sound instrument of empirical research.

In the fifth chapter, the influence of manipulative factors on the study variables is analysed by testing the hypotheses.

The sixth chapter is devoted to the discussion of the results of the empirical study: "The Influence of Personal Characteristics, Gratitude and Satisfaction on Consumers' Intention to Spread Positive Feedback on Social Media". The dissertation ends with conclusions. Proposals for further research related to this field are presented, as well as practical research proposals for business are provided.

SCIENTIFIC NOVELTY OF THE DISSERTATION

1. Previous scientific sources have not examined how consumers' personal characteristics, gratitude, and satisfaction influence consumer loyalty. A consistent analysis of the literature and empirical research carried out in this dissertation has shown that satisfaction directly influences customer loyalty, while the influence of gratitude on loyalty has manifested itself through the moderating factor of commitment. This suggests that a satisfied consumer will not necessarily be grateful, but a grateful consumer is likely to feel satisfaction at the same time. In addition, the study has found that not all personal characteristics equally promote consumer loyalty: the gender factor has no effect, the age factor showed that although

younger individuals have a lower gratitude threshold, older individuals are still more likely to disseminate positive feedback, while consumer religiosity strongly influences consumer loyalty.

2. In this dissertation, a non-hypothetical question of whether satisfaction and gratitude could be merging factors, was raised. In previous studies, exceeding consumer expectations were attributed to both satisfaction and gratitude, and meeting expectations were also most commonly attributed to satisfaction. A thorough analysis of gratitude and satisfaction literature found for the first time that satisfaction should be qualified as meeting consumer expectations and gratitude as exceeding consumer expectations. Further research has shown that there is a very strong relationship between gratitude and satisfaction, which has only confirmed that gratitude and satisfaction have so far been misinterpreted by both consumers and researchers.

3. In the empirical study, the factorial design method was chosen which presented to the respondents one of the three situations of high emotional level or one of the three situations of low emotional level. The results showed that in situations of low emotional level, gratitude and satisfaction were provoked by different stimuli: satisfaction in a situation of low emotional level was more influenced by empathy, benevolence was slightly weaker and the effect of reciprocity was insignificant, while in situations of high emotional level, satisfaction was almost uniformly similarly influenced by empathy, benevolence and reciprocity. Meanwhile, in situations with low emotional level, gratitude was more affected by empathy, benevolence showed a weaker impact and reciprocity had no effect, while in situations of high emotional level, gratitude was most affected by benevolence, very weakly by empathy, while the influence of reciprocity was very weak.

4. The gratitude factor measurement construct was adapted to the Lithuanian language, eWOM and scales for a sense of general gratitude were adapted accordingly.

RESEARCH PUBLICATIONS

1. Adomaviciute K., Kirse S., Purmalyte I. (2020) "The impact of personal characteristics on the consumer choice between donation to charity and purchase of cause-related product". 13th Annual Conference of the EuroMed Academy of Business: Business Management Theories and Practices in a Dynamic Competitive Environment (p. 1236- 1238). EuroMed Press. Retrieved from: https://emrbi.org/wp-   content/uploads/2020/10/EuroMed-13-19.10.20.pdf

2. Kirse S., Adomaviciute K., Dikcius V., Norkunaite R., (2020) "The impact of gratitude on the employee intention to stay: the mediating role of affective commitment" 13th Annual Conference of the EuroMed Academy of Business: Business Management Theories and Practices in a Dynamic Competitive Environment (p. 1384-1387). EuroMed Press. Retrieved from: https://emrbi.org/wp-content/uploads/2020/10/EuroMed-13-19.10.20.pdf

3. V.Dikčius, S.Kiršė, R.Časas, A.Končanina (2019) "Drivers of attitudinal and behavioural loyalty in B-2-B markets", Engineering Economics.

4. Kiršė S., Dikčius V., Adomavičiūtė K. (2019). "Can gratitude increase loyalty? " Vrontis D., Weber Y. & Tsoukatos E. (Eds.), 12th Annual Conference of the EuroMed Academy of Business: Business Management Theories and Practices in a Dynamic Competitive Environment (p. 497-510). EuroMed Press. Retrieved from: https://euromed2019.com/wp-   content/uploads/2019/10/EuroMed-12-201

SCIENTIFIC CONFERENCES

18-20 September 2019, 12th Annual Euromed International Scientific Conference Euromed Academy of Business (EMAB).
1. Can gratitude increase loyalty?

2. The impact of moral emotions and personality traits on consumer intention to buy counterfeit products in Lithuania and Ukraine.

9-10 September 2020, 13th Annual Euromed International Scientific Conference, Euromed Academy of Business (EMAB).
3. The impact of personal characteristics on the consumer choice between donation to charity and purchase of cause-related product.
4. The impact of gratitude on the employee intention to stay: the mediating role of affective commitment.

REVIEW OF THE CONTENT OF THE DISSERTATION

Chapter 1: Relationship marketing theory as a basis for consumer loyalty consists of six sub-chapters: 1.1. Consumer loyalty as a goal of relationship marketing; 1.2. The concept of emotions and their impact on loyalty; 1.3. Involvement and commitment factors for consumer behaviour; 1.4. Influence of satisfaction on loyalty; 1.5. The effect of gratitude on loyalty; 1.6. Stimuli that provoke gratitude and satisfaction.

1.1. Consumer loyalty as the goal of relationship marketing

Customer loyalty is the goal of Relationship Marketing (Nora, 2019). Relationship marketing has been defined by Morgan and Hunt (1994) as all marketing activities aimed at building, developing, and maintaining relationships. Relationship-based sales are a process that involves attracting the right type of customers, then creating, maintaining and strengthening interactions with them (Berry 1983). Relationship marketing does not include a product or a service being purchased, but refers to additional services, discounts, exclusive offers, gifts, or personal attention from sellers (Palmatier et al. 2009). Yoo et al. (2013) conclude that essential motives (e.g., desire to help other clients) are more important than external ones (e.g., monetary

reward). Palmatier et al. (2006) carried out a meta-analysis based on testing more than 38,000 relationships and revealed that investing in relationship marketing undoubtedly had a direct impact on sales performance. In response, researchers are increasingly exploring emotional mechanisms to build and strengthen relationships between clients and the organisation (Matos et al., 2019). Huang (2015) argues that relationship marketing can be divided into three levels: Level 1 is based on pricing or some tangible benefits; Level 2 is based on social perspectives, this strategy is applied in constant communication with customers; Level 3 offers customer solutions and takes place at the same time as the product is sold or the service is provided. When analysing the scientific literature on the topic of relationship marketing, it is important to note that this theory is dominated by 3 fundamental factors: emotional, involvement and loyalty. According to Brodie et al. (2013), emotional involvement can lead to behavioural involvement – in other words, positive emotional responses can provoke appropriate consumer behaviour, which in turn usually manifests itself in some form of loyalty, e.g. positive feedback.

Depending on the field of research, the authors' attitude, and even the time when specific research was conducted, consumer loyalty can be interpreted in two ways 1) in a concentrated way, i.e. associated exclusively with repeat purchases, 2) multifunctional, based on consumer support or loyalty factors.

Depending on the field of research, the authors' attitude, and even the time when specific research was conducted, consumer loyalty can be interpreted in two ways 1) in a concentrated way, i.e. associated exclusively with repeat purchases, 2) multifunctional, based on consumer support or loyalty factors.

Jones et al. (1995) distinguished two types of loyalty:

• Fake loyalty.
• True (pure) loyalty.

Fake loyalty. You and Dean (2001) interpret fake loyalty as consumer inertia, as does Kuusik (2007), who calls cases of false loyalty functional and also relates them to inert purchases, which are typical of situations where customers are forced to be loyal, even though they do not want to, e.g. : the company has a monopoly, poor financial situation limits purchases, goods or services are not important, the search for alternatives is not worth the time or effort. Fake loyalty can be attributed to behavioural loyalty. Behavioural loyalty is a composite concept based on the frequency of repurchases and the relative cost of certain products (Liang and Wang, 2008), it is based on consistent behaviour (Park, 1996).

True (pure) loyalty, according to Park (1996), can be attributed solely to attitude loyalty, which refers to the degree to which an individual demonstrates psychological attachment. Bloemer and Kasper (1995) argue that true loyalty is not just a repetitive buying behaviour, it can also be another non-accidental behaviour that results from a commitment. Commitment is the emotional attachment of the buyer (Foroutan et al., 2016) that determines long-term relationships (Pansari and Kumar, 2017). A similar position for previous authors is expressed by Cengiz and Akdemir-Cengiz (2016) who argue that true loyalty is considered a psychological commitment that a consumer assumes at the time of purchase, such as: a) intention to buy again, b) intention to recommend c) intention to buy and the intention to recommend (i.e., it is not necessary to consider only the actual repurchase behaviour). Emotion-derived loyalty can be described as a participant's internal form of some support which means that emotion-based loyalty is driven by an individual's desire to pursue a particular programme through affective identification and attachment (Park, 1996). Emotion-based loyalty is much stronger and lasts longer than behavioural loyalty because it arises from a desire to maintain valued relationships (Kuusik, 2007). A study by Evanschitzky et al. (2006) found that the impact of emotional commitment on both attitude and behavioural loyalty is larger than the impact of rational commitment on loyalty.

In summary of the literature under analysis, it can be concluded that true loyalty is the main goal of relationship marketing which arises from provoking positive consumer emotions. Excited emotions naturally affect consumer involvement, which in turn leads to consumer commitment that translates into concrete loyal actions over time. The above mentioned research results obtained by various authors show that true loyalty is not limited to repeat purchases, as repeat purchases can be performed for non-loyalty reasons, while relationship marketing allows to create a favourable emotional field that gradually encourages consumers to spread positive feedback, share positive recommendations, etc. Relationship marketing has a subtle function - the consumer himself seems to make a decision on providing positive feedback about the organization and by doing so he/she creates added value for the company that can affect both the company's financial and non-financial results. This is because an emotionally provoked consumer wants and tries to do so for a company, a specific seller, or a brand.

1.2. The concept of emotions and their impact on loyalty

Emotions are psychological states arising from cognitive events, assessments, or just thoughts (Bagozzi et al., 1999), and they lead to an active response of a limited duration to significant environmental changes (McCllough, Kimeldorf, & Cohen, 2008).

According to Yu and Dean (2001), the emotional component has a greater influence on positive feedback, transition behaviour and an intention to pay more. Allen et al. (1992) found that emotions act as a better predictor of behaviour than cognitive processes. Evanschitzky et al. (2006) argue that emotional relationships with a customer have a greater influence on longer-term loyalty compared to economic incentives or exchange costs. A study conducted by Yu and Dean (2001) showed that emotions can also have both positive and negative

effects on loyalty - if emotions are positive, loyalty grows, if emotions are negative, loyalty declines.

Research studies on marketing and consumer behaviour suggest that consumer loyalty can be influenced by emotions, but evaluation of the overall field of research of emotion theory leaves doubts about how strongly emotions can affect consumer involvement (which is crucial in relationship marketing) and later their loyalty.

1.3. Factors of involvement and commitment in consumer behaviour

Involvement theory serves as a starting point, a relationship-building stage and then, as a result of involvement, an emotional commitment emerges that acts as a factor in securing involvement through specific loyalty actions (e.g., positive feedback). Involvement is mentioned in the scientific literature as a significant result of relationship marketing which is defined as the direct or indirect contribution of the client to the increase in the value of the company (Pansari and Kumar, 2017). The value of customer involvement is not limited to transactions (Kumar et al. 2010a), but can also be positive for eWOM in which actively involved customers become partners supporting the company to meet the needs of themselves and other customers (Sashi, 2012). Boowden (2009), when analysing previous research-based studies and opinions suggested by other authors, explained consumer involvement through commitment. Emotional commitment is very important because it means that the relationship of exchange took place in the context of free will and choice (Evanschtzky et al., 2006). Emotional commitment is associated with a desire to continue a relationship with a supplier, to invest in a relationship, and a greater inclination to spread positive feedback by word of mouth (Harrison-Walker 2001, through Bowden 2009).

1.4. The influence of satisfaction on loyalty

In this section, satisfaction will be highlighted as not an unequivocally reliable stimulant of loyalty. In both, early and current studies on satisfaction, there is still an intense debate about the importance of satisfaction for consumer involvement, commitment, and loyalty. There is a disagreement in scientific sources on the origin of satisfaction, and specifically on whether satisfaction can be qualified as an emotion. Oliver (1992) argues that satisfaction is an emotion that arises from direct past experience independent of cognitive mediation. Roigo et al. (2009) state that satisfaction consists of six dimensions: functional value of the firm, service providing staff, value of service quality, price, emotional value, and social value. Keisidou et al. (2013) associate satisfaction with variables such as economy, material items, relationship quality, image, value, and brand. Van Leeuwen et al. (2000) indicate that there are three factors of customer satisfaction: expectations, perceived results and validation. Arbore and Busacca (2009) point out that the main factors of customer satisfaction are price and the perceived price-quality ratio. Roest and Pieters (1997) interpret satisfaction as a relative concept consisting of both cognitive and emotional aspects that depend not on the product but on the consumer and his experienc, that is how the customer evaluates the benefits obtained during the transaction, e.g. service. Socia (2007) argues that satisfaction may not influence repeated consumer behaviour, for example, satisfaction may not prevent the choice of another product if the consumer is satisfied with brand A, but brand B turns out to be better. Bowen and Shiang (2001) present the findings of their study and argue that satisfaction does not guarantee customer loyalty. Yang and Peterson (2004) acknowledged that the results of their study were surprising - the authors expected satisfaction to be more correlated with loyalty, but their study revealed that the effect of satisfaction occur only when satisfaction estimates are higher than average. Lee, Kim, and Pan (2013) argue that satisfaction does not allow customers to feel grateful or committed, so the buyer does not

experience pressure to retaliate. Bandopadhyay and Martel (2007) claim that attributing satisfaction to loyalty is irrelevant because for satisfaction is not necessary to be loyal because some manifestations of loyalty have nothing to do with satisfaction (e.g., the extent to which a consumer is able to resist competitive pressure for choosing another brand) as well as satisfaction is not associated with social connections (e.g., how much the community or society supports the consumer to stay loyal).

