



**Brunel**  
University  
London

Investigating Customer Intentions Influenced by  
Service Quality: Using the Mediation of Emotional  
and Cognitive Responses in Saudi Arabia

A Thesis submitted for the Degree of Doctor of Philosophy

**By**

Mohammed Ahmad Alsaggaf

Brunel University

Brunel Business School

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## **Abstract**

Mobile service operators are struggling to build strong relationship with their customers. The Saudi Market is described as a highly regulated and competitive sector. Consequently, it is essential that mobile service operators re-evaluate the level of their service quality and understand its critical factors that influence customer eWOM and switching intention through emotional and cognitive responses. According to the literature review, there is a need for studies on customer behaviour to demonstrate whether customer responses are prominent indicators of how customers feel. In addition, there is a lack of empirical study and theoretical modelling of the relationships between customers' emotional response and constructs based on other service experience. The main aim in this research is the investigating customer intentions influenced by service quality using the mediation of emotional and cognitive responses in Saudi Arabia. This research develops a theoretical framework that integrates a set of cognitive and emotional response (pleasure and arousal) to examine the influence of service quality on customer intention by using theory of reasoned action (TRA) and stimulus-organism-response (S-O-R), merged into one framework. Therefore, hypotheses are developed to test the relationship between the framework variables. This research adapts a quantitative methodology along with the positivist philosophical approach to investigate hypothetical relationships within the conceptual framework. This research used online surveys completed by mobile and social media users, including a survey with 601 responses out of 621. To analyse and validate the data, this study applies the structure equation model by using Statistical Package for the Social Sciences (SPSS) AMOS V. 23. The result indicates that there are significant relationships between service quality dimensions and emotional response (pleasure and arousal). Moreover, subjective norms have a significant relationship with customer intention and emotional response. In addition, emotional response has, both directly and indirectly, a significant relationship with customer intention. The overall results of this research indicate that both the effect of service quality on eWOM and switching intention were mediated by customer attitude and by the pleasure and arousal emotional responses. These research outcomes yield several theoretical and practical implications. A key limitation of this research is its data collection by using a quantitative research approach and cross-sectional methodology; consequently, the data collection was done solely in the KSA.

*Keywords: service quality, subjective norms, customer emotions, switching intention, structural equation model*

## **Dedications**

I would like to dedicate this thesis to my family, especially to my parents, who always supported me, and to my wife and my daughter, with deepest appreciations.

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# Declare

I declare that I am responsible for the work uploaded in this thesis. Additionally, I would declare that this research is authored by me and several of the content contained in this thesis has been proposed in the following:

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### List of Abbreviations

|          |   |
|----------|---|
| SOR      | Stimuli - Organism - Response                   |
| TRA      | Theory of Reason Action                         |
| SERVQUAL | Service Quality                                 |
| SERVPREF | Service Performance                             |
| AMOS     | Analysis of Moment Structures                   |
| SPSS     | Statistical Package for Social Sciences         |
| CFA      | Confirmatory Factor Analysis                    |
| AGFI     | Adjusted Goodness-of-Fit Index                  |
| CFI      | Comparative Fit Index Course                    |
| NFI      | Normed Fit Index                                |
| RMSEA    | Root Mean Square Error of Approximation Quality |
| SEM      | Structure Equation Modeling                     |
| AVE      | Average Variance Extracted Average              |
| CR       | Composite reliability Degree                    |
| GFI      | Goodness-of-Fit Index                           |

|                    |                          |
|--------------------|--------------------------|
| KMO                | Kaiser-Mayer-Olkin       |
| SN                 | Subjective Norm          |
| X <sup>2</sup>     | Chi Square               |
| X <sup>2</sup> /df | Normed Chi-Square        |
| EWOM               | Electronic Word of Mouth |
| $\alpha$           | Cronbach's alpha         |

## **Chapter 1: Introduction**

### **1.1 Introduction**

This chapter starts with the research background overview and continues with the identified research significance, aim and objectives. Thereafter, the approach to conducting this research is briefly explained. This explanation is followed by a description of the contribution and an overall thesis outline. The research focuses on the behaviour of switching intention and the eWOM of telecom company customers through influence of service quality and subjective norms mediated by cognitive and emotional responses in Saudi Arabia.

### **1.2 Research Background**

Telecom service industries are experiencing rapid, worldwide growth (Khorshidi *et al.*, 2016; Izogo, 2017). These service providers must therefore remain competitive by ensuring that they offer a range of services, and service delivery should be excellent if they are to retain customers (Quachwt *et al.*, 2016). Although service quality can be assumed to play an essential role in affecting customer intention in relationship to the telecom service sector, few studies have evaluated the dimensions of service quality that influence customers (He and Li, 2010; Thaichon *et al.*, 2014; Quachwt *et al.*, 2016). Scholars are agreed that good service quality brings massive benefits to service organizations (Abu-El Samen *et al.*, 2013; Quachwt *et al.*, 2016; Dahiyat *et al.*, 2011; Cronin and Taylor, 1992). For instance, excellence in service quality can enable a service organization to distinguish itself from its competitors, which leads to its gaining competitive advantage. Excellence is also reflected in increased customer satisfaction, customer retention and loyalty, in profitability and in lower costs (Cronin and Taylor, 1992; Chang and Chen, 1998; Lasser *et al.*, 2000; Newman, 2001; Sureshchander *et al.*, 2002; Seth *et al.*, 2005; Akroush, 2008; Dahiyat *et al.*, 2011).

The management of service quality is different from the management of products, and it is more complex (Khorshidi *et al.* 2016) because the service attributes are not tangible. Service quality is described in relation to customers' evaluation of it (Khorshidi and Hejazi, 2011). Due to exponential growth in the service sector generally, the literature's focus on services has shifted to issues related to the measurement and evaluation of service quality (Wolfenbarger and Gilly, 2003; Carlson and O'Cass, 2011; Kurt and Atrek, 2012).

According to Abu-El Samen *et al.* (2013), there is disagreement among scholars concerning the definition, models, measurements, items, dimensions, and methodology concerning service quality. These issues have been extensively debated; there are several excellent reviews that examine the literature on service quality (Seth *et al.*, 2005; Ladhari, 2008; Martinez and Martinez, 2010; Sangeetha and Mahalingam, 2011; Dahiyat *et al.*, 2011). In the last two decades, SERVQUAL has risen to prominence as one of the most effective models of the measurement of service quality (Ladhari, 2008). However, there remains no agreement on the number of dimensions proposed for inclusion by the developers of SERVQUAL (Abu-El Samen *et al.*, 2013). Parasuraman *et al.* (1988) suggest the use of five SERVQUAL dimensions: reliability, responsiveness, tangibles, empathy, and assurance. In the course of the 1990s, Parasuraman *et al.* (1991, 1993, 1994) redefined the dimensions and items to be included in SERVQUAL but confirmed that the original five dimensions remained reliable and valid as a basis for measuring service quality. The SERVQUAL dimensions and mechanisms have been widely utilized by both academics and managers (Carman, 1990; Cronin and Taylor, 1992; Teas, 1993; Lasser *et al.*, 2000; Newman, 2001; Kang and James, 2004; Malhotra *et al.*, 2005).

In recent decades, marketing research has expanded to include studies on customer psychology and emotional response (Gaur *et al.*, 2014). Scholars of marketing have come to acknowledge the significant role played by emotions in consumer behaviour (Bagozzi *et al.*, 1999; Gaur *et al.*, 2014). Recent studies have reported on the strong relationship between emotions and intention, particularly concerning recommendations and loyalty (Bigné *et al.*, 2008; Chan *et al.*, 2015; Jani and Han, 2015; Koenig-Lewis and Palmer, 2014; Ladhari, 2009; Ng and Russell-Bennett, 2015). In the literature on service marketing, a number of studies have highlighted the role of emotional responses in settings in which the services are hedonic in nature (Arnould and Price, 1993; Bigné *et al.*, 2008; Chan *et al.*, 2015; Jani and Han, 2015; Kim *et al.*, 2016; Koenig-Lewis and Palmer, 2014). Emotions are categorized as a fundamental element in any understanding of customers' perceptions of their service experience (Arnould and Price, 1993; Bigné *et al.*, 2008; Jani and Han, 2015; Dubé and Menon, 1998; Lin and Liang, 2011; Mattila and Enz, 2002). Although the pleasure aspect is of less significance in the consumption of services than are the more practical aspects of those services, affective responses continue to play a substantial

role in the experience of service consumption (Dubé and Menon, 1998; Kwortnik and Ross, 2007; Ladhari *et al.*, 2011; Ladhari and Rigaux-Bricmont, 2013; Ng and Russell-Bennett, 2015). For example, Andreu *et al.* (2006) found that the service environment influences shoppers' emotions and that this influence is greater in shopping centres (malls) than in traditional retail outlets.

Recently, there has been an explosion in virtual community and web technology innovation. Users have been enabled to change from being passive information receivers to content generators (Shuang, 2013). The Internet has made the purchasing process easier via access to data that assists customer decision-making (Cheung and Lee, 2012). Due to the advances in Internet technology, traditional face-to-face and word-of-mouth (WOM) communications have been transformed into electronic word-of-mouth (eWOM) communications (Li and Zhan, 2011). In other words, a customer can seek information concerning a service or product through eWOM before making the purchasing decision (Cheng and Zhou, 2010; Daugherty and Hoffman, 2014).

It is important to understand customer switching behaviour because a lack of understanding can result in the loss of loyal customers and decreased revenues (Quachwt *et al.*, 2016). Occasionally, mobile operator companies introduce their communication services into a saturated market without thinking about the challenge of finding customers who are willing to switch operators (Corrocher and Lasio, 2013). Due to the possibility of customers' switching loyalties, mobile service companies are continuously under pressure to keep or increase their customer retention rates (Baker, Sciglimpaglia, and Saghafi, 2010). According to Lim *et al.* (2006), service quality influences customers' loyalty via their emotions. Therefore, a low perception of service quality is likely to give rise to a high level of switching intention (Shin and Kim, 2008).

Studies on the marketing and management of services conclude that multiple factors result in behavioural changes and explain why a customer is likely to switch loyalties between his or her service providers (Quachwt *et al.*, 2016). In the context of the telecommunication industry, the decision to switch service providers is generally due to poor service quality or poor networks (Boateng and Owusu, 2013). It is important for mobile service providers to be aware of client needs and expectations (Boateng



and Owusu, 2013). This research has examined the literature that has contributed to an understanding of customer behaviour in relation to service quality. The literature review establishes a conceptual framework to indicate how service quality dimensions related to the telecom sector can be evaluated. In addition, this research highlights the role of customer cognitive and emotional reactions.

### **1.3 Research Problem**

In recent years, competition in the mobile telecommunication industry has dramatically increased. The competition and growth are due to the number of subscribers and service provider variety at both local and global levels (Suleiman and Neimat, 2010). According to several studies by the Communications and Information Technology Commission (2010), three mobile service operators are sufficient to have effective, continuous competition. Therefore, competition can be considered intense and high with respect to the local market of Saudi Arabia. Considering the number of mobile service operators in Saudi Arabia, it can be assumed that customer switching intention is a significant challenge for all operators. Switching is due to failure in customer retention (Chadha and Kapoor, 2009). Highly competitive environments, such as that of telecom sector providers, are challenged by the necessity to measure performance, to make needed improvements and to increase their market share. Telecom providers gain several benefits from measuring their service quality. For example, doing so is essential for maintaining the quality of their services, to gain a competitive advantage and to ensure that targets are met (Alangari, 2013). A recent study indicated that encouraging users to switch from one competitor to another might be the only means of expanding market share (Al-Kwafi and McNaughton, 2013). Furthermore, Ahmed *et al.* (2010) reported that telecom industry companies must provide superior services to sustain the advantage of being the leader and to gain market share. Therefore, this study provides a significant value to leading telecom companies by indicating how to achieve a competitive advantage and high market share. In this study, marketers are able to identify the most important factors of service quality in retaining their customers by gaining their loyalty.

Customer emotions influence subsequent behaviours (Lee *et al.*, 2011; Jang and Namkung, 2009) and their purchase decisions (Ladhari *at al.*, 2008). Previous studies have examined the concept of customer emotions and its influence with several

elements and contexts. Some studies examined customer emotions in relation to loyalty by focussing on the service context (Schoefer and Diamantopoulos, 2008; Chebat and Slusarczyk, 2005). Other researchers studied the relationship between customer emotions and service quality in the restaurant context (Kim and Moon, 2009; Jang and Namkung, 2009; Han and Jeong, 2013). Several studies noted that there is a lack of studies concerning the relationship among customers' perceptions of a service or product, their emotional responses and behaviours (Brunner-Sperdin *et al.*, 2012, Ladhari *et al.*, 2017, Kim and Moon, 2009; Jang and Namkung, 2009; Han and Jeong, 2013). In addition, there is a lack of empirical study and theoretical modelling of the relationships between customer emotional response and constructs of other service experience (Ladhari, 2009).

In recent years, innovations in web technology and the development of virtual communities have advanced rapidly. This has enabled users to shift from being passive information receivers to content generators (Shuang, 2013). To assist customers in their decision-making, the Internet has enabled the purchase process to align better with data seeking (Cheung and Lee, 2012). Due to Internet technology advancements, old-fashioned WOM communication has been shifted to eWOM communication (Li and Zhan, 2011). In other words, before making a purchasing decision, people can obtain information about the service or product via eWOM (Daugherty and Hoffman, 2014). The innovation of the Internet has changed how people interact with one another and how they express their feelings about a given experience. Several researchers recently highlighted the importance of studying the concept of eWOM. This research aims to investigate customer intentions influenced by service quality using the mediation of emotional and cognitive responses in Saudi Arabia.

According to Al-Kwafi and McNaughton (2013), determining the factors that lead users to switch from one service operator to another is an essential task in creating a company's strategy to maintain or increase its market share. It becomes essential for telecom company management to investigate service quality (Agyapong, 2011). In service industries and, more specifically, in the telecom industry, service providers deliver almost the same services. However, these services are differentiated based on service quality. According to Woo and Fock (1999), the fourth-ranked factor that affects customer switching intention is service quality. However, this point does not

mean that service quality should receive the least attention because level of service quality influences a firm and defines its profitability. If the service is superior, the service quality is considered a competitive advantage (Carrick, 2010). Conversely, other researchers have classified service quality as one of the top elements that affect switching behaviour (Narayan and Jain, 2011). Furthermore, the quality of a service is usually considered in the early stages before choosing a specific mobile service operator in most instances. Recent studies have separately presented the important role of product or service quality factors on customer retention in the mobile industry context (Boakye *et al.*, 2014; Santouridis and Trivellas, 2010; Liu *et al.*, 2011). However, in the mobile industry context, no studies have investigated the role of product or service quality on switching intention of customers using an integrated model.

Mobile service operators are struggling to build solid relationships with their customers. The Saudi Market is a highly regulated and competitive sector. Consequently, it is essential that mobile service operators re-evaluate the level of their service quality and understand its critical factors that influence customer eWOM and switching intentions through emotional and cognitive responses. This confused picture demands ongoing investigations by the telecom sector to obtain quantitative results as outputs; such results are expected to explain the real picture of the Saudi Telecom service market and should lead to a comprehensive understanding of customer needs and customer loyalty.