In this dissertation, when analysing satisfaction as a source of loyalty, it has been observed that authors who identify satisfaction as meeting consumer expectations and who qualify satisfaction as a cognitive factor are less likely to associate satisfaction with loyalty. Meanwhile, the authors who classify satisfaction as exceeding expectations and assign satisfaction to the class of emotions, more often associate the latter factor with loyalty. After examining the exceeding and meeting consumer expectations, the literature analysis has led to relationship marketing and the consumer engagement, commitment, interpretation of emotions, and the concepts of true and false loyalty, as discussed earlier in this work. In this context, another important factor, namely gratitude, has emerged. Although gratitude is a common term used in the context of true loyalty, only a few authors have examined it in the context of relationship marketing. Therefore, in order to consistently make a clear distinction between the boundaries of satisfaction and gratitude, a qualitative study was conducted, i.e. a systematic analysis of the literature was carried out by consistently examining the gratitude factor and its impact on consumer behaviour, including true loyalty.

1.5. The effect of gratitude on loyalty

In line with the satisfaction mentioned above, gratitude is also not easily classified in the scientific literature: it is valued as an emotion,

an attitude, a moral virtue, a habit, a personality trait, or a response (Emmons, McCullough, 2003).

Although gratitude has been explored in various disciplines such as evolution, religion, psychology, psychiatry, sociology, but it had not been studied in marketing until 2000, and only very recently psychologists and marketing scholars have recognized the critical role of gratitude in everyday life (Bock et al., 2016). The latter field of research is so far limited but very promising, as gratitude can influence other factors, such as dedication to organizations which in itself means an obvious benefit of gratitude to consumer loyalty (Fredrickson 2004). Efforts to develop and expand relationship marketing will be seen as benefits by customers and may be a key factor in customer gratitude (Fazal -e- Hasan et al. 2020). It is the perceived value that is the crucial moment when the client feels grateful (Morales, 2005). Gratitude can be seen as a phenomenal factor with its own rules, expectations, and benefits (Raggio et al., 2014), gratitude clearly separates itself from the general state (Bartlett and DeSteno, 2006) and from traditional relationship constructs such as commitment or trust, and can independently encourage expression and behaviour (Raggio et al., 2014). Ma et al. (2017) also argue that gratitude is completely different from other emotions (e.g. joy, happiness, or pride) and often provokes social behaviour.

Researchers have identified two essential aspects of gratitude: 1) emotional - occurring when a person perceives himself as a beneficiary due to another person's efforts towards him; 2) behavioural - related to actions that result from feelings of gratitude (Palmatier et al., 2009). Thus, it is worth discussing gratitude from both of these perspectives.

Gratitude as an emotion. We understand gratitude as an emotional rather than a behavioural response (Emmons 2016; Raggio et al., 2014). Not all emotions are anticipated and predictable, but research shows that gratitude can be predicted unlike many other emotions (McCullough, Tsahg, & Emmons, 2004; DeSteno et al., 2010). From a business perspective, the ability to anticipate and

predict gratitude is a critical feature of this emotion suggesting that gratitude can be used as a marketing tool to achieve a variety of business goals. The emotion of gratitude can fill the gap between normal (impersonal) transactions and emerging, relationship-based exchanges, as cognition (a cognitive component), experience (an emotional component), and expression (a behavioural component) can become more intensive with the emergence of gratitude (Raggio, 2014).

Gratitude as behaviour. The results show that gratitude works through community spirit (Grant and Gino, 2010) and causes psychological pressure to return grace (Palmatier et al. 2009), increases trust in strangers (McCullough et al., 2008) and encourages reward for one's benefactor, even if it would cost much (Bartlett and De Steno, 2006). Research shows that gratitude can successfully impact a variety of business processes: when gratitude is expressed (rather than just felt), secondary (non-financial) exchanges take place which can also increase the likelihood of financial exchange (Raggio et al., 2014). A study by Tsang (2006a) reveals that grateful individuals tend to spend more money in gratitude for their benefactor. Kolyesnykova and Dodd (2008) attribute the strength of gratitude to the size of financial costs and claim that the higher the gratitude, the more money the buyers tend to spend. Socia (2007) argues that gratitude leads to positive feedback and repeated purchases. Morales (2005) observes that feelings of gratitude motivate consumers to reward a company by choosing it over competitors. Gratitude strengthens social ties and friendships, develops people's ability to care, promotes altruism, and, over time, like other positive emotions, contributes to strengthening of relationships (Kashdan et al. 2009). Perceived gratitude as an emotional component acts individually (Raggio, 2014), therefore what reactions it will elicit in a trading environment may depend not only on the seller but also on each person's characteristics as different customers may experience different levels of gratitude for the same services (Fazal-e Hasan et al., 2014).

1.6. Stimuli provoking gratitude and satisfaction

According to Bolton (1998), customer satisfaction arises when a customer's choice meets or exceeds his or her expectations. Meanwhile, Palmatier et al. (2009), Morales (2005), Kolyesnykova and Dodd (2007), McCullog and Tsang (2013), Raggio and Folse (2009) emphasize that gratitude arises when a seller exceeds buyers' expectations. According to Lee, Kim, and Pan (2013), satisfaction does not allow customers to feel grateful or committed, that is why buyers do not feel pressured to give thanks, while Palmatier et al. (2009) emphasize that gratitude acts as a key element of reciprocity by causing pressure to reward the joy received. Lee, Kim, and Pan (2013) argue that the role of gratitude is so dominant that satisfaction ceases to act as a mediator if gratitude arises. The influence of gratitude on loyalty is also emphasized by other authors. Palmatier et al. (2009) suggest that it is possible to increase sales over a period of time as long as customers feel grateful and offer them the opportunity to build a reciprocal cycle and strengthen the overall connection. As a result of the company's efforts, consumers will feel grateful and this gratitude will benefit businesses financially (Morales, 2005) due to the fact that people who experience gratitude want to show gratitude even when they incur expenses themselves (Cohen, 2012). Kolyesnykova (2006) argues that gratitude can generate positive feedback.

A review of the scientific literature shows that gratitude and satisfaction are not identical concepts. The analysis of scientific sources shows that authors who study what causes gratitude or satisfaction find that the manifestation of these two factors depends not only on the circumstances, but they are also influenced by the individual's personal characteristics. Mittal and Kamakura (2001) observed that there are subtleties in assessing satisfaction based on the personal characteristics of consumers. McCullough, Emmons and Tsang (2002) argue that not all individuals can feel gratitude equally. To explore how gratitude and satisfaction affect different personality types and their intention to spread eWOM on social networks, it is

necessary to know how people with individual traits tend to behave on social networks and what their general intention to share information is.

Based on the idea that satisfaction in research is often assimilated with gratitude and the presumption that namely for this reason the research results differ in terms of loyalty, it is appropriate to clearly redefine these two concepts. Thus, after carrying out the analysis of the scientific literature, the concepts can be formulated as follows: satisfaction is satisfying consumer expectations, while gratitude is the exceeding consumer expectations. In order to test whether the stimuli attributed to gratitude can also cause satisfaction, the study has examined three factors: reciprocity, benevolence, and empathy. Therefore, it is appropriate to clarify the meaning of the latter concepts.

1) Positive reciprocity derives from the Latin word reciprocare which means movement back and forth; reciprocity is the interaction of two centers for the benefit of each other (Gobel et al., 2013). Reciprocity motivates partners to invest in a relationship - this is a long-term win-win strategy where accepting the customer as a partner, but not just as a recipient of a passive product brings benefito both partners (FazalHasan, 2013). Positive reciprocity affects a positive commitment, which Pansari and Kumar (2017) define as a direct and indirect contribution of the customer to the increase in the value of the company. Committed customers repeatedly buy, recommend a supplier to others and strive to ensure that other consumers also purchase the "best" products or services (Butz et al. 1996). Studies confirm that in case consumers perceive the benefits they receive, they want to reward the supplier of their benefits (Palmatier, 2009). Relationships can be so valuable that clients make the maximum effort to retain them (Reichheld, 2003). Thus, a seller who has generated gratitude to a buyer secures an additional marketing tool at no cost (Hasan, 2013).

2) Benevolence/free will. Customer-perceived benevolence is defined as the extent to which a salesperson is genuinely interested in

customer well-being and seeks common good (Doney and Cannon, 1997; Xie and Peng, 2009; Sajtos and Chong, 2018). Benevolence is based on the belief that other persons wish you well regardless of their egocentric motives (Mayer et al. 1995) and implies the development of emotional relationships based on real care (Vlachos et al., 2013). Research has shown that in order to maximize indirect loyalty intentions, sellers should strive to maximize their understanding and perception of benevolence (Vlachos et al., 2013) as benevolence is a reason for a customer to remain in a relationship with a company (Kantsperger and Kunz, 2010). Fazal-e-Hasan et al. (2020) associate benevolence with gratitude and say that customers become grateful when they believe that the benefit provided by the seller was driven by benevolence. The latter view is shared by Lotz-Schmitt et al. (2017) who argue that when a client understands the sincere and benevolent motives of an organization, a positive view of the organization is formed which can result in an incentive to act proactively. Xie, Y., Peng, S. (2009) examined the factors of restoring customer confidence after negative public information and found that benevolence is the strongest variable most influencing the restoration of consumer confidence, both emotionally and cognitively. Ragio et al. (2013) argue that, in fact, the motivation of the benefit provider is not important to the client as long as the client perceives it as benevolence. The results of a study by Tsang (2006b) show that individuals feel significantly more grateful when benefit providers had a benevolent rather than an open (selfish) motive. If the action is based on company policy rather than on a personal intention to provide a benefit, it can be interpreted that the beneficiary is simply thinking about their business (Raggio et al. 2014). Knowing that the seller is working for commissions undermines the benevolence factor (Palmatier et al. 2009), and if the benefit is provided to the recipient as a returned grace, this feeling is less likely to lead to gratitude (Watkins et al. 2006). What will be perceived as persuasion will not provoke a reaction of gratitude, even when the company's efforts are sincere (Morales, 2005). **3) Empathy.** Previous research suggests that benevolence is

closely related to empathy (Carmody and Gordon, 2011). Empathy is defined as a person's ability to feel another person's thoughts, feelings and experiences, share another person's emotional experiences, observe and respond to another person's feelings (Wieseke et al., 2012). Empathy means taking into account the feelings of others and is characterized by synergistic experiences of warmth, compassion and care for others (Fehr, Gelfand, & Nag, 2010). It is agreed that empathy includes cognitive and emotional variables (Jones and Shandiz, 2015; Powell and Roberts, 2017). In terms of empathy in an organizational or business context, empathy is related to the ability of employees to engage in useful actions toward customers, such as interpersonal concern and emotional reactions (Mayshak et al., 2017). An empathetic employee responds to customer needs and adjusts his/her attitudes and behaviour taking into account the client's wishes (Umasuthan et al., 2017) while customers, in their turn, may interpret empathy as a form of benevolence outside the standard model (Morales, 2005; Tsang, 2006). Simon (2013) investigated the handling of consumer complaints through the empathy impact model and found that empathy is also effective in generating customer appreciation. In summary, empathy is qualified as a distinguishing part of moral emotions that usually elicits altruistic motivation as well as social and altruistic behaviour (Itani and Inyang, 2015). Efforts effectively generate gratitude (Morales, 2005), even simple routine efforts such as consistency, honesty, trustworthiness, openness, intention to share, communicate, empathy can lead to gratitude, but in business conditions, e.g. In the B2B context, partner actions such as "they gave us a second chance," "they set up a third shift to adapt to our needs," or meeting deadlines even when company policies changed — always evoke feelings of gratitude (Raggio, 2014). Algoe and Haidt (2009) also agree that gratitude is driven by the perception that the benefactor responds to the needs and preferences of the recipient.

Chapter 2 consists of 3 sub-chapters: 2.1. Planned Behaviour and Technology Acceptance Model 2. 2.2. Influence of religiosity,

gender and age on gratitude, 3. Electronic feedback on social media as a consequence of gratitude and satisfaction.

2. PERSONAL QUALITIES, GRATITUDE, AND SATISFACTION IN THE CONTEXT OF PLANNED BEHAVIOUR AND TECHNOLOGY ACCEPTANCE MODEL

2.1. Planned Behaviour and Technology Acceptance Model

Ajzen (1985) argues that although many analyses have shown that personality characteristics influence behaviour, they still do not explain the diversity of behaviour in different situations; it can be accepted that attitudes and personal characteristics are related to behaviour, but this influence can only be understood by looking at a large scale of behaviour. The influence of personal characteristics is greatly weakened by other adjacent factors, so it can be argued that attitudes and personality qualities have only an indirect effect on factors that are closely related to the behaviour in question (Ajzen, 1985).

Based on this philosophy, Ajzen (1985) proposed The Theory of Planned Behaviour (TPB) for behavioural research, which is based on three beliefs: 1) Behavioural beliefs (influence attitudes toward behaviour); 2) Normative beliefs (reflects a person's subjective norms); 3) Control beliefs (serves as a basis for behavioural control). The control of planned behaviour includes 3 assessments of intention: 1) Attitude to behaviour (how a person evaluates his/her own behaviour); 2) There is social pressure to behave appropriately or there is not; 3) Degree of control of comprehensible behaviour (easy or difficult to achieve as planned, how much effort is required, what past experience is, and what the obstacles are encountered) (Ajzen, 1985).