#### **1.4 Research Motivation**

In the fast-moving business environment of today's telecommunication, a firm without delivering services that are of high quality cannot play a successful role. There has been a growing interest in service quality in recent years, considering that service quality has become a major factor with respect to business competitiveness (Al-Aali *et al.*, 2011). For many developed and developing countries, the service sector has become the most important sector and a major GDP contributor. Since 1980, many studies have been undertaken to measure an organization's or sector's service quality (Al-Aali *et al.*, 2011). The importance of service quality measurement has increased even more, considering that such measurement can lead to the identification of problems and finding of solutions leading to better performance, which can result in an increase in the company's market share and short and long-

term profits. One of the most important sectors of an economy is the telecommunication sector because the growth and long-term development of any country can be the result of high-quality service in the telecommunication industry (Al-Aali *et al.*, 2011).

The essence of service quality is not only the attraction of new customers to the services of the firm but also the retention and maintenance of current customers to encourage them to develop additional repurchase intent (Lee, 2010). Koivisto and Urbaczewski (2004) stated that the scope of service quality is broader compared with usability and network performance because it includes the different features of customer requirements and perceptions and the offers and deliveries of the service providers. Chi *et al.* (2008) summarized that fulfilment of customer needs and wants is the most important service quality characteristic.

Kothari *et al.* (2011) recognize service quality as “variations in services”, which can be considered a valid point, considering that if all firms have identical service quality, there will then be no intention on the part of customers to switch to other service providers. Thus, quality possesses a direct relationship to contributing to gaining considerable market share. Crosby (1979) reiterates that quality conforms to standards, although in the services sector, measuring quality can prove very difficult because of the intangibility, heterogeneity and inseparability features of a service (Kothari *et al.*, 2011).

In recent decades, the attention of researchers has been directed towards the evaluation of services by customers in the services literature (Cronin and Taylor, 1994; Gronroos, 2001; Gummesson, 2004; Oliver, 1977). Edvardsson (2005) has noted that the majority of these studies have theorized the satisfaction of customers as a rational process in which their expectations of services are compared with the actual service result (Oliver, 1977; Parasuraman *et al.*, 1985). This focus directed purely towards the cognitive features of the evaluations of customers has recently received much criticism (Dube and Menon, 2000; Edvardsson, 2005; Liljander and Strandvik, 1997), with an increasing number of studies demonstrating that consumer evaluations of services are also influenced by emotions (Erevelles, 1998; Jian and Lu Wang, 2006; Richins, 1997; Westbrook and Oliver, 1991; Wong, 2004).

Several emotional scales are utilized in the literature and adopted for business or marketing purposes (Izard, 1977; Plutchik, 1980; Mehrabian and Russell, 1974; Russell, 1980; Lijander and Strandvik, 1997; Lijander and Bergenwall, 2002; Mano and Oliver, 1993; Oliver, 1997; Russell, 1980; Palmer and Koenig-Lewis, 2009). Many researchers have investigated emotional role as a customer behaviour predictor (Brady and Cronin, 2001; Palmer and Koenig-Lewis, 2009; Wong, 2004; White and Yu, 2005). According to Palmer and Koenig-Lewis (2009), evaluating the perceptions of a customer by utilizing emotional scales can be a better predictor of potential behaviour intention. Several studies have drawn similar conclusions (White and Yu, 2005; Fournier, 1998; Zeelenberg and Pieters, 2004; Zaltman and Zaltman, 2008; Olson *et al.*, 2008; Slatten, 2010; White, 2010). Market researchers have tended to focus on service quality functional dimensions or cognitive causes, with little attention to emotional or affective dimensions (Palmer and Koenig-Lewis, 2009). Therefore, there is increasing concern about the role of emotions in aspects of customer behaviour, decision-making, and loyalty.

Several studies have been conducted with respect to the effect of service quality dimensions on emotion and customer intentions such as eWOM and switching intentions (Chaniotakis and Lympelopoulou, 2009; Ladhari *et al.*, 2017; Jang and Namkung, 2009; Han and Jeong, 2013). Therefore, the results of this research help decision makers to either improve or modify their marketing strategies and services by understanding the effect of customers' emotional status and its influence on their behavioural responses through their experience with the company. Recent studies have shown that on average, it costs a company more to attract new customers than to preserve existing customers (Lee-Kelley, Gilbert, and Mannlcom, 2003). Thus, organizations recognize that customer loyalty is a key to success. This study is the first to investigate the service quality of mobile service providers and their relationship to customer behavioural intentions through cognitive and emotional responses.

### **1.5 Research Aim and Objectives**

The primary aim of this research is to investigate customer intentions influenced by service quality using the mediation of emotional and cognitive responses. In addition, develop a framework that advances our understanding of customer switching and eWOM intentions using the Theory of Reasons Action (TRA) and Stimuli- Organism- Responses (SOR) theories.

To meet this research aim, this research pursued the following objectives:

- Identify the main constructs of this research by critically reviewing service quality dimensions, subjective norms, customer emotional responses, attitude, customer switching intention and online review.
- Validate a framework that investigates customer intentions influenced by service quality using the mediation of emotional and cognitive responses.
- Evaluate and analyse the hypothetical relationships of service quality and subjective norms in understanding customer eWOM and switching intentions via cognitive and emotional response as a mediator and validate the proposed framework.
- Link the research result with the literature, drawing theoretical implications and developing recommendations for mobile operators that offer better understanding of the main motivations of customer eWOM and switching intentions followed by suggestions for future research.

### **1.6 Research Questions**

What are the effects of service quality and subjective norms on customer online recommendations and switching intention using the mediation role of cognitive and emotional responses?

How does emotional reaction (pleasure and arousal) directly or indirectly influence online recommendations and switching intention?

## **1.7 Research approach**

This research employs a positivism research methodology with a quantitative approach by using primary data from an online survey and applying convenience sampling. The data analysis employed the Statistical Package for the Social Sciences (SPSS) V 20.0 and AMOS. The research performed reliability and validity and structural equation modelling analysis.

## **1.7 Research Contribution**

The research outcomes provide numerous theoretical and practical contributions to the literature. The main theoretical contributions of this research are as follows.

- Conduct a comprehensive literature review on the main constructs; this review includes service quality dimensions, subjective norms, customer emotional reactions, attitude, customer switching intention and online review.
- This research is based on the development of a framework using the SOR and TRA theories to investigate customer intentions influenced by service quality using the mediation of emotional and cognitive responses with a bias towards telecommunication service providers.
- Subjective norms are employed to understand the influence of social pressures on customer behavioural intention with the mediation of customer emotional responses. This research found that customer intentions is affected both directly and indirectly by subjective norms through customers' emotional responses. This research also finds that emotional response plays a significant mediating role with behavioural intention. This research therefore provides evidence in a telecom context.
- This research contributes to the employment of customer cognitive and emotional responses as direct and indirect influences on customer intentions. This contribution enhances our understanding of the main motivational factors in customer intention in the context of the telecom sector.

To provide a better understanding of customer motives in eWOM and switching intention, this study discusses the practical implications of its key findings and offers recommendations for future research via effective marketing recommendations:

- Building a strong customer personal relationship is recommended as a key success factor for telecom companies because it reflects positive emotional responses that influence customer loyalty and positive eWOM.

- Managers should give more attention to employees' qualifications in interacting with customers. Additionally, employees should be well trained and knowledgeable about all of the services and promotions available to fulfil customer needs.
- Marketers in the telecom sector should recognize the significant value of online reviews. Managers should frequently focus on online reviews from customers and resolve all related problems. In addition, read the clients' reviews. This study advises that administrators should actively reply to company customer online reviews and continually engages with customers on relevant social media.
- The marketer should focus on customer needs and try to keep customers happy so that the customers can have a positive influence on their surroundings. Furthermore, marketers should give special or customized offers to their customers such as coupons or discounts if such customers have invited others to use a specific service.