It is important to highlight that all three elements of behavioural control mentioned above relate to gratitude and personal characteristics as mediating or moderating factors in relation to

eWOM. However, there are no solid research assumptions that satisfaction could be involved, therefore this aspect requires further research. Meanwhile, an analysis of the literature in the context of gratitude shows that there is general agreement on expressing gratitude as an acceptable norm and that ingratitude is universally reprehensible (Emmons, McCullogh, 2004), therefore a fear to look or sound ungrateful contributes to the recipient's willingness to express gratitude (Buck 2004, Komter 2004, McCullogh and Tsang, 2004). It is obvious that ingratitude or refusal to recognize one's debt in society is treated as a lack of socialization (Solomon, 2006). When gratitude returns, the circle is considered closed and the norm of reciprocity is satisfied because the possibility of perceived ingratitude is eliminated (Ragio et al., 2013), thus gratitude serves as a catalyst or initiation mechanism that promotes relationship development and influences behaviour for as long as an emotion lasts, it also has a long-term effect on building a relationship (Bartlet and De Steno, 2006). Thus, it can be argued that gratitude can lead to eWOM, because it is the pressure to comply with social norms that forces individuals to reward and thus comply with them. As the definition of satisfaction has not been fully identified in the literature so far, this concept is not unanimously understood as a factor causing satisfaction, so further research is needed on whether satisfaction can be a mediator in the relationship between social norms and eWOM.

Yang and Zhou (2011) argue that the Planned Behaviour Model is well suited to the study data when investigating viral marketing. The data obtained by these authors suggest that young Americans want to share interesting e-mail messages because they support a positive attitude towards e WOM. This positive attitude presupposes intentions to engage in viral marketing, which was in line with subjective consumer norms to share interesting messages. This is entirely consistent with Ajzen's (1985) Theory of Planned Behaviour.

It should be noted that the Theory of Planned Behaviour is more adapted to the offline context. Davies et al. (1989) modified Ajzen and Fishbein's (1985) Reasonable Action Theory and The Planned

Behavior Theory by Ajzen (1985), and proposed a Technology Acceptance Model.

The purpose of the Technology Acceptance Model is to explain the general factors associated with the use of computer technology that can provoke consumer behaviour in various end-user technologies. This model provides three main insights related to the factors for the use of computer technology:

(1) Computer use can be sufficiently predictable depending on the intentions of individuals.

(2) Understandable benefits are a key factor in determining individuals' intentions to use computers.

(3) Understandable ease of use is an important secondary factor in determining individuals' intentions to use computers (Davies et al., 1989).

The literature examining the Theory of Technology Acceptance suggests that a person's intention to use a system or technology may arise not only from direct interaction with the system or technology: individual psychological characteristics as well as the social environment may stimulate the use of technology (Tian et al., 2020). The Theory of Technology Acceptance has been developed based on the Theory of Planned Behaviour, so both of these theories explain that behavioural intentions are related to consumer behaviour. The theories mentioned above emphasize public opinion - the more clearly it is perceived as positive, the stronger are the intentions of individuals to act according to the norms of society (Chen, 2013). Studies by Wang et al (2016) have shown that age and gender are significant moderators in assessing consumer behavioural intentions. Chen and Chen (2011) found that a positive attitude toward the use of technology strongly encourages a behavioural intention. According to Taylor and Todd (1995), the addition of research factors to the Theories of Technology Acceptance and Planned Behaviour provides sufficient information for predicting consumer behaviour based on information technology. These theories, when used together, are called C-TAM-TPB (combined Technology Acceptance Model and

Theory of Planned Behaviour) model. This combination of theories is explained by three factors: 1) an attitude that is perceived as a positive or negative attitude towards behaviour; 2) subjective norms that indicate social pressure to decide whether to act according to societal norms 3) perceived behavioural control (Huynh et al., 2020). The combined model of Planned Behaviour and Technology Acceptance retains the most important elements characteristic to both theories.

The reviewed literature suggests that the Planned Behaviour Theory and the Technology Acceptance Model are an appropriate fundamental basis for exploring personal characteristics, gratitude, and satisfaction as eWOM moderating or mediating factors in relationship to eWOM.

The overall Planned Behaviour Theory and and Technology Acceptance Model retains the most important elements of both theories and can explain consumer behaviour online, while theories applied in isolation explain user behaviour in both conventional and interactive environments.

2.2. The influence of religiosity, gender and age on gratitude

Religion and the related practices often influence many important areas of life (Mokhlis, 2009). It can be assumed that gratitude as an intrinsic value has been reinforced by various religions: religious teachings of Judaism, Christianity and Islam emphasize the importance of gratitude and giving thanks, gratitude to God is a particularly common theme in many religious traditions - lessons on gratitude can be found in many religious texts and prayers (Kraus et al., 2014).

There is abundant evidence in the literature that gratitude may depend on the degree of involvement in a religion. Religion is a global phenomenon: there are several religions, and most of the world's population is religious to some extent (Agarwala et al., 2019). Emmons (2005) argues that gratitude is a sacred and spiritual attribute.

According to Emmons and Crumpler (2000), gratitude is one of the most common emotions that religions try to promote. A study conducted by McCullough et al. (2003) showed that people with high spirituality are characterized by higher levels of gratitude in their daily lives. Watkins et al. (2003) also observe that gratitude is positively related to deep religiosity, but negatively related to instrumental religiosity: practicing religiosity can enhance gratitude, while religious individuals see God as the source of entire well-being. Usman et al. (2017) argue that individuals of the same religion may have different tendencies to practice religion. Unequal involvement in any religion can directly affect the behaviour of individuals. Although this work examines the context of religion as a general construct without analysing various religions in a broad sense, it is still very important to pay attention to religiosity as a phenomenon that consistently affects an individual's character, attitudes and life values. This idea is complemented and encouraged by gender and age studies suggesting that men and women may respond differently to religion. Mathras et al. (2016) singles out religion as a crucial aspect of personality formation and argues that religion has a significant impact on a personality and its traits, what is more, religious doctrines promote individual beliefs, rituals, values, and the overall structure of the community.

Research carried out by Kolyesnykova et al. (2011) has shown that if a benefactor is imagined, difficult to name, women are more likely to name God as a benefactor and men are more likely to name fate. Consistent with further research, in the contexts of gratitude and satisfaction, the literature analysis does not question the significance of religiosity for these two factors and, moreover, shows a clear causal relationship between gender and consumer behaviour in previous studies.

Studies show that women experience and express gratitude slightly more often than men (Kraus, 2014). A study by Kashdan et al. (2009) found that women tend to express gratitude more freely than men, which is less of a challenge for them, resulting in less anxiety,

less internal contradictions and a less intimate process of gratitude than men. Tsang (2007) argues that men are more sensitive to value manipulations. Meanwhile, a study by Kolyesnykova et al. (2009) showed that in the female category there was a relationship between purchase and commitment, but there was no relationship between gratitude and purchase, while in the male category, on the contrary, gratitude was related to purchase, and commitment was not related to gratitude: the researchers concluded that men are less affected by social pressures and women's behaviour is influenced by commitment-related aspects. In assessing children's ability to feel gratitude, girls expressed greater respect for social relationships, while boys felt more grateful for material wealth (Gordon, et al. 2004). The study by Andreoni and Vesterlund (2001) revealed that men are more generous than women when the benefits of reciprocity outweigh the costs incurred. Kashdan et al. (2009) conducted a three-stage study which provided an even broader understanding of the effects of gratitude on gender, the main findings of which were several: women felt more comfortable experiencing gratitude and giving thanks, and were more likely to show care for others, also women, compared to men, were more likely to share their emotions; older individuals tend to be more grateful than the younger ones as well as older people express gratitude more emotionally.

2.3. Electronic feedback on social media as a consequence of gratitude and satisfaction

As the role of social media was gradually shifting from a single marketing tool to a marketing intelligence information source (where companies can monitor, analyse, and predict customer behaviour), it became increasingly necessary for marketers to use social media strategically (Li, Larimo and Leonidou, 2021). In practical terms, social media is a set of software-based digital technologies that provide consumers with a digital environment in which they can send

and receive digital content or information over a particular online social network; however, social media can be perceived in a broader sense, i. e. to less associate them with technology, but to view them more as a digital place where people spend much time of their lives (Apell et al., 2020). Most authors assess eWOM as an integral part of social media. In the scientific literature, most authors use the definition of Hennig-Thurau et al., (2004) that eWOM is any positive or negative statement by potential, current or former customers about a product or company which is available to many people and institutions online. Tucker (2011) differentiated eWOM according to linguistic formats and symbols, and singled out the most common ones as follows: 1. Status (good / bad); 2. Ratings (from 1 to 5 stars); 3. Feedback (according to the author, the most useful feedback is 350 words and more) 4. Report (e.g. quality of services). Thus, in principle, it can be stated that the structure of eWOM is characterized not only by a verbal, but also by a symbolic structure where through symbols (for example, emojis), company rankings, short inserts in the video format (gifs) various positive and negative emotions can be expressed. Online social networks also encourage reciprocal customer behaviour by capturing voluntary, discretionary behaviour to repay previous help, as well as supporting other members of the virtual community in need of help (Steinhoff and Palmatier, 2021).

3. RESEARCH METHODOLOGY FOR THE INFLUENCE OF PERSONAL CHARACTERISTICS, GRATITUDE AND SATISFACTION ON CONSUMERS' INTENTION TO SPREAD POSITIVE FEEDBACK

3.1. Choice and rationale of research philosophy

This research is based on the philosophy of the positivist paradigm. The main reason for this choice is that the procedures envisaged are clear and there is little scope for researcher bias. In other words, based

on the positivist paradigm, regardless of belief or perception of the analysed literature, it is possible to determine how the variables work in relation to each other. The deductive research method was chosen because a detailed analysis of the literature allows to formulate hypothetical assumptions, construct relationships, determine causality and express it in standardized indicators, in this way contributing to further research on the variables in the research topic, without preventing their comparisons.

3.2. Research strategy used in the empirical research and method justification, research model and purpose

The dissertation research plan was constructed in three stages: the period of preparation for the research involved carrying out the analysis of the systematic and general literature, identification of research factors, the influence implied by them on each other in multifunctional directions, as well as previous research limitations, efficiency, possible improvements; while conducting the pilot study, a research model was developed, a research method was selected, a questionnaire was developed, and testing was performed. Based on the testing of individual components and their interaction, preliminary conclusions were made, which allowed to refine the questionnaire of the main research, adjust the research model and adjust the format of the research survey; in the course of the quantitative research the main goal of the research was achieved, the raised hypotheses were tested, the suggestions and limitations for future research were provided.

A factorial research design was applied in this dissertation. In the case of a factorial research design, each experimental condition represents a unique combination of k-factor levels, e.g. if the entire factorial plan were expressed as **2x3** (or equivalent, $2 \times 2 \times 2$), it would cover eight situations (Collins et al., 2010). When using this research tool, the factors are experimentally manipulating with other factors of interest, therefore in this way it is possible to check the influence of

each factor on each other, as well as the interaction of factors with each other (Collins et al., 2014). In the case of factorial design, a systematic approach to reducing experimental conditions is used which allows pre-defined scenarios to be tested leading to cheaper and easier controlled studies (Watkins and Newbold, 2020). Thus, based on the factorial design, a study based on quantitative methods was planned, with manipulative situations designed in advance for the study using the survey in parallel.

The dissertation research model reflects the idea of how personal characteristics (sense of gratitude, age, gender, religiosity), gratitude and satisfaction influence consumers' intention to spread positive eWOM (compiled by the author).

Three stimulating factors were used in the research: empathy, benevolence, and reciprocity. These factors were examined as causal, based on which six situations were constructed that could provoke consumer gratitude, satisfaction and commitment.

Personal characteristics expressed in the structural model - religiosity, gender, age, sense of gratitude - were examined as individual characteristics of each person independent of the situation.

EWOM (electronic word of mouth) - electronic consumer feedback was studied as a result of personal characteristics (religiosity, gender, age, sense of gratitude), gratitude, satisfaction, outcome of commitment.

The objective of the study was to determine how personal characteristics, gratitude and satisfaction influence consumers' intention to spread positive e.WOM.

The tasks of the study:
1. Based on the pilot study, to evaluate the suitability of constructs related to emotions.
2. Based on a pilot study, to determine how consumers understand and evaluate situations presented as stimuli.
3. To determine how personal qualities, gratitude and satisfaction influence positive eWOM on social media.
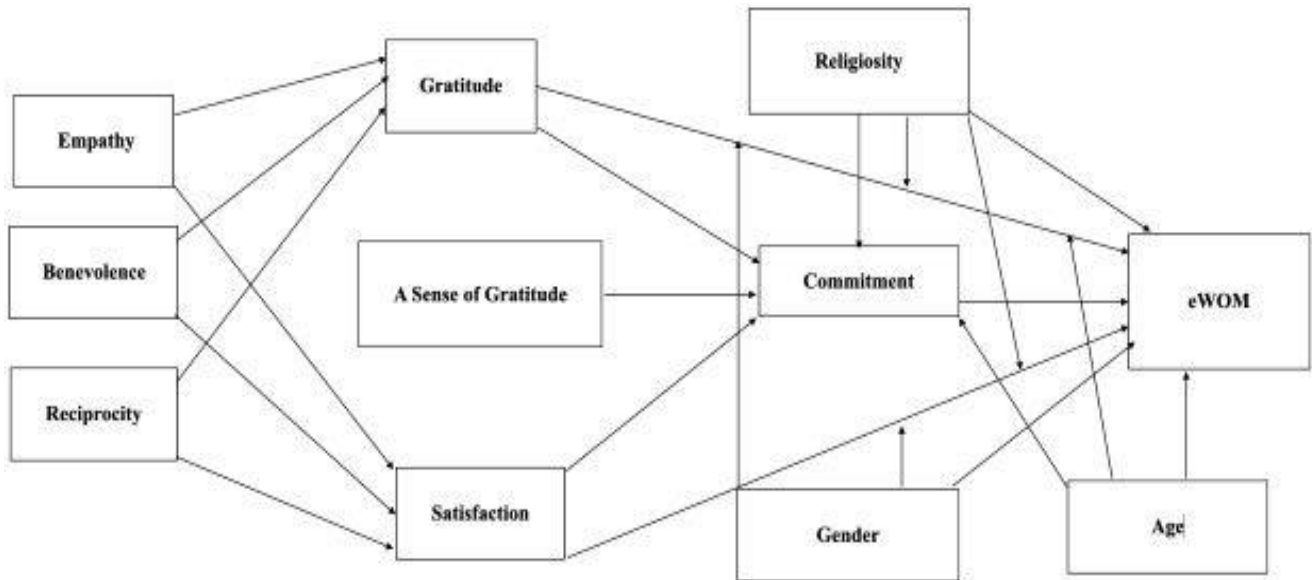
Figure 1. Influence of personal characteristics, gratitude and satisfaction on positive feedback from consumers.