## **1.9 Thesis Outline**

The thesis is organized and divided into seven chapters. The seven chapters of the current research are previewed in the following paragraphs.

**Chapter One** introduces the topic and discusses why this research undertook. In addition, the chapter discusses the motivations for conducting this research along with the theoretical and practical outcomes. Moreover, addresses the research aim, fundamental questions and objectives. Finally, explains the research procedures and presents an overview of the chapter.

**Chapter Two** addresses the key studies related to this study's fields. The chapter concentrates on work relevant to advancing an understanding of service quality, customer emotion (pleasure and arousal), attitude, subjective norms, eWOM behaviour, and switching intentions.



**Chapter Three** is devoted to the development of the conceptual framework for empirical testing. This research presents the predicted framework overview, a concise explanation of all of the dependent relationships and the proposed hypotheses.

**Chapter Four** details the applied methodology, which this research uses to test the proposed conceptual framework. This chapter explains the research paradigms and approach. In addition, this chapter addresses the sampling frame and technique and explains the steps undertaken to collect the data. Furthermore, presents the methodology justifications.

**Chapter Five** explains in detail the quantitative methodology that applied to provide an answer to the questions in this part. The study collected the data for this part by using a questionnaire and quantitatively analysed the data with Statistical Package for Social Sciences (SPSS) V 20 for the described sample description and the testing of the proposed hypotheses. This research applied structural equation modelling (SEM) to measure the connections between the dependent and independent variables. This approach aided in gaining a supplementary insight into the causal models and discovering the relationship pathways and the effects among the variables. The latest version of the Amos software package used for SEM to support easy implementation of SEM and to allow importing data directly from SPSS.

**Chapter Six** aims to present the research findings in depth. Additionally, in this chapter, presents and discusses the findings along with reviewing the literature presented in Chapters two and three. This research also presents a brief summary of the research methodology along with a review of the research objectives.

**Chapter Seven** assesses the quantitative analysis results. In addition, it reviews the main results and their implications for the research questions and objectives. Then, it highlights the research findings and contributions. Finally, the chapter concludes with limitations of the study and offers recommendations for future research.

## **Chapter 2: Literature Review**

### **2.1. Introductions:**

This chapter is divided into 12 main parts, including this introduction. This chapter first describes the development of service quality and its dimensions (reliability, responsiveness, empathy, assurance and tangibility). Then, it explains the subjective norms followed by the customer's emotions PAD (pleasure, arousal, and dominance). Additionally, this chapter discusses client attitude and the customer behavioural aspects considered, namely, electronic word of mouth (eWOM) and switching intentions. At the end of this chapter, presents the gap in the literature review related to the research topic and provides a summary of the research gap in the table 2.2.

### **2.2. Quality**

Reeves and Bednar (1994) argued that multiple definitions of the quality concept have been used to explain a general phenomenon variety regardless of either the examining context or the period. According to Glare (1983), the word "quality" is originally a Latin word "qualis" that indicates "what type of". Interpreting the term quality can differ from one to another and from situation to situation. The intangible characteristics and subjective nature of quality reflect the difficulties in defining the concept of quality (Mosadeghrad, 2013). Moreover, the concept of quality has increasingly become a topic of serious interest (Reeves and Bednar, 1994). Many definitions of quality exist. However, there appears to be some agreement that quality should be described in terms of value (Abbott, 1955; Feigenbaum, 1951); meeting and/or exceeding customer expectations (Parasuraman, Zeithaml and Berry, 1985; Gronroos, 1983); avoidance of loss (Taguchi, cited in Ross, 1989); suitability and fitness of use (Juran, 1974, 1988); and conformance to requirements and specifications (Crosby, 1979; Gilmore, 1974; Levitt, 1972). Feigenbaum (1982) reported that quality referred to the key element that led to economic growth in international companies. In 2010, Merriam-Webster Dictionary defined quality as the degree of superiority of type, excellence and distinctive attribute.

In 2013, Mosadeghrad stated that in our daily lives, quality had become a standard characteristic in relation to both goods and services. Many researchers agreed that

most currently used definitions of the term quality included the degree to which a service or product met or exceeded customer expectations (Buzzell and Gale, 1987; Gronroos, 1990; Zeithaml *et al.*, 1990; Mosadeghrad, 2013). Because of the dynamic changes that influence all aspects of a company's work, there is a need for new performance criteria that represent its competitive strategy, speed of service delivery and improvements in quality (McNoamara *et al.*, 2003). The service quality concept can help companies to understand how customers and service providers view the service (Goldstein *et al.*, 2002).

### **2.3 Service Quality**

Parasuraman *et al.* (1988) developed the conceptual definition of service quality. This definition was implemented widely to compare the excellence of customer service encounters. In the literature, the term service quality was defined as the overall customer impression of the relative superiority /inferiority of the service provider, and it was usually acknowledged to be similar to the company's overall attitude towards its customers (Parasuraman *et al.*, 1988; Bitner, 1990; Cronin and Taylor, 1992).

It was considered difficult to determine the abstract concept of service quality specifically due to the specific aspects of services in comparison with material goods. According to Asif *et al.* (2016), due to the different characteristics of service quality determined by socio-cultural contexts, the definition of service quality changes from one setting to another. Nevertheless, Smith and Bolton (2002) stated that most studies about service quality maintained that it was adapted towards customer rating and evaluation of the service delivery. Berry *et al.* (1988) defined service quality as meeting the compatibility and compliance of the customer determinants. Consequently, it expresses customer views rather than those of company management. Buzzel and Gal (1987) viewed service quality as what a customer considered quality. Lewis and Booms (1993) indicated that service quality was matching customer expectations and measuring the extent of the level of service obtained by the customer.

Mensah *et al.* (2012) argued that in the service sector, many organizations' managers were under pressure to reveal that their provided services were to increase their customers' satisfaction and loyalty. Focussing on studying the level of service quality shows many reasons concerning whether customers choose to stay with these service

providers. This point was reflected in a wide array of studies on customer retention and service quality (Bell *et al.*, 2005; Keaveney, 1995; Farooq *et al.*, 2018; Gera *et al.*, 2017; Chen, 2017; Yeo, 2016). Although no definition was agreed in the previous studies with respect to the concept of service quality, the majority of these definitions were concerned with either customer perceptions or expectation of service quality. Therefore, there is a general agreement that the customer is the key element of service quality. Although the concept of service quality was examined and discussed several times in the literature review, the definition of quality service remains unclear. However, the importance of service quality for both customers and organizations is clear. In 1930, Converse emphasized the significance of service quality. Lai and Cheng (2005) noted that quality management was a fundamental business approach in improving performance. Accordingly, Svensson (2002) stated that service quality was known to be one of the key factors in maintaining and developing successful relationships.

#### **2.4 Importance of Service Quality**

In general, it must be noted that service quality has both a long term and a short-term effect on an organization's performance (Duncan and Elliot, 2002). Various elements influence an organization's financial performance (Akroush, 2008). Rust *et al.* (1995) noted that the benefits of better service quality yielded higher revenues and generated greater profitability. Rapert and Wren (1998) discovered that in the short term, service quality had a positive effect on increasing growth in both net revenues and operating income. Conversely, long-term service quality was observed to be the primary influential and important element in terms of corporate financial performance (Zeithaml, 2000). Several studies revealed that there was a positive relationship between financial performance and service quality (Duncan and Elliot, 2002; Chumpitaz and Paparoidamis, 2004 ; Akroush, 2008; Akroush and Khatib, 2009). Parasuraman *et al.* (1994) developed this instrument originally; thereafter, other researchers recommended it (Cronin and Taylor, 1992; Carman, 1990; Lee *et al.*, 2000; Lai *et al.*, 2007; Akroush, 2009; Dahiyat *et al.*, 2011).

Abu-El Samen *et al.* (2013) found that service quality improved the service organization's ability to distinguish itself from its competitors for several reasons. For instance, these competitors were gaining competitive advantage, increasing market

share, customer loyalty and retention, and profitability (Cronin and Taylor, 1992; Lasser *et al.*, 2000; Chang and Chen, 1998; Newman, 2001; Akroush, 2008; Seth *et al.*, 2005; Sureshchander *et al.*, 2002; Dahiyat *et al.*, 2011). Empirical evidence on service quality and business performance indicates that service quality has a positive and significant effect on several business performance measures, e.g., attracting new customers, profitability and increasing sales volume (Lewis, 1993; Zeithaml *et al.*, 1996; Zeithaml, 2000; Duncan and Elliot, 2002; Akroush, 2008).

Service quality is considered one of the most critical queries experienced by managers; therefore, many researchers have written about service quality and its significance (Cound, 1988; Blackiston, 1988; Langevin, 1988; Cravens, 1988). According to Caruana (2002), service quality is acknowledged a significant and distinct aspect in providing either a product or a service. Mosadeghrad (2013) said that quality was a strategic goal for achieving competitive advantage. Currently, in sustaining a competitive advantage, the most fundamental factor is to give the best service quality. This is reflected in improvements to customer retention and profitability (Carlson and O’Cass, 2011). Zeithaml *et al.* (1996) discovered that service quality had a strong influence on customers’ loyalty and their viewing the company positively. Service quality was found a key element that affects customer intention (Sunindijo *et al.*, 2014; Kansra and Jha, 2016). Ladhari *et al.* (2017) said that quality perceptions of product or service positively affect customer behavioural intention.

## **2.5 Dimensions of Service Quality**

Reymosa and Moors (1995) defined quality dimensions as the “criteria on which the customers relied in judging the received service quality”. Moreover, many researchers agree with the multi-dimensional concept of service quality (Yoo *et al.*, 2011; Jamal and Naser, 2002). However, there is disagreement on describing such dimensions (Brady and Cronin 2001).

Parasuraman *et al.* (1985) is known to be one of the most valuable contributions to defining service quality dimensions. In this study, the authors determined that there were ten service quality dimensions: access, credibility, effective communication with customers, service provider efficiency and capacity, reliability, speed of response to customer demands, security, tangible things (incarnations), taste and decency in interacting with customers, and understanding the clients. Subsequently, Parasuraman *et al.* (1988) combined ten such service quality dimensions into only five dimensions: assurance, empathy, reliability, responsiveness, and tangible aspects.

### **2.5.1 Assurance**

Employees’ knowledge also includes their ability to inspire confidence and trust, referred to as the assurance dimension of service quality (Lin, 2012). It consists of competence, courtesy, credibility and security (Olu Ojo, 2008). Thus, employees are required to have sufficient knowledge and skills to deliver courteous and polite service. Cronin and Taylor (1992) stated that customers needed to feel safe during their experiences. Thus, employees should be trustworthy. In other words, the assurance is thus the customer’s feelings that employees are courteous and friendly. In addition, it is the employee’s ability to inspire confidence.

The conceptualization of the correlation linking assurance with loyalty influences both organizational levels and interpersonal perspectives (Wong and Sohal's, 2003). Many studies relating to service quality display positive relationships between service assurance and the general loyalty construct (Wong *et al.*, 1999; Wong and Sohal, 2003; Fullerton, 2005; Hazra and Srivastav, 2009; Vesel and Zabkar, 2010). However, some recent studies, which examined the direct effect of service assurance on the overall loyalty construct, noted the opposite relationship. For example, Lin

(2012) noted that assurance of mobile services presented an insignificant effect on customer loyalty. Several similar studies reported the same findings (Lonial *et al.*, 2010; Manimaran, 2010). Arasli *et al.* (2005) recognized that assurance reflected strongly on customer reaction, resulting in a positive word of mouth outcome.

### **2.5.2 Empathy**

Parasuraman *et al.* (1988, p. 23) described empathy as “caring and individualized attention the firm provides its customers”. As previously mentioned, Parasuraman *et al.* (1988) converted both the access and the understanding components into the empathy dimension of service quality. Conversely, Carman (1990) said that the difference between the concepts of perception and expectation was operationally challenging to follow. He recommended that future studies test perceptions and expectations at an individual level. The core concept of empathy is to understand customer needs and to provide personal attention. Empathy aims at understanding the customer's attitude through individual attention (Salvador-Ferrer, 2010, p. 168). Several types of research identified themes that could be involved as a character of the empathy dimension (Parasuraman *et al.* 1988; Zeithaml *et al.*, 2002). These themes could include customers knowing employees, individualized service, employees understanding customer needs, and employees providing sufficient advice and personal attention (Parasuraman *et al.*, 1988; Bala *et al.*, 2011). In other words, customers' service expectations often are concerned with the degree to which the service provider appears to understand their individual wants and needs.

### **2.5.3 Reliability**

Parasuraman *et al.* (1988, p. 23) defined the term reliability as “the ability to perform the promised service dependably and accurately”. Reliability requires performing the service dependably and consistently. Additionally, service providers must perform the service correctly the first time it is requested. Martinelli and Balboni's (2012) deeper meaning of reliability indicated that service providers are expected to honour their promises. In particular, the three core components of reliability are performing and completing the service at the promised time, requisitioning payment correctly for services provided, and maintaining accurate records of invoices and payments (Wong and Sohal, 2003; Ladhari *et al.*, 2011).

Barry *et al.* (1991) noted that the expected service should be delivered. Service providers are required to respect their promises and to complete their services at the assigned time so that the customers become convinced. According to Berry *et al.* (1985), the general themes include five main elements. The first element is addressing the promised service correctly; it is referred to as promise fulfilment (Al-Dlaigan and Buttle, 2002). Stafford (1966) defined the next variable as dependable service; this means giving customers a level of service that they can rely on. Quick service is another element that refers to clarifying the degree of speed that service providers must maintain to deliver efficient and fast services (Mersha and Adlakha, 1992). The fourth element is security, which represents safety, secure transaction, privacy, and confidentiality (Dobholkar *et al.*, 1996). As Bouman and van der Wiele (1992) explained, the last item is accuracy because service providers should be accurate in performing the service.

#### **2.5.4 Responsiveness**

This dimension indicates employee readiness or willingness to perform services quickly for customers (Parasuraman *et al.*, 1988). In the services industry, customers tend to be very keen concerning employee behaviour (Liang and Wang, 2011). Brown and Mitchell (1993) reported that service organizations are very sensitive to their employees' working environment in responding to customer needs. Gollway and Ho (1996) found that matching employee skills with customer expectations was reflected in better customer service quality. Problem-solving and service recovery were diagnosed as essential characters of service quality (Nelson and Chan, 2005; Dabholkar *et al.*, 1996; Hart *et al.*, 1990; Swanson and Kelley, 2001).



### **2.5.5 Tangible**

Parasuraman *et al.* (1988, p. 23) illustrated the concept of tangibles as “physical facilities, equipment, and appearance of personnel”. Some other researchers used different wording to note this dimension. For instance, Bitner (1990) recommended that the use of the term service space resulted in a number of physical tangibles, such as representing the association of office environment with any service firm and employee appearance. Several previous academic empirical works involved the tangibility dimension in the measurement of service quality (Huang *et al.*, 2009; Parasuraman *et al.*, 1988; Kassim and Asiah, 2010).

Five themes fall into the tangible dimension. The first of these is physical atmosphere, which means having renewed a new physical place, including available parking and reception area (Sower *et al.*, 2001). Next, the physical location theme represents the service provider’s location being easily accessible (Wong *et al.*, 1999; Philip and Stewart, 1999; Al-Zoubi, 2013). Then, the physical environment theme means nice and comfortable facilities with employees who have clean, professional appearances (Bahia and Nantel, 2000). Additionally, the ease of use of physical materials theme refers to owning new and modern equipment (Wong *et al.*, 1999). Finally, a physical design theme is described as presenting a professional image when delivering the actual service (Johnston, 1995).