In order to provoke consumer reaction, Palmatier et al. (2009); Wood et al., (2008) in their studies used hypothetical *scenarios of high and low emotional levels* as stimuli which showed that consumer responses to situations when manipulating at different emotional levels differed. Based on the research of previous authors, it was decided to manipulate situational factors reflecting the stimuli of empathy (high / low), benevolence (high / low) and reciprocity (high / low) in this study as well. The stimuli were constructed consistently on the basis of the performed literature analysis, especially taking into account the definitions of situational and key factors.

The high emotional level scenario involved simulation of gratitude provoking situations triggered by three factors (empathy, benevolence, reciprocity). The literature analysis has shown that gratitude to the consumer arises when his/her expectations are exceeded (Fazan e Hasan et al., 2014; Morales, 2005; Raggio, 2014; Algoe and Haidt, 2009; Kolyesnykova et al., 2009; Socia, 2007; Tsang, 2006; Palmatier et al., 2009; Huang, 2015), so it was expected that the stimuli identified in this study will be perceived by the consumer as exceeding expectations.

In the case of a low emotional level scenario, a situation was simulated in which the seller behaves politely, but he does only as much as is expected of him - for which the buyer pays. An analysis of the literature shows that meeting expectations is the axis of the concept of satisfaction (Arbore and Busacca (2009); Roest and Pieters (1997); Zeithaml et al. (1996); Kyle et al. (2010)), so it was assumed that each low emotional level situation meets the definition of satisfaction.

The literature analysis has shown that gratitude and satisfaction can influence consumer behaviour not only directly but also through intermediaries (Tsang, 2007; Palmatier et al. 2009; Matzel, 2007). Other authors mention commitment as a reliable moderating factor (Tabrani et al., 2018; Bowden, 2009; Izogo 2017). Thus, high or low emotional level scenarios were expected to generate gratitude or satisfaction, which in turn would provoke commitment, while

commitment would be a factor in which consumers would be inclined to disseminate e.wom.

Factors related to personal characteristics (sense of gratitude, religiosity, gender, and age) were examined as side factors. While gratitude, satisfaction and commitment can be provoked by situational factors, then factors related to personal characteristics are independent (or very little dependent) of situations. Each consumer has his own characteristics (gender, age) or developed / acquired characteristics (sense of gratitude, religiosity). All of the side factors used in this study are a separate static expression for each person, attributable to demographic or value criteria, and respond to each consumer's individual approach to the simulated situations.

A sense of gratitude is a personal trait that influences how a consumer can behave in certain social situations. Studies show that not all individuals have the same threshold of gratitude: in the same situations, some individuals experience greater gratitude, have a greater tendency to be satisfied or committed (Watkins, 2003; Fazal e Hasan et al., 2014; McCullough, Emmons, Tsang, 2002). On this basis, it can be argued that personal characteristics, such as an individual's overall sense of gratitude, are important in determining how much a person, regardless of the situation, tends to be grateful.

Religiosity is a personal characteristic of an individual that influences the response to the benefits received. Research shows that the more religious an individual is, the more responsive he or she is and the more inclined to commit (Buck, 2004).

Gender – the literature analysis has shown that men and women respond differently to gratitude, satisfaction, and have different tendencies to commit (Kashdan, 2009; Kolyesnykosva et al. 2009; van Oyen Witvliet et al., 2018).

Age - research shows that age affects commitment (Kolyesnykova et al. 2011), and that individuals respond differently to gratitude and satisfaction depending on age (Kashdan, 2009), and respond differently to messages that evoke commitment (Kolyesnykova et al. 2011).).

The outcome-dependent factor is examined in the ***eWOM*** study as a result of the influence of other factors. EWOM is an expression of consumer loyalty for which the consumer does not incur any material costs, therefore when constructing a survey consumer feedback may not be linked to economic resources. An analysis of the literature shows that eWOM can lead to both gratitude (Socia, 2007; Ragio, 2014) and satisfaction (Purnasari and Yuliando, 2015), and eWOM can lead to commitment by acting as a moderating factor (Palmatier, 2009; Morales 2005; Kolyesnykova and Dodd, 2008).

Research hypotheses

H1 In a situation of high empathy, gratitude will be stronger than satisfaction

H2 In a situation of high level of benevolence, gratitude will be stronger than satisfaction

H3 In a situation of high level of reciprocity, gratitude will be stronger than satisfaction

H4 Empathy will have a stronger positive influence on satisfaction than gratitude

H5 Benevolence will have a stronger positive influence on gratitude than satisfaction

H6 Reciprocity will have a stronger positive influence on gratitude than satisfaction

H7 Gratitude will have a positive influence on commitment

H8 Satisfaction will have a positive influence on commitment

H9 Commitment will have a positive influence on positive electronic feedback on social media.

H10 A sense of gratitude will have a positive influence on commitment

H11 Gratitude will have a positive influence on eWOM

H13 Gratitude through commitment will influence eWOM stronger than satisfaction

H14 Gratitude will directly influence eWOM stronger than satisfaction

H15 Women will be more likely to spread positive feedback than men

H16 Gratitude through commitment will encourage men to spread positive feedback more than women

H17 Satisfaction will encourage women to spread positive eWOM more than men

H18 The older the respondent, the stronger will be their intention to spread positive eWOM

H19 Age will moderate the relationship between gratitude and commitment

H20 Age will moderate the influence of gratitude on the intention to spread positive eWOM

H21 Human religiosity will have a positive influence on commitment

H22 Human religiosity will have a positive influence on eWOM

3.3. Research instrument

A 7-point Likert scale was chosen for the study questionnaire. According to Finstad (2010), the Likert scale is more appropriate when using an electronic survey method. Jons (2010) argues that Likert scale data become significantly less accurate when scales are less than or greater than seven points. Thus, for maximum accuracy and efficiency of the study, a 7-point Likert scale was chosen based on the opinions expressed above.

A selective question. With the strong development of e-commerce and the increasing trust and involvement of the population in the e-commerce environment, the question of whether respondents had bought clothes in a physical (non-electronic) store in the last two years was important. If they answered no, they were asked to close the survey - later we analysed only the data of those respondents who answered that they had bought clothes in a regular physical store in the last 2 years.

The control questions consisted of a scale of perception of the situations presented to the respondents, which was aimed at determining whether the presented situation was clear to the

respondents, whether it was easy to get involved in it / imagine oneself in a specific situation. The scale consisted of 2 statements "The described situation was real"; "I had no trouble imagining myself in this situation".

4. PILOT QUANTITATIVE STUDY

The aim of the pilot study was to evaluate the suitability of the constructs related to emotions. The adequacy of the situations was also assessed.

The pilot study was conducted in Lithuania over the period of September 23-October 1, 2020. A non-probability convenience sample was selected for testing. The same study questionnaire was used in the pilot study as in the main study, 171 respondents participated in the pilot study. After rejecting the incomplete questionnaires, the data of 164 questionnaires were analysed. The questionnaire was distributed online through the platform www.apklausa.lt.

The testing aimed to determine whether the respondents understood the simulation situations as dualistic, i.e. whether they were causing different reactions. In the pilot study, three questionnaires were constructed using a factorial design of 2x3, meaning that one respondent received one questionnaire with two different situations, but the questionnaire questions for both situations were presented in the same way. In each of the three questionnaires, the situations reflected the polarity of the same factor: high / low emotional level. Due to the fact that the questionnaire was distributed through social networks, respondents who agreed to participate in the survey had the opportunity to write an enquiry to the author; 8 observations were received that the questionnaire was too long and it was difficult for respondents to get involved in the two opposite situations at the same time. Therefore, the factorial design was subsequently revised in preparation for the main study.

The results of the analysis of the pilot study showed that the created situations were able to stimulate the emotions as expected. The assessment of empathy was higher when respondents were presented with a situation in which the seller's empathy was more strongly emphasized (M=5.43) than in a situation where empathy was less pronounced (M=3.03) t=7.670; p<0.001. Similar results were obtained in the case of benevolence. The benevolence rating was higher when respondents were presented with a situation in which the seller's benevolence was more strongly emphasized (M= 5.79) than in a situation where benevolence was less pronounced (M=4.11) t = 5.309; p<0.001. In the case of reciprocity, the expected difference was also confirmed - the reciprocity rating was higher when the seller's reciprocity was more strongly emphasized (M=3.30) than in the situation where reciprocity was less pronounced (M=2.50) =2.896; p=.005. However, it is important to note that in this case, the assessments of both situations were rather low. Thus, we can state that the prepared situations resulted in the expected results and were properly designed. We can also find further confirmation that perceived gratitude and situations were appropriate, as high situations with empathy, benevolence and reciprocity resulted in higher perceived gratitude (M=6.38) than those with low qualities (M=5.58). t=5.40; p<0.001.

In summary, it can be stated that the situations and factors were in line with the main conclusions of the literature analysis and all the factors and their interrelationships were suitable for use in the main study.

5. ANALYSIS OF THE EMPIRICAL RESEARCH DATA ON THE INFLUENCE OF PERSONAL CHARACTERISTICS, GRATITUDE AND SATISFACTION ON CONSUMERS'S INTENTION TO SPREAD POSITIVE FEEDBACK ON SOCIAL MEDIA

5.1. Justification of the sample size and the selection

The distribution of the characteristics of our interest in the population is usually unknown. To determine this, all elements of the population should be examined, which is very difficult or even impossible to accomplish, therefore in most cases research focuses on a sample, a representative part of population (Kardelis, 2002). The sample calculation was performed on the basis of the data for the first half of 2021 obtained from the Lithuanian Department of Statistics[2]. Statistics Lithuania considers all employed persons aged 16 to 65 as adults. The calculation of the sample took into account the fact that 16-year-olds are minors and cannot be interviewed without parental consent. Thus, the official data were adjusted: a request was submitted to Statistics Lithuania to revise the publicly available data without including minors. After the adjustment, it was established that 1,177,455 persons belonging to the category of adults aged 18-65 reside in Lithuania

To determine the sample size , the following formula was used:

$$n = N * (Z^2 * p * (1-p) / e^2) / (N - 1 + (Z^2 * p * (1-p) / e^2)$$

Population, N = 1177455

The critical value for the 95% confidence level is 1.96

Error difference, e=5%

$$11774555 \times (1.96^2) \times 0,5 \times (1-0,5) / (11774555 - 1 + ((1.96^2) \times 0,5 \times (1 - 0.5) / (0.05^2))))$$

$$= 326$$

Thus, the study population must be at least 326 respondents

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[2] https://osp.stat.gov.lt/

Demographic structure of the surveyed respondents. A total of 600 respondents took part in the survey, but after rejecting the incomplete questionnaires, the data of 583 questionnaires were further examined. As discussed above, demographics are very important for the study, therefore a qualitative study has been conducted - a systematic literature analysis of the gratitude factor shows that men and women, as well as individuals of different ages, may interpret and respond differently to gratitude-related stimuli. Therefore, equal distribution in terms of both gender and age is particularly relevant in this study, which is why social and demographic data are included in the study model and will be analysed as personality factors independent from situations.

During the study, men and women completed 6 different types of questionnaires. An analysis of the distribution of men and women by type of questionnaire shows that almost equal numbers of men (49%) and women (51%) participated in the study. An equal percentage of men and women participated in the completion of each questionnaire $\chi2\,(5)=0.981$, $p=0.964$. This means that the distribution of respondents by gender criterion could not influence the evaluation of different situations.

Table No. 1 Effects of gender on variables

	Questionnaire type					
	High empathy	Low empathy	High benevolence	Low benevolence	High reciprocity	Low reciprocity
Male	53_a	41_a	52_a	46_a	48_a	48_a
	51.5%	45.6%	51.5%	47.9%	49.5%	50.0%
Female	50_a	49_a	49_a	50_a	49_a	48_a
	48.5%	54.4%	48.5%	52.1%	50.5%	50.0%

Another no less important criterion under analysis was age. The age of the respondents ranged from 18 to 65 years, with an average of

43 years. The Chi-square criterion revealed that the proportion of subjects of different ages participating in each questionnaire was the same, i.e. the statistical difference was insignificant $\chi2$ (15) = 3.13, p=0.999. This indicates that the characteristics are not statistically related to each other, thus the assessment of respondents by age proved the survey to be correct as each of the six questionnaires revealde even distribution of respondents by age groups in different questionnaires.

Table No. 2 Effects of age on variables

	Questionnaire type					
	High empathy	Low empathy	High benevolence	Low benevolence	High reciprocity	Low reciprocity
18-30	19_a	21_a	20_a	24_a	22_a	21_a
	18.4%	23.3%	19.8%	25.0%	22.7%	21.9%
31-40	23_a	16_a	21_a	20_a	20_a	19_a
	22.3%	17.8%	20.8%	20.8%	20.6%	19.8%
41-50	26_a	20_a	25_a	18_a	21_a	22_a
	25.2%	22.2%	24.8%	18.8%	21.6%	22.9%
51-65	35_a	33_a	35_a	34_a	34_a	34_a
	34.0%	36.7%	34.7%	35.4%	35.1%	35.4%
	12.60%	16.70%	20.80%	25.00%	19.60%	11.50%

Evaluation of the reliability of scales

Factor analysis was performed to evaluate the suitability of the perceived gratitude and perceived satisfaction scales to assess the selected variables. Factor analysis was performed using the principal components method and Varimax rotation to extract factors from six statements to measure the perceived gratitude and satisfaction. The result of Bartlett's sphericity test shows that the correlation matrix is not random, $\chi2$ (15) = 3559.8, p <0.001, and the KMO statistic was

0.895, which is fully compliant with the requirements. Therefore, it can be claimed that the correlation matrix is suitable for factor analysis.