### **2.6 Service Quality Models**

The five above-mentioned dimensions are the basic dimensions of telecommunication service quality applied in this research. In the service marketing literature, these dimensions are described as the SERVQUAL model. Many studies agree on their wide-ranging applicability to various types of service and on their generality. Various instruments were acquired to measure the quality of service. Parasuraman Zeithamal and Berry (1985) developed the SERVQUAL model; thereafter, it was improved as one of the most recognized and widely practiced measures for service quality (Parasuraman *et al.*, 1988, 1991, 1993, 1994). Cronin and Taylor (1994) developed another model known as SERVPERF.

### 2.6.1 SERVQUAL Model

Parasuraman *et al.* (1988) developed this model to measure the quality of service through the gap between the level of customers' expectations and their perceived level of the provided service as shown in figure 2.1. This measure covers the following five dimensions of service quality: intangible aspects, responsiveness, reliability, dedication and compassion to serve customers, and security. To measure customer expectations, these determinants involve other sub-dimensions (Abu-El Samen *et al.*, 2013). Thereafter, a comparison is drawn between performance and expectations. The differences signify that there is positive service quality, negative service quality, or gaps in service quality (Parasuraman *et al.*, 1985). Parasuraman stated that when measuring service quality, the primary focus was the difference between the actual levels of service performance compared with customer perception in addition to customer expectation of service quality. This gap relies on the nature of the gaps associated with the design, delivery and marketing of the service. This scale of service quality was commonly considered for use in evaluating perceived service quality (Abu-El Samen *et al.*, 2013).

The SERVQUAL dimensions were classified into the following five categories: assurance, reliability, empathy, tangibility, and responsiveness. Numerous studies were conducted to examine SERVQUAL's reliability and validity (Brown and Swartz, 1989; Carman, 1990; Bolton and Drew, 1991; Babakus and Boller, 1992; Cronin and Taylor, 1992, 1994). The original SERVQUAL instrument is valid and reliable in a multi-sector study (Parasuraman *et al.*, 1991). Carman (1990) examined SERVQUAL measures and dimensions and discovered the impressive stability of SERVQUAL dimensions. Lam (1995) reiterated that SERVQUAL was a reliable and steady scale in measuring quality.

The SERVQUAL model was implemented widely in various service sectors (Wisniewski and Donnelly, 1996; Naidu 2009; Bala *et al.*, 2011; Bose and Gupta 2013; Abu-El Samen *et al.*, 2013) and has been continuously popular for last two decades (Keuh and Voon, 2007). Moreover, SERVQUAL is a multi-dimensional and well-designed tool with a high level of validity and reliability that is employed to obtain a better understanding of customer perceptions and expectations.

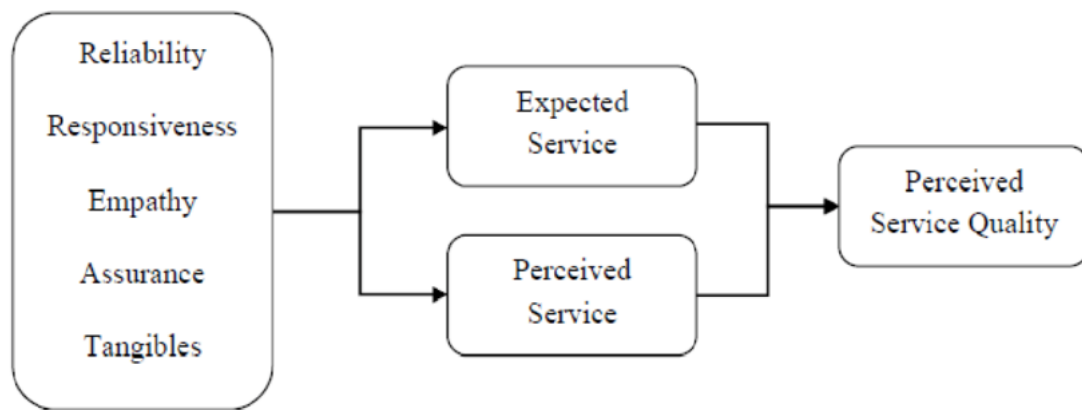


Figure 2.1 SERVQUAL Model (Parasuraman *et al.*, 1988)

### 2.6.2 SERVPREF Model

Because Cronin and Taylor's (1992) proposed first model was reportedly criticized, they introduced a second model. This model measures quality standards in terms of the actual performance model, "SERVPREF". The proposed model ignores the gap within aspects of customer perceptions and expectations. Therefore, it correlates the quality of service delivered as an indication of the maintained service quality. Therefore, this approach resulted in concluding that service quality is a measure of the performance ultimately delivered.

SERVPREF differs from SERVQUAL measures with respect to exponents. Consequently, it is concluded that the former is easier in actual application and is more credible in its consideration of how it excludes customer expectations and with respect to their perceptions about the experienced service quality (Alangari, 2013). However, SERVPREF aspects are often criticized in consideration of the limited values of the results due to their ignoring customer expectations and in relation to the service gap standards (Cronin and Taylor, 1992). In addition, the methodology employed in measuring the model was critically examined and found significantly wanting because various statistical measures frequently failed to measure its stability and overall credibility (Alangari, 2013). Nevertheless, through the application of the actual model, certain studies contributed to the strength and credibility of the SERVPREF parameters (Babakus and Boller, 1992; Boulding *et al.*, 1993; Alangari, 2013). Table 2.1 show the previous studies use SERVPREF dimensions.

### **2.6.3 SERVQUAL vs. SERVPERF**

Cronin and Taylor (1992) were vociferous critics of the SERVQUAL models. They questioned the conceptual basis of the measures and enquired repeatedly how it could be supported with the various service satisfaction paradigms. They were of the opinion that that the expectation components within SERVQUAL scales should preferably be completely discarded and that the performance component ought to be wholly engaged (Cronin and Taylor, 1992). In consideration of their recommendations, they proposed new measures of the ‘SERVPERF’ scale. They also provided various theoretical assumptions related to at least four specific industries: banks, dry cleaning, pest control and fast food. The performance-dependent version of the SERVQUAL model was concluded to be inclusive of only 22 different measures. Higher performance is considered reflective of enhanced service standards.

From a methodological perspective, the SERVPERF model was considered a significant enhancement over the previous SERVQUAL models proposed by Cronin and Taylor (1992). The newer scale was considered more dynamic and was considered efficient towards reducing the measurable components by half. Thus, when measured in comparison to conforming single-item scales, it was considered empirically superior to the previous SERVQUAL models because it was able to adjudicate for greater variances within the service quality (Jain and Gupta, 2004). This was a major reason for the significant popularity of the SERVPERF model in comparison to its predecessor (Babakus and Boller, 1992; Bolton and Drew, 1991b; Boulding *et al.*, 1993; Churchill and Surprenant, 1982; Gotlieb, Grewal and Brown, 1994; Hartline and Ferrell, 1996; Mazis, Antola and Klippel, 1975; Woodruff, Cadotte and Jenkins, 1983). Although shortcomings remain in relation to the SERVQUAL models, researchers are increasingly using performance-based measures to evaluate service quality ultimately delivered (Andaleeb and Basu, 1994; Babakus and Boller, 1992; Boulding *et al.*, 1993; Brady *et al.*, 2002; Cronin *et al.*, 2000; Cronin and Taylor, 1992, 1994). Table 2.1 show the previous studies use SERVPERF dimensions.

When both the SERVPERF measures and the SERVQUAL models are compared, the SERVPERF is considered more efficient (Babakus and Boller, 1992; Cronin and Brand, 2002; Cronin and Taylor, 1992).

Lo *et al.* (2015) SERVPERF is considered to have made significant input in explaining the various aspects of service quality. Service quality is also considered a multidimensional construct (Bienstock *et al.*, 1997; Dabholkar *et al.*, 1996; Parasuraman *et al.*, 1988; Akdere and Tekingündüz, 2018; Hashem and Hamdan, 2017). Robledo (2001) has correspondingly explained how consumers are likely to measure the various aspects of service quality in consideration of multiple paradigms and various related dimensions. Even under normal conditions, it is always difficult to correctly perceive client perceptions of a given situation (de Barros and Medeiros, 2014, Ali and Reza, 2017) considering how different customers are likely to perceive quality in consideration of different aspects (Jain and Gupta, 2004, Alsaggaf and Althonayan 2018). Nevertheless, multiple studies conducted under varied conditions have apparently uniformly emphasized how quality perceptions positively contribute towards customer brand loyalty (Ghobadian *et al.*, 1994; Buzzell and Gale, 1987; Zeithaml *et al.*, 1990, Meesala and Paul, 2018; Chen and Liu 2017).

Different techniques, including service assessments, are used to measure aspects of service quality (Takeuchi and Quelch, 1983, Hashem, and Hamdan, 2017). Moreover, other measures such as gap analysis (Zeithaml *et al.*, 1988), SERVQUAL (Parasuraman *et al.*, 1988), SERVPERF (Cronin and Taylor, 1992), critical incident techniques (Bitner *et al.*, 1990) or sequential incident techniques (Strauss and Weinlich, 1997) could also be helpful in this area. Such processes help provide insights on the client's thought process and are often organized towards enhancing service standards offered to clients (Groenroos, 1984; Chang, 1998). Of the above-mentioned techniques, SERVQUAL continues being a contentious model towards perceiving quality standards over the greater part of the past two decades (Ladhari, 2008). However, to date, the specific SERVQUAL dimensions have not been definitively ascertained following the original proposals made in this area. Cronin and Taylor (1992) are of the perspective that the SERVPERF model often has greater weighting (Babakus and Boller, 1992; Dabholkar *et al.*, 2000, Fleischman *et al.*,

2017). Nevertheless, SERVPERF is considered a more dependable measure in comparison to SERVQUAL models (Boulding *et al.*, 1993; Lo *et al.*, 2015) because of its ability to identify the variance within the overall measures associated with service quality paradigms.

Table 2.1 Previous study use service quality dimensions

| <b>References</b>                | <b>Research Sample</b> | <b>SERVQUAL dimension</b>   |
|----------------------------------|------------------------|---|
| Parasuraman <i>et al.</i> (1988) | Customer               | Tangibles, reliability, responsiveness, assurance, and empathy  |
| Oberoi and Hales (1990)          | Customer               | Tangibles and intangibles   |
| Knutson <i>et al.</i> (1990)     | Customer               | Reliability, assurance, responsiveness, tangibles, and empathy  |
| Saleh and Ryan (1991)            | Customer               | Conviviality, tangibles, reassurance, avoid sarcasm, and empathy  |
| Getty and Thompson (1994)        | Customer               | Tangibles and intangibles   |
| Akan (1995)                      | Customer               | Courtesy and competence of the personnel, communications and transaction, tangibles, knowing and understanding the customer, accuracy and speed of service, solutions to problems, and accuracy of hotel reservations |
| Ekinci <i>et al.</i> (1998)      | Customer               | Tangibles and intangibles   |
| Al-Khatib and Gharaibeh (1998)   | Customer               | Physical features and facilities, the staff you contact, responsiveness to customer's needs, pricing dimensions   |
| Abo Roman (2002)                 | Customer               | He found that there was negative gap between the expected level of service quality and the actual performed quality in  |

|                                      |          |  |
|--------------------------------------|----------|--|
|                                      |          | the fast food, at McDonald's restaurant                                      |
| Al-Tamimi and Al-Amiri (2003)        | Customer | Tangibles, reliability, and empathy  |
| Khan (2003)                          | Customer | Tangibles, ecotangibles, reliability, assurance, responsiveness, and empathy |
| Arasli <i>et al.</i> (2005)          | Customer | Tangibles, reliability, assurance, and empathy                               |
| Jabnoun and Khalifa (2005)           | Customer | Personal skills, reliability, values, and image                              |
| Kang (2006)                          | Customer | Tangibles, reliability, responsiveness, assurance, and empathy               |
| Ladhari (2009)                       | Customer | Tangibles, reliability, responsiveness, confidence, and communications       |
| Kumar <i>et al.</i> (2009)           | Customer | Tangibility, reliability, competence, and convenience                        |
| Kumar <i>et al.</i> (2010)           | Customer | Tangibility, reliability, competence, and convenience                        |
| Ladhari <i>et al.</i> (2011)         | Customer | Tangibles, reliability, responsiveness, assurance, and empathy               |
| El-saman (2013)                      | Customer | Tangibles, reliability, responsiveness, Customer assurance, and empathy      |
| Mohsin Butt and Ernest de Run (2010) | Customer | Tangibles, reliability, responsiveness, assurance, and empathy               |
| Abili <i>et al.</i> (2012)           | Customer | Tangibles, reliability, responsiveness, assurance, and empathy               |

|                               |          |  |
|-------------------------------|----------|--|
| Akdag (2013)                  | Customer | Tangibles, reliability, responsiveness, assurance, and empathy |
| Razak (2013)                  | Customer | Tangibles, reliability, responsiveness, assurance, and empathy |
| Alsaggaf and Althonyan (2018) | Customer | Tangibles, reliability, responsiveness, assurance, and empathy |

Source: The Researcher

## 2.7 Subjective Norms

A subjective norm refers to social pressures assumed as part of a specific trend and that are viewed as emphasizing how individuals handle pressure in completing a given task (Ajzen, 1991; Tonglet *et al.*, 2004; Al-Nahdi *et al.*, 2015; Kim and Han, 2010;). Therefore, a subjective norm refers to opinions that are associated with specific persons and that affect the decisions made by these individuals (Kim *et al.*, 2013). Such a norm is measured by evaluating how many respondents agreed to the course of action undertaken by the individual (Ajzen and Fishbein, 1980; Trafimow and Borrie, 1999). Bauer *et al.* (2005), Muk and Babin (2006), and Rohm and Sultan (2006) evaluated positive influences upon groups and studied the concept of subjective norms with respect to how these norms affected their behaviour (Malhotra and Galletta, 1999; Vijayasathy, 2004). Depending upon how consumers handle their related social pressures, such pressures can influence their purchase behaviour significantly (Phungwong, 2010). Previous studies tell how subjective norms often reflect individual intention.

Multiple studies indicated effectively the interrelationship within the aspects of both norms and their associated intention (Taylor and Todd, 1995; Venkatesh and Davis, 2000; Chan and Lu, 2004; Teo and Beng, 2010). However, other researchers contradicted this relationship (Davis *et al.*, 1989; Mathieson, 1991; Chau and Hu, 2001; Lewis *et al.*, 2003). Updated research concluded how subjective norms were often revealing of intention within various studies and contexts (Alam and Sayuti, 2011; Gupta and Ogden, 2009; Kim and Han, 2010; Koklič and Vida, 2009).



The process of making a purchase can also be affected by the consideration of external factors, including for example reference groups and family. Jabareen (2005) reflected that social and cultural factors related to for example religion, kinship and social relationships also affected purchase decisions. Related studies concluded that friends also affected the decisions made in terms of the information circulated concerning the purchase (Kichen and Roche, 1990; Al-Momani, 2000; Numraktrakul *et al.*, 2012).