Table No. 3 Influence of satisfaction and gratitude on consumers' intention to spread positive

	Factor		h^2
	Perceived satisfaction	Perceived gratitude	
In this situation, I would say thank you to the seller		.564	.423
These efforts of the seller may seem valuable to me	.430	.804	.831
I would feel grateful	.501	.755	.822
I think my decision to buy from this seller was wise	.792	.498	.875
I think I did the right thing when I decided to buy from this seller	.855	.449	.933
Overall, I feel satisfied to have bought from this seller	.793	.484	.863
Variations %	42.1	37.0	
h^2 = commonality coefficient			

The analysis performed provides a two-factor solution that reflects theoretical assumptions. The table shows weights, commonalities, and explains the variation. Three statements belong to the first factor (0.564–0.804). These statements are related to the perceived gratitude. The other three statements belong to the second statement (0.792–0.855) and are related to the respondents' perceived satisfaction. Both factors explain almost 79% of the total variation. According to Hair et al. (2019), factors with more than 60% of the total variation are considered reliable. Thus, it can be claimed that the statements used are suitable for evaluating the selected stimuli and they are able to distinguish perceived satisfaction from perceived gratitude.

The factorial analysis was also performed to assess the feelings of empathy, reciprocity, and gratitude by checking the adequacy of the scales to assess the selected variables. The factorial analysis was performed using the principal components method and Varimax rotation to extract factors from 11 statements to measure the perceived feelings of empathy, reciprocity, and gratitude. The result of Bartlett's sphericity test shows that the correlation matrix is not random, χ^2 (55) = 4659.5, p <0.001, and the KMO statistic was 0.933, which is fully compliant. Therefore, we can say that the correlation matrix is suitable for factor analysis.

Table No. 4 . Factorial analysis to assess feelings of empathy, reciprocity and gratitude

	Component			h^2
	Benevolence	Reciprocity	Empathy	
This seller understands my contribution to his store	.527		.498	.548
This seller really understands my feelings	.418		.791	.836
I feel like the seller is reading my mind			.802	.833
This seller respects the customer	.821			.816
This seller acts as if the customer is always right	.796			.712
This seller supports the interests of the customer	.843			.849
The advice of this seller can be relied on even if he/she does not sell	.703			.733
This seller shows a warm and caring attitude towards the consumer	.822			.854
I would pay a higher price in response to the seller's efforts		.798		.738
I would buy from this seller in the future because I feel indebted to him/her		.743		.747
The seller has the option to sell me extra as a payment for his/her service		.866		.786
Variations %	35.6	21.7	19.6	
h^2 = commonality coefficient				

The performed analysis provides a three-factor solution that reflects theoretical assumptions. The table shows weights, commonalities and explains the variation. Five statements belong to the first factor (0.703–0.843). These statements are related to a sense of benevolence. The other three statements belong to the second statement (0.743–0.866) and are related to the respondents' sense of reciprocity. The last three statements belong to the third statement (0.498–0.802) and are associated with respondents' sense of empathy. Three factors explain almost 77% of the total variation. According to Hair et al. (2019), factors with more than 60% of the total variation are considered reliable. Thus, it can be claimed that the statements used are suitable for assessing the selected variables and they are able to distinguish between the feelings of empathy, reciprocity and gratitude.

Another factorial analysis was performed to assess the appropriateness of the scales for commitment and intention to spread the positive eWOM in order to assess the selected variables. Factorial analysis was performed using the principal components method and Varimax rotation to extract factors from seven statements used for measuring scales for commitment and intention to spread positive eWOM. The result of Bartlett's sphericity test shows that the correlation matrix is not random, $\chi2$ (21) = 2856.6, p <0.001, and the KMO statistic was 0.882, which is fully compliant with the requirements. Therefore, we can say that the correlation matrix is suitable for factor analysis.

Table No. 5 Factors influencing commitment and intention to spread positive eWOM

	Factor		
	Intention to spread a positive eWOM	Commitment	h^2
If there is an opportunity, I would do something good for this seller		.804	.765

I would like to maintain the current good relationship		.868	.852
I regard the relationship with this seller as a long-term partnership		.853	.826
I would write a favourable message about this store on the store's Facebook account	.825		.778
I would write a favourable message about this store on my Facebook account	.819		.799
I would talk positively about this store on various chat platforms (e.g. Delphi Comments)	.857		.819
I would try to deny negative feedback about this store if any would appear on various chat platforms	.777		.699
Variations %	42.9	36.2	
h^2 = commonality coefficient			

The performed analysis provides a two-factor solution that reflects theoretical assumptions. The table shows weights, commonalities, and explains the variation. Four statements belong to the first factor (0.777–0.857). These statements are related to the intention to spread the positive eWOM. The other three statements belong to the second statement (0.804–0.868) and are related to the perceived commitment of the respondents. Both factors explain almost 79% of the total variation. According to Hair et al. (2019), factors with more than 60% of the total variation are considered reliable. Thus, it can be concluded that the statements used are appropriate for the assessment of the selected variables and they are able to distinguish between a commitment and an intention to spread positive eWOM.

The last factorial analysis was performed to evaluate the suitability of the scales assessing the two characteristics of the respondents - gratitude and religiosity - to assess the selected variables. Factor analysis was performed using the principal components method and Varimax rotation to extract factors from seven statements for the scales measuring commitment and intention to spread positive e.WOM. The result of Bartlett's sphericity test

shows that the correlation matrix is not random, $\chi 2$ (153) = 11038.2, p <0.001, and the KMO statistic was 0.953, which is fully compliant with the requirements. Therefore, we can say that the correlation matrix is suitable for factor analysis.

Table No. 6 Factorial analysis to assess the adequacy of scales for commitment and intention to spread positive eWOM

	Factor		h^2
	Religiosity	Sense of Gratitude	
I have so much in life for which I must be grateful		.845	.727
If I had to list everything I feel grateful for, it would be a very long list		.881	.800
I am grateful to various people		.821	.689
As I grow older, I realize that I better value people, events, and situations that are part of my life story		.770	.597
I tend to continuously entrust my destiny to God	.825		.704
My religion supports my sense of self-esteem and identity	.880		.793
Knowing the love of God is essential in my life	.913		.847
The meaning and significance of my life is in relation to God	.912		.841
God motivates me to be good even if it is difficult to accomplish	.914		.853
I believe sincerely, not out of commitment or fear	.750		.593
I trust in God during the time of testing and trouble	.881		.801
I am ready to account to God and my loved ones for my way of life	.874		.766
My faith is focused on values that go beyond physical and social needs	.720		.576
Driven by the feeling that God loves people, I seek to love people close to me	.810		.689
My faith influences all areas of my life	.886		.797

My personality development and faith influence each other	.843		.733
As a human being I communicate fully only with God	.843		.710
To me, prayer and the act of justice are inseparable	.874		.764
Variations %	57.0	16.8	
h^2 = commonality coefficient			

The analysis performed provides a two-factor solution that reflects theoretical assumptions. The table shows weights, commonalities, and explains the variation. 14 statements belong to the first factor (0.720–0.914). These statements are related to the respondents' measurement of religiosity and present the measurement of religiosity as a one-dimensional factor. The other four statements belong to the second statement (0.770–0.881), which are associated with respondents' sense of gratitude. Both factors explain almost 74% of the total variation. According to Hair et al. (2019), factors with more than 60% of the total variation are considered reliable. Thus, it can be stated that the statements used are suitable for assessing the selected variables and they are able to distinguish religiosity from a sense of gratitude.

According to Tavakol and Dennick (2011), Cronbah Alpha is a property of test scores calculated based on a specific test, therefore measuring alpha is necessary for each test individually. Although the alpha index was checked against studies by other authors, and individual measurements were applied in the pilot study, in the main study of this dissertation, the Cronbah Alpha measurement had to be repeated to make sure that the reliability of the scales was justified. The reliability of the scales used in this study is indicated by the high results of Cronbach's Alpha coefficients. Table No. 7 shows that all the factors from which the survey questionnaire was constructed are consistent and harmonised with each other, and measure the same indicator. The statistics for all indicators are higher than 0.6, so all the scales are suitable for measurement.

Table No.7 Results of the internal consistency of the scales applied in the survey

	Questionnaire type						
	High empathy	Low empathy	High benevolence	Low benevolence	High reciprocity	Low reciprocity	General Cronbach alfa
Perceived gratitude	0.963	0.781	0.884	0.828	0.813	0.779	0.859
Perceived satisfaction	0.959	0.968	0.939	0.948	0.963	0.958	0.960
Empathy	0.858	0.840	0.767	0.835	0.678	0.863	0.815
Benevolence	0.917	0.936	0.930	0.939	0.908	0.881	0.933
Reciprocity	0.795	0.848	0.785	0.873	0.737	0.805	0.824
Commitment	0.811	0.915	0.822	0.881	0.903	0.869	0.885
Intention to spread positive eWOM	0.881	0.924	0.849	0.900	0.911	0.899	0.902
Sense of gratitude	0.825	0.842	0.853	0.891	0.897	0.836	0.861
Religiosity	0.974	0.974	0.976	0.966	0.971	0.975	0.973

Influence of manipulative factors on research variables

The study manipulated six situations that simulate scenarios of high and low emotional levels. This manipulative action made it possible to assess whether truly manipulative situations elicited plausible and theoretically predicted outcomes.

Some situations sought to evoke high positive feelings (empathy, benevolence, reciprocity) while others low (neutral). In the cases of all the criteria under analysis, the values of the criteria were statistically higher in the situations generating positive feelings. First, it is important to note that the selected situations generated higher ratings of empathy, benevolence and reciprocity. Empathy was assessed more strongly in positive situations (M = 4.95) than in negative (M = 4.29) t (581) = 5.21, p <0.001, Cohen's d = 0.432). Analogous differences could be observed in the case of benevolence - in the case of positive situations (M = 5.41) rather than in negative situations (M = 4.63) t (581) = 6.45, p <0.001, Cohen's d = 0.535) and in the case of reciprocity - in positive situations (M = 4.27) rather than in negative situations (M = 3.50) t (581) = 6.00, p <0.001, Cohen's d = 0.497). Both positive and negative situations led to the results slightly above the mean of the scale (except in the case of reciprocity). This suggests that even in negative situations, the emotional impact was not negative, but it was very close to neutral evaluation. In addition, the Cohen's d coefficient shows the difference of mean strength (approximately 0.5) between the mean values of the feelings.

Table No. 8 Influence of manipulative factors on research variables

	Positive		Negative (neutral)		t(581)	p	Cohen's d
	M	SD	M	SD			
Empathy	4.9457	1.49034	4.2920	1.53831	5.211	0.000	.432
Benevolence	5.4126	1.36117	4.6340	1.54964	6.455	0.000	.535
Reciprocity	4.2658	1.49377	3.4953	1.60890	5.996	0.000	.497
Gratitude	5.7763	1.44176	5.1915	1.50430	4.793	0.000	.397
Satisfaction	5.4862	1.57489	4.8546	1.71050	4.641	0.000	.385
Commitment	4.8394	1.48163	3.8180	1.71287	7.715	0.000	.639
EWOM	4.4809	1.65688	3.6507	1.74698	5.889	0.000	.488

According to the presented results, the values of the other variables differ in a similar way. In the case of the main independent variables, we can observe that the gratitude score was higher in positive situations (M = 5.78) than in negative situations (M = 5.19) t (581) = 4.79, p <0.001, Cohen's d = 0.397) and the satisfaction rating was higher in positive situations (M = 5.49) than in negative situations (M = 4.85) t (581) = 4.64, p <0.001, Cohen's d = 0.85). However, the scores for both of these criteria were quite high in both positive and negative situations (well above the scale mean value), indicating that in both situations people tended to respond positively, although the difference between the scores was almost moderate (Cohen's d was close to 0.4). Meanwhile, in the case of consequence variables, the differences were significantly stronger. The evaluation of commitment was stronger in positive situations (M = 4.84) than in negative (M = 3.82) t (581) = 7.71, p <0.001, Cohen's d = 0.639). Also, the evaluation of intention to spread the positive eWOM was higher in positive situations (M = 4.48) than in negative situations (M = 3.65) t (581) = 7.71, p <0.001, Cohen's d = 0.639). In addition, the values of the Cohen's d criterion indicate differences in the average strength evaluation in cases of commitment and intention to spread positive e.WOMs.

Influence of personal characteristics on variables

The even distribution of respondents between groups according to demographic data allowed to estimate the impact of demographic variables on other study variables. Gender influence was observed for certain variables. Men felt a greater sense of reciprocity (M = 4.06) than women (M = 3.73) t (581) = -2.579, p = 0.01. Also, men reported a higher commitment (M = 4.52) than women (M = 4.18) t (581) = - 2,442, p = 0.015. In contrast, women were more likely to feel grateful (M = 5.17) than men (M = 4.59) t (581) = 5.591, p<0.001. Meanwhile other variables showed no statistically significant difference in evaluations provided by men and women.

Table No. 9 Effects of gender on variables

	Female		Male		t(581)	p	Cohen's d
	M	SD	M	SD			
Empathy	4.72	1.56	4.53	1.53	1.445	.149	.120
Benevolence	5.15	1.54	4.92	1.46	1.796	.073	.149
Reciprocity	3.73	1.62	4.06	1.55	-2.579	.010	-.214
Gratitude	5.60	1.45	5.38	1.54	1.814	.070	.150
Satisfaction	5.29	1.60	5.07	1.74	1.607	.109	.133
Commitment	4.18	1.69	4.52	1.65	-2.442	.015	-.202
EWOM	4.18	1.80	3.98	1.69	1.391	.165	.115
Religiosity	3.19	1.54	3.24	1.62	-.349	.727	-.029
Sense of Gratitude	5.17	1.28	4.59	1.22	5.591	.000	.463

Another demographic variable that is often used to analyse the selected variables is age. The results of the study found that there is often a positive but weak relationship between the age of the respondents and other variables in the study. The older the respondents, the stronger their gratitude (R = 0.092 p = 0.013), satisfaction (R = 0.106 p = 0.005), empathy (R = 0.139 p <0.001) and benevolence (R = 0.103 p = 0.007), commitment (R = = 0.153 p <0.001) and the intention to spread positive e.WOM (R = 0.138 p <0.001). This finding suggests that older respondents are more emotionally sensitive and tend to succumb to emotional situations, although a weak relationship indicates that age is not a major factor in determining certain responses. In addition, a very weak relationship in the opposite direction with the trait (feeling) of gratitude was found (R = -0.079 p = 0.028). This finding shows that the younger the respondents, the stronger the perception of gratitude they have.

Table No. 10 Effects of age on variables

		Age	Religiosity	A sense of gratitude
Religiosity	Pearson Correlation	0.057		
	Sig. (1-tailed)	0.083		
A sense of gratitude	Pearson Correlation	-.079*	.273**	
	Sig. (1-tailed)	0.028	0.000	
Gratitude	Pearson Correlation	.092*	-0.046	.192**
	Sig. (1-tailed)	0.013	0.134	0,000
Satisfaction	Pearson Correlation	.106**	0.042	.183**
	Sig. (1-tailed)	0.005	0.155	0.000
Empathy	Pearson Correlation	.139**	.098**	.155**
	Sig. (1-tailed)	0.000	0.009	0.000
Benevolence	Pearson Correlation	.103**	0.044	.162**
	Sig. (1-tailed)	0.007	0.145	0.000

Reciprocity	Pearson Correlation	0.041	.176**	.095*
	Sig. (1-tailed)	0.162	0.000	0.011
Commitment	Pearson Correlation	.153**	.219**	.148**
	Sig. (1-tailed)	0.000	0.000	0.000
EWOM	Pearson Correlation	.138**	.239**	.148**
	Sig. (1-tailed)	0.000	0.000	0.000

Religiosity was another personal quality also associated with the qualities under study. More religious people had a higher sense of gratitude (R = 0.273 p <0.001), a higher degree of commitment (R = 0.219 p <0.001), and a greater intention to spread positive eWOM (R = 0.239 p <0.001). Although religiosity was not related to the main independent variables (perceived gratitude, satisfaction), it was indirectly related to them through the factors determining these processes such as empathy (R = 0.098 p = 0.009) and reciprocity (R = 0.176 p <0.001).

A sense of gratitude was also seen as a personal quality that could have influenced the variables under analysis. This quality had a positive relationship with all other variables like empathy (R = 0.155 p <0.001), benevolence (R = 0.162 p <0.001), reciprocity (R = 0.095 p = 0.011), perceived gratitude (R = 0.192 p <0.001) and satisfaction (R = 0.183 p<0.001). Also, the feeling of gratitude had a positive relationship with the outcome variables such as commitment (R = 0.148 p <0.001) and e.WOM (R = 0.148 p <0.001). However, in all the intended cases, the feeling of gratitude had a very weak effect of less than 5% on the variables selected for the study.

The influence of empathy, benevolence and reciprocity on gratitude and satisfaction

The importance of empathy, benevolence, and reciprocity for gratitude and satisfaction was evaluated from two perspectives. First, an

analysis was conducted on how the situations used in the experiment affected the evaluations of gratitude and satisfaction. A subsequent analysis assessed the influence of empathy, benevolence and reciprocity on gratitude and satisfaction.

The analysis of the situations that caused different feelings showed that in each of the situations gratitude was rated higher than satisfaction. Gratitude ratings ranged from 5.45 to 6.00 on a seven-point scale (except for one case, a situation of low empathy). Meanwhile, satisfaction ratings were around 5.12-5.17 points. As mentioned above, the ratings of gratitude were significantly higher as in all situations the level of significance was less than 0.05. However, the observed differences were weak or close to the moderate differences based on the results of the Cohen's d test.

Table No. 11 Influence of empathy, benevolence and reciprocity on gratitude and satisfaction (a)

	Gratitude		Satisfaction		t(102;89;100;95;96;95)	p	Cohen's d
	M	SD	M	SD			
High empathy	**6.00**	**1.54**	**5.71**	**1.70**	**2.56**	**0.012**	**0.252**
Low empathy	4.49	1.58	4.24	1.82	2.18	0.032	0.229
High benevolence	5.86	1.42	5.51	1.45	3.26	0.002	0.324
Low benevolence	5.50	1.35	5.12	1.51	4.29	0.000	0438
High reciprocity	5.45	1.31	5.22	1.53	2.86	0.005	0.291
Low reciprocity	5.54	1.36	5.17	1.66	3.47	0.001	0.354

Further analysis of the variables assessed the effects of empathy, benevolence and reciprocity on gratitude and satisfaction. All three causal variables (empathy, benevolence, and reciprocity) predicted the gratitude rating of $R^2 = .519$, $F = 208.1$, $p <.001$. The best influence on the evaluation of gratitude was $\beta = 0.49$, $t = 10.54$, $p <.001$. The empathy $\beta = 0.31$, $t = 6.74$, $p <.001$ had a slightly smaller effect. Meanwhile, the effect of reciprocity was very weak and negative $\beta = -0.08$, $t = -2.08$, $p = 0.038$.

Not all of the above mentioned causal variables influenced satisfaction $R^2 = .647$, $F = 354.1$, $p <.001$. In contrast to gratitude, satisfaction was most affected by empathy $\beta = 0.56$, $t = 14.14$, $p <.001$. The assessment of satisfaction can also be explained by benevolence, although its influence was significantly smaller $\beta = 0.27$, $t = 6.65$, $p <.001$. Meanwhile, reciprocity did not influence satisfaction $\beta = 0.03$, $t = 0.85$, $p = 0.393$.

Table No. 12 Influence of empathy, benevolence and reciprocity on gratitude and satisfaction (b)

Variables	Gratitude					Satisfaction				
	B	SE B	β	t	p	B	SE B	β	t	p
(Constant)	1.88	0.16		12.12	0.000	0.76	0.15		5.15	0.000
Empathy	0.30	0.05	0.31	6.74	0.000	0.61	0.04	0.56	14.14	0.000
Benevolence	0.49	0.05	0.49	10.54	0.000	0.30	0.05	0.27	6.65	0.000
Reciprocity	-0.07	0.03	-0.08	-2.08	0.038	0.03	0.03	0.03	0.85	0.393
R^2				.519					.647	
F				208.1	.000				354.1	.000

The influence of the causal variables (empathy, benevolence and reciprocity) on gratitude and trust varied depending on the situations presented to the respondents. In situations of high emotional level, the influence of empathy, benevolence, and reciprocity on gratitude were consistent with the overall assessment of $R2 = .468$, $F = 87.1$, $p < .001$. Benevolence $\beta = 0.58$, $t = 8.67$, $p < .001$ had the stronges influence on the assessment of gratitude. However, the relative influence of empathy was weaker than in the overall assessment $\beta = 0.22$, $t = 3.45$, $p = .001$, and the effect of reciprocity was slightly stronger, although also very weak and negative $\beta = -0.14$, $t = -2.65$, $p = 0.009$. Slightly different effects of these factors on gratitude were observed in low-level situations. In such cases, the effects of empathy ($\beta = 0.41$, $t = 6.26$, $p < .001$) and benevolence ($\beta = 0.39$, $t = 6.01$, $p < .001$) were almost equal $R2 = .547$, $F = 112.0$, $p < .001$. Meanwhile, reciprocity had no effect on gratitude ($\beta = -0.03$, $t = -0.58$, $p = .560$).

Table No. 13 Influence of empathy, benevolence and reciprocity on gratitude and satisfaction (c)

Variables	Gratitude					Satisfaction				
	B	SE B	β	t	p	B	SE B	β	t	p
High level situation										
(Constant)	1.98	0.26		7.75	0.000	0.73	0.24		3.08	0.002
Empathy	0.22	0.06	0.22	3.45	0.001	0.50	0.06	0.47	8.48	0.000
Benevolence	0.61	0.07	0.58	8.67	0.000	0.41	0.07	0.36	6.31	0.000
Reciprocity	-0.14	0.05	-0.14	-2.65	0.009	0.01	0.05	0.01	0.25	0.806
R^2				.468					.611	
F				87.1	.000				155.7	.000
Low level situation										
(Constant)	1.80	0.20		9.02	0.000	0.72	0.20		3.70	0.000
Empathy	0.40	0.06	0.41	6.26	0.000	0.73	0.06	0.66	11.67	0.000
Benevolence	0.38	0.06	0.39	6.01	0.000	0.19	0.06	0.17	3.01	0.003
Reciprocity	-0.03	0.05	-0.03	-0.58	0.560	0.04	0.04	0.03	0.79	0.428
R^2				.547					.666	
F				112.0	.000				184.4	.000

An almost opposite situation was found for the effect of causal variables (empathy, benevolence, and reciprocity) on satisfaction. In situations of high emotional level, the influence of empathy, benevolence and reciprocity on satisfaction was rather similar. Empathy had only a slightly stronger influence on satisfaction ($\beta = 0.47$, $t = 8.48$, $p < .001$) than benevolence ($\beta = 0.36$, $t = 6.31$, $p < .001$) $R^2 = .611$, $F = 155.7$, $p < .001$. Meanwhile, the effect of these factors on satisfaction when situations of low emotional level were used differed significantly $R^2 = .666$, $F = 184.4$, $p < .001$. Empathy $\beta = 0.66$, $t = 11.67$, $p < .001$, and the effect of benevolence was significantly weaker $\beta = 0.17$, $t = 3.01$, $p = .003$, while reciprocity had no effect on the evaluation of satisfaction in both situations ($\beta = 0.01$, $t = 0.25$, $p = .806$ for the high situation and $\beta = 0.03$, $t = 0.79$, $p = .428$ (for the low situation). Thus, we can observe that high situations amplify the effect of benevolence.

The relationship between the effects of the causal variables (empathy, benevolence, and reciprocity) on gratitude and trust with the situations used is also confirmed by the analysis below, taking into account the high situation presented. In a situation of high empathy, satisfaction is influenced by empathy and benevolence $R^2 = .453$, $F = 27.3$, $p < .001$. Benevolence ($\beta = 0.50$, $t = 4.23$, $p < .001$) had the strongest influence on the assessment of gratitude, while empathy had the stronges influence on $\beta = 0.31$, $t = 2.75$, $p = .007$. A similar situation was observed in the case of high reciprocity. In this case, benevolence ($\beta = 0.60$, $t = 6.89$, $p < .001$) had an even stronger influence on the assessment of gratitude, and empathy had an even stronger influence on $\beta = 0.25$, $t = 2.40$, $p = .018$. Finally, in the case of a high benevolence situation, only benevolence ($\beta = 0.64$, $t = 5.20$, $p < .001$) $R^2 = .394$, $F = 21.0$, $p < .001$ had an impact on satisfaction. Thus, we can claim that benevolence has the main influence on gratitude, while other factors - empathy and reciprocity –have influence in certain situations only.

Table No. 14 Influence of empathy, benevolence and reciprocity on gratitude and satisfaction (d)

Variables	Gratitude					Satisfaction				
	B	SE B	β	t	p	B	SE B	β	t	p
High Empathy										
(Constant)	2.11	0.49		4.31	0.000	0.83	0.47		1.79	0.077
Empathy	0.31	0.11	0.31	2.75	0.007	0.63	0.11	0.59	5.95	0.000
Benevolence	0.57	0.14	0.50	4.23	0.000	0.27	0.13	0.22	2.12	0.037
Reciprocity	-0.19	0.10	-0.18	-1.91	0.059	0.02	0.09	0.02	0.21	0.831
R^2				.453					.595	
F				27.3	.000				48.4	.000
High Benevolence										
(Constant)	2.82	0.45		6.22	0.000	1.53	0.40		3.79	0.000
Empathy	0.07	0.11	0.07	0.62	0.534	0.29	0.10	0.30	2.96	0.004
Benevolence	0.62	0.12	0.64	5.20	0.000	0.49	0.11	0.50	4.62	0.000
Reciprocity	-0.16	0.09	-0.17	-1.81	0.074	-0.03	0.08	-0.03	-0.34	0.731
R^2				.394					.539	
F				21.0	.000				37.9	.000
High Reciprocity										
(Constant)	1.07	0.37		2.89	0.005	-0.28	0.35		-0.81	0.422
Empathy	0.25	0.11	0.25	2.40	0.018	0.61	0.10	0.52	6.14	0.000
Benevolence	0.72	0.11	0.68	6.89	0.000	0.54	0.10	0.43	5.35	0.000
Reciprocity	-0.15	0.08	-0.16	-1.84	0.069	-0.03	0.08	-0.03	-0.44	0.661
R^2				.619					.749	
F				50.3	.000				92.5	.000

High levels of empathy, benevolence, and reciprocity can also explain the effect of the variables on satisfaction. In a situation of high empathy, satisfaction was influenced by empathy and benevolence $R^2 = .595$, $F = 48.4$, $p < .001$. Empathy ($\beta = 0.50$, $t = 4.23$, $p < .001$) had the strongest influence on the evaluation of satisfaction, while benevolence had the strongest influence on $\beta = 0.22$, $t = 2.12$, $p = .037$. A similar situation was observed in the case of high reciprocity. In this case, empathy had a slightly stronger influence on the evaluation of satisfaction ($\beta = 0.52$, $t = 6.14$, $p < .001$), but benevolence also had a strong influence such as $\beta = 0.43$, $t = 5.35$, $p < .001$ ($R^2 = .749$, $F = 92.5$, $p < .001$). Finally, in the case of a high benevolence situation, the influence on satisfaction was also made by both variables, $R^2 = .539$, $F = 37.9$, $p < .001$. However, in this case, benevolence had a stronger effect on satisfaction ($\beta = 0.50$, $t = 4.62$, $p < .001$) than empathy ($\beta = 0.30$, $t = 2.96$, $p = .004$) Thus, we can state that empathy had the main influence on gratitude, but under certain conditions (with a very high level of benevolence) it can have a strong influence not only on gratitude but also on satisfaction.

Factors influencing commitment and intention to spread positive eWOM

The main aim of the dissertation was to assess the impact of satisfaction and gratitude on consumers' perceived commitment and intention to disseminate positive feedback. The scientific literature also indicates that perceived commitment can be influenced by general gratitude and religiosity. A multivariate regression analysis indicated that the regression equation with the four predictors (satisfaction, gratitude, religiosity and a sense of gratitude) was meaningful and was able to explain almost 40% of the scatter plot of commitment points $R^2 = .386$, $F = 90.7$, $p < .001$

Table No. 15 Factors influencing commitment and intention to spread positive eWOM

	B	SE B	β	t	p
(Constant)	0.43	0.28		1.52	0.130
Satisfaction	0.44	0.06	0.44	7.92	0.000
Gratitude	0.20	0.06	0.18	3.19	0.001
Religiosity	0.23	0.04	0.22	6.27	0.000
Sense of gratitude	-0.03	0.05	-0.03	-0.71	0.478
R^2				.386	
F				90.7	.000

The results of the regression contradict the theoretical knowledge. Commitment was expected to have a stronger impact on gratitude than satisfaction. In this study, as stated in the scientific literature, commitment was most influenced by satisfaction $\beta = 0.44$, $t = 7.92$, $p<.001$. However, the results of the analysis also showed a positive impact of gratitude on the commitment, although its influence was significantly smaller $\beta = 0.18$, $t = 3.19$, $p = .001$. Religiosity also had a positive effect on commitment $\beta = 0.22$, $t = 6.27$, $p <.001$. Meanwhile, the influence of the feeling of gratitude on the commitment was not statistically significant $\beta = -0.03$, $t = -0.71$, $p = 0.478$. This allows hypotheses H7, H8, and H24 to be accepted, but hypothesis H12 is rejected.

The analysis also showed a very strong positive relationship between gratitude and satisfaction $R = 0.801$. This allows us to expect an indirect influence of gratitude on the commitment. The mediation analysis using Model 4 of the Process module allowed for a better assessment of the impact of gratitude and satisfaction on commitment. A strong direct influence of gratitude on satisfaction was found ($b = 0.8917$, 95% CI [0.837, 0.946], $t = 32.2$, $p <0.001$, $R2 = 0.64$, $F (1, 581) = 1036.9$, $p <0.001$) . Meanwhile, satisfaction had a strong direct effect on commitment ($b = 0.4815$, 95% CI [0.371, 0.592], $t = 8.54$, $p <0.001$). This allows to estimate the indirect effect of gratitude on commitment, which in this case was statistically significant ($b = 0.4294$, 95% CI [0.2923, 0.5746], $R2 = 0.3425$,

F (2, 580) = 151.09, p <0.001). Meanwhile, the direct influence of gratitude on the commitment was also statistically significant (b = 0.1402, 95% CI [0.0169, 0.2636], t = 2.23, p = 0.026), but it was significantly weaker than the indirect effect and the indirect effect accounted for 75% of the total influence of gratitude on commitment. (b = 0.5696, 95% CI [0.4913, 0.6479], t = 14.28, p <0.001). This reaffirms hypotheses H7 and H8, but we can more specifically assess the impact of gratitude.

Further analysis was conducted to assess the impact of satisfaction and gratitude on consumers' intention to spread positive feedback (including the potential impact of involvement and religiosity). A multivariate regression analysis indicated that the regression equation with the four predictors (satisfaction, gratitude, religiosity and commitment) was meaningful and was able to explain almost 50% of the intention to spread positive eWOM points scatter plot $R2 = .492$, $F = 140.0$, $p < .001$.

Table No. 16 Influence of satisfaction and gratitude on consumers' intention to spread positive

	B	SE B	β	t	p
(Constant)	0.28	0.23		1.21	0.229
Commitment	0.55	0.04	0.53	13.92	0.000
Satisfaction	0.28	0.06	0.27	5.06	0.000
Gratitude	-0.08	0.06	-0.07	-1.29	0.198
Religiosity	0.12	0.03	0.11	3.54	0.000
R^2				.492	
F				140.0	.000

The regression results were consistent with theoretical knowledge. As stated in the scientific literature, commitment had the strongest effect on the intention to spread positive Ewom $β = 0.53$, $t = 13.92$, $p < .001$. Satisfaction $β = 0.27$, $t = 5.06$, $p < .001$ and religiosity $β = 0.11$, $t = 3.54$, $p < .001$ also had a great impact on the intention to spread positive eWOM. However, the impact of the latter variables was significantly weaker than that of the commitment.

Meanwhile, the influence of gratitude on the intention to spread positive eWOM was statistically insignificant β = - .065, t = -1.289, p = .198. Such a result is logical enough being aware of the fact that the effect of gratitude on commitment is indirect, and takes place primarily through satisfaction. These results allow us to accept hypotheses H9, H14, but reject hypotheses H13 and H27.

To verify H15 and H16, two mediation analyses were performed with the Process Macro module and using Model 4. Both gratitude (b = 0.57, t = 14.28, p <0.001) and satisfaction (b = 0.58, t = 17.18). , p <0.001) had a strong impact on commitment and indirectly affected the intention to spread the positive eWOM. In the case of gratitude, the indirect effect was b = .3710 β = .3180 95% CI [0. 3040, 0. 4423] while in case of satisfaction - b = .3366, β = .3214 95% CI [0.2743, 0.4025]. Thus, the evaluation of both the values of the coefficients b and the standardized β shows that both gratitude and satisfaction have the same indirect effect on the intention to spread eWOM. This means that H15 must be rejected.

Table No. 17 Influence of gratitude and satisfaction on commitment and intention to spread eWOM

	B	SE B	β	t	p	R^2	F	p
The influence of gratitude on the intention to spread eWOM								
(Constant)	1.2163	.2271		5.3554	.0000	.2598	203.9	.000
Gratitude-Commitment	.5696	.0399	.5097	14.28	.000			
(Constant)	.6526	.2082		3.1350	.0018	.4571	244.2	.000
Commitment-eWOM	.1086	.0415	.0931	2.6191	.0090			
Gratitude- eWOM	.6513	.0371	.6239	17.544	.0000			
The influence of satisfaction on the intention to spread eWOM								
(Constant)	1.3286	.1845		7.2017	.0000	.3369	295.165	.000
Satisfaction-Commitment	.5823	.0339	.5804	17.1804	.0000			
(Constant)	.4684	.1785		2.6245	.0089	.4779	265.476	.000
Commitment-eWOM	.2121	.0386	.2025	5.4967	.0000			
Satisfaction- eWOM	.5781	.0385	.5538	15.0318	.0000			

Assessing the direct influence of gratitude and satisfaction, we can observe that the direct influence of gratitude on the intention to spread positive eWOM is stronger (b = 0.65, β = .62 t = 17.54, p <0.001) than the direct influence of satisfaction (b = 0.58, β = .55 t = 15.03, p <0.001). Therefore, we can accept hypothesis H16. This contradicts the previous conclusion that gratitude does not affect the intention to spread positive feedback, but a strong link between gratitude and satisfaction must be remembered. Therefore, assessing the impact of each variable separately gives slightly different results.

To test Hypothesis H17, a moderating mediation analysis was performed with the Process Macro module and using Model 8, as gratitude had both a direct and an indirect (through commitment) influence on the intention to spread a positive eWOM. The analysis showed that gender does not moderate either the indirect effect of gratitude on the intention to spread positive eWOM (b = 0.0515, 95% CI [-0.1039, 0.2069], t = .6511, p = .5153) or the direct effect (b = -0.05, 95% CI [-0.185, 0.094], t = -0.64, p = 0.52 Therefore, hypothesis H17 was rejected.

Table No. 18 Influence of gender on positive eWOM when the moderating factor is gratitude

	B	SE B	t	p	LLCI	ULCI
The influence of gratitude on commitment						
(Constant)	1.0714	.3312	3.2346	.0013	.4208	1.7220
Gratitude-Commitment	.5544	.0572	9.6893	.0000	.4420	.6668
Gender	.1852	.4508	.4108	.6814	-.7002	1.0707
Gratitude*Gender	.0515	.0791	.6511	.5153	-.1039	.2069
R^2			.2798			
F			74.9804	.0000		
The influence of gratitude on intention to spread Ewom						
(Constant)	0.75	0.30	2.51	0.01	0.162	1.338
Gratitude- eWOM	0.11	0.06	1.97	0.05	0.000	0.217
Commitment-eWOM	0.67	0.04	18.13	0,00	0.602	0.748
Gender	-0.16	0.40	-0.40	0.69	-0.955	0.632
Gratitude*Gender	-0.05	0.07	-0.64	0.52	-0.185	0.094
R^2			.4708			
F			128.568	.0000		

Hypothesis H19 has stated that satisfaction will encourage women to stronger spread positive eWOM more than men. The performed correlation analysis indicated that a statistically significant relationship between satisfaction and the intention to spread positive eWOM existed for both women R = 0.536, p <0.001, and men R = 0.511, p <0.001. The Fisher Z test used to compare the correlation coefficients indicated that there was no difference between the correlation coefficients Fisher Z = 0.414, p = 0.34. Hypothesis H19 was therefore rejected.

Table No. 19 Influence of gender on positive eWOM when the moderating factor is satisfaction

		The intention to spread positive eWOM	
		Female	Male
Satisfaction	Pearson Correlation	0.536	0.511
	Sig. (1-tailed)	0.000	0.000
	N	295	288

Table No. 20 Influence of gender on positive eWOM when the moderating factor is satisfaction

Correlation Analysis	Allowed to test the relationship between satisfaction and intention to spread positive eWOM.
Fisher Z test	Was used to compare correlation coefficients

Summary of the empirical study on the influence of personal characteristics, gratitude and satisfaction on consumers' intention to spread positive ewom on social media

The study carried out for this dissertation raised 22 hypotheses related to 11 factors (empathy, benevolence, reciprocity, satisfaction, gratitude, general sense of gratitude, commitment, age, gender, religiosity, and eWOM). The study used factorial design which allowed to check the influence of each factor on each other, as well as the interaction of factors with each other.

Based on the analysis of the literature, a research model was developed, out of 22 hypotheses raised, 15 of them were confirmed while 7 were not confirmed.

Table No. 21 The hypotheses raised in this study, and the results obtained.

Hypotheses	Results
H1 In a situation of high empathy, gratitude will be stronger than satisfaction	Accepted
H2 In a situation of high level of benevolence, gratitude will be stronger than satisfaction	Accepted
H3 In a situation of high level of reciprocity, gratitude will be stronger than satisfaction	Accepted
H4 Empathy will have a stronger positive influence on satisfaction than gratitude	Accepted
H5 pasitenkinimui Benevolence will have a stronger positive influence on gratitude than satisfaction	Accepted
H6 Reciprocity will have a stronger positive influence on gratitude than satisfaction	Accepted
H7 Gratitude will have a positive influence on commitment	Accepted
H8 Satisfaction will have a positive influence on commitment	Accepted
H9 Commitment will have a positive influence on positive electronic feedback on social media.	Accepted
H10 A sense of gratitude will have a positive influence on commitment	Rejected
H11 Gratitude will have a positive influence on eWOM	Rejected
H12 Satisfaction will have a positive influence on ewom	Accepted

H13 Gratitude through commitment will influence eWOM stronger than satisfaction	Rejected
H14 Gratitude will directly influence eWOM stronger than satisfaction	Accepted
H15 Women will be more likely to spread positive feedback than men	Rejected
H16 Gratitude through commitment will encourage men to stronger spread positive feedback than women	Rejected
H17 Satisfaction will encourage women to stronger spread positive eWOM than men	Rejected
H18 The older the respondent, the stronger will be their intention to spread positive eWOM	Accepted
H19 Age will moderate the relationship between gratitude and commitment	Accepted
H20 Age will moderate the influence of gratitude on the intention to spread positive eWOM	Rejected
H21 Human religiosity will have a positive influence on commitment	Accepted
H22 Human religiosity will have a positive influence on eWOM	Accepted

SCIENTIFIC DISCUSSION

Scarce research carried out by previous authors has shown that gratitude can be an effective means of achieving consumer loyalty. In parallel, the analysis of the satisfaction factor revealed that gratitude traits can be attributed to satisfaction, which explains the discrepancies in the results of satisfaction surveys in the context of loyalty: some authors argue that satisfaction has an influence on loyalty (Ching Chen, 2012; Wangenheim and Bayon, 2007; Sudarman; 1998); while other authors argue that satisfaction does not impact consumer loyalty (Cialdini (1993; Morales, 2005; Palmatier 2009; Watkins et al .; 2006; Raggio and Folse, 2009; Solomon 2004; Fazal e Hasan 2020). Previous studies have revealed that gratitude, satisfaction, an

inclination for commitment and eWOM may not only depend on situational factors that cause gratitude or satisfaction, but may also depend on personal characteristics of the consumer, such as gender (Kolyesnykova and Dod, 2009; Kashdan et al. 2009; Tsang, 2007), age (Kashdan et al. 2009; Koliesnykova et al. 2011), general sense of gratitude (McCullough, 2004), religiosity (Kashdan et al. kt. 2009; Watkins et al. 2003; Mathras et al. 2016, Kraus, 2014), a tendency for commitment (Koliesnykova and Dodd, 2008). According to Fazal e Hasan (2015), different consumers who receive the same service may have different understandings of the situation and this is determined by the personal characteristics of the consumer.

Studies conducted by Kolyesnykova et al. (2009); Kashdan et al. (2009) has shown that **gender is an indirect factor that influences purchasing behaviour driven by gratitude and commitment.** The research conducted in this dissertation showed that gender does not moderate either gratitude or satisfaction, and it was also found that men tend to be more committed than women, which contradicts the findings obtained by Kolyesnykova et al. (2009) study claiming that men are less influenced by social pressure On this basis the authors concluded that women's behaviour is more strongly influenced by commitment-related factors. In contrast, the study of this dissertation found that men felt greater reciprocity than women, which again is fundamentally opposed by the research-based evidence in the study of Koliesnykova et al. (2009). It is important to note that these objections may have been caused by a limitation of the study indicated by Koliesnykova et al. (2009), namely that their study may not have been accurate in terms of gender, as more women than men participated in the survey. The study presented in this dissertation aimed to ensure that the respondents were evenly distributed according to demographic characteristics. Also, the study of this dissertation revealed that women also had a higher sense of gratitude, which is consistent with Kashdan et al. (2009) study results.

Koliesnykova et al. (2011) study revealed that t**he older a person is, the more sensitive he/she responds to messages that promote**

gratitude. The results of the research presented in this dissertation correspond to and expand this idea. It can be concluded that older people stronger responded to gratitude, satisfaction, empathy, benevolence, commitment. Older individuals tended to spread more positive eWOM. The study also found a weak association with the general sense of gratitude of the opposite direction, meaning that younger individuals have a higher sense of gratitude than older individuals, but younger individuals, although more sensitive to gratitude, are less likely to express it through eWOM.

Religiosity is another personal trait that indirectly influences gratitude and satisfaction. Mathras (2016) argues that religiosity influences the effect of personality formation. McCullough et al. (2003), a study by Watkins (2003) found that religious people have a higher general sense of gratitude. The research presented in the dissertation does not contradict the ideas expressed by other authors. The results show that more religious people had a higher general sense of gratitude, religiosity had a significant influence on commitment, and a tendency to spread positive eWOM. Religiosity did not have a direct effect on the key factors of this study - gratitude and satisfaction, but was indirectly related to stimuli of empathy and reciprocity.

The general sense of gratitude was evaluated as a personal trait. The latter factor was related to all three stimulating factors: empathy, benevolence, reciprocity, and also impacted gratitude, satisfaction, commitment. It must be admitted that the relationship was weak in all cases, although according to McCullough et al., (2004), the general sense of gratitude should have had a significant effect on all the factors envisaged in the dissertation study. On the other hand, the latter result is explained by Tsang (2006), who cited as a limitation of his study that the data did not clearly distinguish between gratitude and other factors such as indebtedness and reciprocity rate. This is shown by **the influence of empathy, benevolence and reciprocity on gratitude and satisfaction**, the factors discussed further in this dissertation.

According to Palmatier et al. (2009) study, six adapted situations stimulating gratitude and satisfaction were used in this dissertation. Based on the conceptual understanding of the concepts, the factors were divided into 2 groups - high emotional level and low emotional level. High-emotional scenarios (reciprocity, benevolence, and empathy) were to provoke gratitude; low-emotional scenarios (reciprocity, benevolence, and empathy) were to provoke satisfaction. The study found that benevolence and empathy had the greatest influence on the occurrence of gratitude, while the influence of reciprocity was weak and negative. According to Kolyesnykova et al. this means that what is given needs to be returned, thus creating a cycle of reciprocity, which contributes to the development of further relationships (Bartlett and DeSteno 2006). Thus, research by other authors shows that reciprocity is inseparable from gratitude, whereas research of this dissertation shows that reciprocity did not influence gratitude. Contradictory results may have been due to the fact that reciprocity provoked under natural conditions promotes gratitude, Koliesnykova et al., (2009); In the research of Kolyesnykova and Dodd, (2011) a non-interventional monitoring method was used and a questionnaire was provided to consumers immediately after the purchase situation. In the study of the latter authors, the link between reciprocity and gratitude was evident. The factorial design method was used in the study of this dissertation, so respondents may not associate their reaction with an imaginary commercial situation. It is worth emphasizing that reciprocity can be more of a process (when a relationship is gradually knitted) than a one-time action that does not require a return to the relationship in the future. In addition, the form of loyalty analysed in this dissertation was eWOM - which does not require immediate user response.

The main objective of this dissertation was to determine the impact of personal characteristics, gratitude, and satisfaction on consumers' intention to disseminate positive feedback on social media. The literature analysis has shown that personal characteristics, commitment, gratitude and satisfaction have an influence on

consumers' eWOM. The study concludes that demographic characteristics of consumers (gender and age) did not show a significant influence on the intention to spread positive feedback, which is contrary to the research findings obtained by Koliesnykova et al., (2009); Kashdan's (2009). The overall sense of gratitude also had no significant effect on consumers' intention to spread positive eWOM, contrary to McCullough et al. (2003) study, while religiosity was a strong motivator and was consistent with the results found by McCullough et al. (2003), Watkins (2003). On this basis, commitment, satisfaction, gratitude and religiosity were assessed in the final stage. The analysis showed that both gratitude and satisfaction had the same indirect influence on the intention to disseminate eWOM. **Evaluated separately for the direct influence of gratitude and satisfaction factors, the influence of gratitude factor on eWOM was stronger than that of satisfaction.**

CONCLUSIONS

1. Previous research has not analysed the factors of personal characteristics, gratitude and satisfaction in relation to eWOM, therefore the research of this dissertation is not directly comparable with the works conducted by other authors, which basically means scientific novelty.
2. In order to fill the gaps in the scientific literature, a research model was developed in which three factors were assessed as stimulants: empathy, benevolence, reciprocity. Gender, age, religiosity and a general sense of gratitude were examined as personal characteristics. Gratitude, satisfaction and commitment were chosen as moderating factors. eWOM was studied as a form of loyalty.
3. Scientific sources often refer to consumer satisfaction as the axis of loyalty. An analysis of the literature suggests that research findings in this context are ambiguous: some authors argue that satisfaction influences various forms of loyalty, while other authors suggest the

opposite by arguing that satisfaction is not a sufficiently strong factor to provoke consumer loyalty. To fill this gap, the concepts of satisfaction, research scales and methods were analysed. This study revealed that most frequently in the cases where satisfaction was qualified as meeting consumer expectations, consumer loyalty was weaker, while where satisfaction was qualified as exceeding expectations, the relationship with loyalty was much stronger. A systematic literature analysis of the gratitude factor has confirmed that exceeding consumer expectations meets the definition of gratitude rather than satisfaction. Empirical research has confirmed that gratitude and satisfaction have a particularly strong relationship, so it can be reasonably concluded that consumers (and often researchers) do not differentiate between satisfaction and gratitude as separate and independent, so gratitude can be attributed to satisfaction. This means that the results of previous studies linking satisfaction with exceeding consumer expectations due to the assimilation of satisfaction and gratitude may be inaccurate.

4. Literature analysis has shown that gratitude can work for eWOM through commitment. A similar measurement was performed in the case of satisfaction. The results obtained were as follows:

(a) satisfaction had a greater influence on commitment

(b) in the case of gratitude, although the direct influence on commitment was insignificant, obviously, gratitude could have a strong influence on commitment through satisfaction. Thus, it can be concluded that a satisfied consumer will not necessarily be grateful, but a grateful consumer is likely to feel satisfaction at the same time.

5. The analysis of the direct influence on eWOM showed that commitment had the greatest impact, the impact of satisfaction was also significant, while gratitude did not have a significant direct impact on eWOM.

Therefore, two aspects of gratitude should be emphasized:

(a) Gratitude, even though it does not have a direct strong relationship with commitment, has a strong influence on this factor through satisfaction, so the absence of a direct link to eWOM does not mean

that gratitude does not impact eWOM. On the contrary, it reaffirms the results of the literature analysis: gratitude is a multi-layered emotion and the ways to provoke it are more subtle and at the same time more complex than satisfaction.

b) The evaluation of the factors of gratitude and satisfaction separately, revealed that the influence of gratitude on eWOM was stronger than that of satisfaction.

Thus, it can be concluded that gratitude has a greater influence on eWOM than satisfaction, only more efforts are needed to provoke gratitude - which again confirms that the concept of gratitude was defined correctly in this dissertation - as exceeding consumer expectations.

6. In order to better assess the influence of gratitude and satisfaction on eWOM, this study also evaluated different personal characteristics that, independent of gratitude and satisfaction, can have an influence on consumer eWOM. As mentioned earlier, based on a literature review, two demographic characteristics (age and gender), a general sense of gratitude and religiosity, were selected. The analysis of this part of the study revealed the following:

(a) Gender does not have a moderating influence on any of the factors used in the study. Consequently, men and women tend to respond similarly in identical situations.

b) In terms of age category, a dissonance can be observed: although older consumers tended to stronger spread eWOM than younger ones, younger consumers had a higher overall level of gratitude. This may explain not only the influence of age but also the overall influence of gratitude. The sense of gratitude as a feature of an individual's character does not in itself encourage the spread of positive feedback, and it may also mean that situational factors have a greater impact on consumers than their inner characteristic - a sense of gratitude.

c) A person's religiosity had a strong influence on the intention to disseminate eWOM. Research has shown that the more religious a person is, the more he is inclined to give thanks, e.g. writing, e.g. writing positive feedback. This significant link can be explained by

the fact that all religions encourage gratitude, so a person with a stronger religiosity feels a greater duty to give thanks or reward.

7. Three high emotional level situations and three low emotional level situations based on empathy, benevolence and reciprocity were used as stimuli in the study. The results varied depending on the situation presented.

The study showed that:

(a) the high emotional level and low emotional level situations differed significantly, which means that the scales were designed correctly and measured the factors they were supposed to measure.

b) satisfaction in a situation of low emotional level was more influenced by empathy, the influence of benevolence was slightly weaker, while the impact of reciprocity was insignificant.

(c) for satisfaction in high-level situations, empathy, benevolence and reciprocity worked almost equally.

d) in situations of low emotional level, gratitude was more influenced by empathy, benevolence had a weaker impact, while reciprocity had no effect.

e) in situations with a high emotional level, gratitude was mostly influenced by benevolence, to a lesser extent by empathy, while the effect of reciprocity was very weak.

The results obtained show that reciprocity in low emotional level situations had a weak or negative effect on both gratitude and satisfaction ratings, nor did it occur in high emotional level situations in the case of gratitude. This can be explained by the fact that although the survey focused on the consumers who, in the sampling question, indicated that the above situations were easy to imagine, reciprocity is still a factor that requires real, in other words "live" contact. Therefore, when assessing the impact of reciprocity in future studies, it would make sense to choose a data collection method that ensures real reciprocity. Benevolence, meanwhile, was more likely to provoke gratitude and empathy tended to stimulate satisfaction.

LIMITATIONS OF THE STUDY AND RECOMMENDATIONS FOR FUTURE RESEARCH

The model and situations used in this study can be adapted to test other loyalty values, such as the intention to buy, the intention to buy extra, or the intention to pay a higher price.

In the future, it would be reasonable to conduct a survey of gratitude, satisfaction, and reciprocity using a different survey method. In this respect, a longitudinal study would be valuable in observing how the reciprocity factor changes consumer behaviour in the long run. It would be reasonable to re-evaluate from the same perspectives the above-mentioned scale of general gratitude, which showed a weak correlation with all factors, because, as the literature analysis shows, the method and duration of research can determine the consumer's intentions.

The design of new research into personal characteristics, gratitude and satisfaction can include more factors: stimulating, direct, dependent and independent. Expansion of the factors would facilitate the identification of the most important values that promote gratitude and satisfaction.

In future research, using the model of this study, it would be reasonable to examine how personal qualities, gratitude and satisfaction influence consumer loyalty to the service provider and how the customer's loyalty to the company itself is impacted.

In the study of this dissertation, scenarios were used to simulate trade situations, but not to simulate the purchase action itself, so it would make sense to distinguish between situations of selling goods and receiving services. The provision of services in standard cases is particularly related to human face-to-face communication, so a stronger influence of gratitude is likely to be felt at the time of service provision rather than in product purchase situations.

To conduct measurement of the influence of the cultural factor would expand the field of research. Research carried out into the countries with different demographics, religions and cultures would provide a better understanding of the possibilities of gratitude and satisfaction as marketing tools.

RECOMMENDATIONS FOR PRACTITIONERS

In this dissertation, personal characteristics, gratitude and satisfaction were examined as non-specific but general factors, therefore both, literature analysis and empirical research, can be applied to a variety of business fields and areas. The research of this dissertation can be significant in several aspects:

1. Social media is one of the main marketing platforms where companies or brands compete for consumer attention. Positive feedback can attract new customers, retain the existing ones and shape public opinion. Practitioners can benefit from a broad approach to eWOM as a marketing tool on social media. First of all, attention should be paid to the concept of eWOM itself: not only verbal comments can be useful, but also emojis, stars, gifs, video messages. In order to encourage positive eWOM in their regard, businesses should also take care of the flow of positive feedback in a non-verbal format.

2. Consumers are sometimes not sensitive enough to various discount programs, such as points accumulation, discount coupons or cards. Manipulation with consumer gratitude or satisfaction can achieve long-term customer loyalty.

3. In order to increase consumer loyalty, it is useful to provoke a benevolent commitment. It is important to emphasize that commitment should arise at the initiative of the consumer. The literature analysis has shown that a commitment provoked at the initiative of the seller can turn into guilt or shame, which will presuppose the consumer's desire to get out of the unpleasant situation as soon as possible.

4. Empirical research has shown that formal or neutral communication with consumers is likely to lead to their satisfaction, while exceeding the consumers' expectations will lead to commitment, and through commitment will lead to gratitude.

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