## **2.8 Emotion**

The emotion concept has been defined in multiple ways. Clore *et al.* (1987) stated that emotions relate to a valance associated with affective reactions in consideration of how a given situation was perceived. Environmental psychologists believe that consumers are likely to consider their surroundings in terms of both emotional and cognitive aspects (Mehrabian and Russell, 1974). Previous studies recognized consistently how surroundings affected human emotions and how, ultimately, this guides exhibited behaviour (Hull and Harvey, 1989). Scherer (1984) was of the opinion that emotions normally reflect various patterns considering past actions.

Several studies concluded that there are multiple emotions in terms of specific moods and feelings, goal-directed emotions or appraisal emotions (Bagozzi *et al.*, 1999; Nyer, 1997; Cornin *et al.*, 2000). Mood is considered a continuing state and less intense when compared with emotions (Bagozzi, 1997; Bagozzi *et al.*, 1999). Goal-directed emotions refer to specific emotions arising from individual actions, including laughing and being mirthful after watching a movie (Bagozzi, 1997; Bagozzi *et al.*, 1999; Nyer, 1997). Appraisal emotions are considered consequential with respect to being delighted and happy once something fulfils individual expectations; these emotions are derivatives of performance evaluations (Arora and Singer, 2006; Bagozzi *et al.*, 1999). Havlena and Holbrook (1974) concluded that an individual's emotional profile index consists of up to 62 forced-choice emotions. Izard (1977) stated that personal emotions could be reflected in one's face and included up to ten expressions: interest, enjoyment, surprise, distress, anger, disgust, contempt, fear, shame, and guilt. Plutchik (1980) concluded that there are eight specific emotions: fear, anger, joy, sadness, acceptance, disgust, expectancy, and surprise. Mehrabian

and Russell (1974) concluded that environmental factors significantly affect emotions and emphasized that consumption emotions relate to measures of pleasure, arousal and dominance.

Quite a few authors concluded that distinct measures of positive and negative emotions exist (Diener, 1999). Laros and Steenkamp (2005) considered all emotions in descriptive terms and, correspondingly, concluded them to be either positive or negative. Baker, Levy and Grewal (1992) discussed how positive and negative emotions were distinct bipolar definitions and might not be displayed at the same time. Nevertheless, emotions are rarely constant and are instead variable, complex and intangible (Menon and Dubé, 2000). Therefore, at any given moment, customers might be feeling both positive and negative emotions (Westbook and Oliver, 1991). Customer behaviour is similarly affected; customers can feel happy or excited or have negative feelings including disappointment, anger, sadness or guilt (Menon and Dubé, 2000).

The concept of emotion is an important factor that influences behaviour. It is a key to success for managers because it helps in understanding customer behaviour (Dube´ and Menon 2000; Yuting and Dean 2001). Within the service sector, managers are often required to overlook and measure customer emotions (Bagozzi *et al.*, 1999; Taylor, 2000). Managers and marketers are always trying to devise processes to motivate customers because correct perceptions of emotions are key to the process of obtaining repeat purchases (Cornin *et al.*, 2000). In addition, behavioural aspects are reflected in considering how emotions affect the stimulus of customer actions (Arora and Singer, 2006; Bagozzi *et al.*, 1999; Cornin *et al.*, 2000). There is a need to examine the research undertaken concerning emotions and how these influence customer behaviour (Arora and Singer, 2006; Bagozzi, 1997; Gountas and Gountas, 2007; White and Yu, 2005; Wood and Moreau, 2006). A previous study indicates that emotions affect how information is ultimately processed or how it mediates behavioural intention (Bagozzi *et al.*, 1999).

To understand a given behaviour, we must consider the environmental aspects that influence emotions (Mehrabian, 1976). This relationship is very relevant with respect to measures of customer satisfaction (Westbrook and Oliver, 1991), post-purchase

processes (Dube and Menon, 2000), perceiving judgments made (Homburg *et al.*, 2006, Yuting and Dean, 2001), predicting various customer intentions (Ladhari, 2008), and measuring service quality (Chiu and Wu, 2002, Jiang and Wang, 2006). Previous studies, concluded within the PAD framework, considered pleasure synonymous with joy, contentment or happiness (Mehrabian, 1976) that was affected by environmental factors (Lovelock and Wirtz, 2011).

Various studies conducted to explore consumption patterns include, for example, the PANAS model (Watson *et al.*, 1988), the PAD model proposed by Mehrabian and Russell (1974). (Lutz and Kakkar, 1975; Donovan and Rossiter, 1982; Holbrook *et al.*, 1984), and Izard's (1977) four-dimensional classification. The PANAS model considers client feeling either positive or negative. Thus, positive emotions are considered inclusive of being active, calm, alive, peaceful, cheerful, warm-hearted, delighted, happy, joyous, relaxed, light-hearted, restful, pleased, stimulated or excited. Corresponding negative emotions include either being critical, depressed, disgusted, offended, sceptical, sad, upset or distressed. Nevertheless, in consideration of the ambiguity associated therein, it is often difficult to classify individual emotions specifically.

Empirical research conducted in the area of service marketing demonstrates the challenges associated with expressly classifying the various emotions (Babin and Griffin, 1998). Mehrabian and Russell (1974) proposed an approach to resolving this challenge by considering dual categorical contrasts related to pleasantness/unpleasantness or to being aroused versus being sleepy. Mehrabian and Russell (1974) provided clarity to the pleasant-unpleasantness model by incorporating the arousing/soothing state within this model's context. Havlena and Holbrook (1986) considered aspects of reliability and internal and external validity in the context of the two models and concluded that Russell's model was helpful in conducting consumption emotion studies. Nevertheless, Russell's input fell short in explaining aspects of how customers were liable to react to a range of external stimuli. To address this issue, Mehrabian (1980) proposed the pleasure-arousal-dominance (PAD) scale, which evaluated individual pleasure and arousal states by considering external factors. PAD scales, as explained in detail below, measure key motivations

simultaneously and are not necessarily limited to the positive versus negative feeling aspects.

### **2.8.1 Pleasure- Arousal – dominance (PAD)**

Mehrabian and Russell's (1974) theory evaluated environmental psychology aspects. In addition, it stated that how emotional responses could be considered within their physical and social contexts with a view to evaluating feelings of pleasure, arousal and dominance. Thus, the three mentioned feelings affect individual behaviour. Mehrabian and Russell (1974) concluded that various service environments influenced emotions relating to pleasure, arousal or dominance (PAD). Figure 2.2 show PAD scales proposed by Mehrabian and Russell (1974). These environments were reflected within PAD paradigms used to evaluate the corresponding emotional responses against environmental stimuli (Richins, 1997). Mehrabian and Russell (1974) were of the opinion that the three states were sufficient to effectively describe the individual emotional states. The PAD scale is considered an important measure in explaining how customers react within service environments (Donovan and Rossiter, 1982).

Donovan and Rossiter (1982) evaluated the extent of the validity of Mehrabian and Russell's (1974) model within a retail setting and concluded that both pleasure and arousal aspects significantly affected customer behaviour. In contrast, others explained how environmental stimuli within retail settings were also an important determinant in this area (Turley and Milliman, 2000; Yalch and Spangenberg, 1990).

Mehrabian and Russell (1974) believed that customer emotions were reflected in their behaviours, including their intention to make purchases (Ha and Lennon, 2010; Wuet al., 2008), and in their approach behaviour (Eroglu *et al.*, 2003; Menon and Kahn, 2002; Wu *et al.*, 2008). Various studies concluded how customer perceptions and emotions significantly affected customer behaviour factors, including the decisions ultimately made (Ladhari *et al.*, 2008). Donovan and Rossiter (1982) reflected on how pleasure was considered a major determinant in forecasting the outcome within

almost all retail settings. Correspondingly, the study includes aspects concerning how the customer evaluates the goods on display, the likelihood of spending more money than initially planned and the likelihood of periodically returning to the outlet. Thus, Baker *et al.* (1992) concluded that customers' emotional state was a measure of their propensity to purchase and spend money.

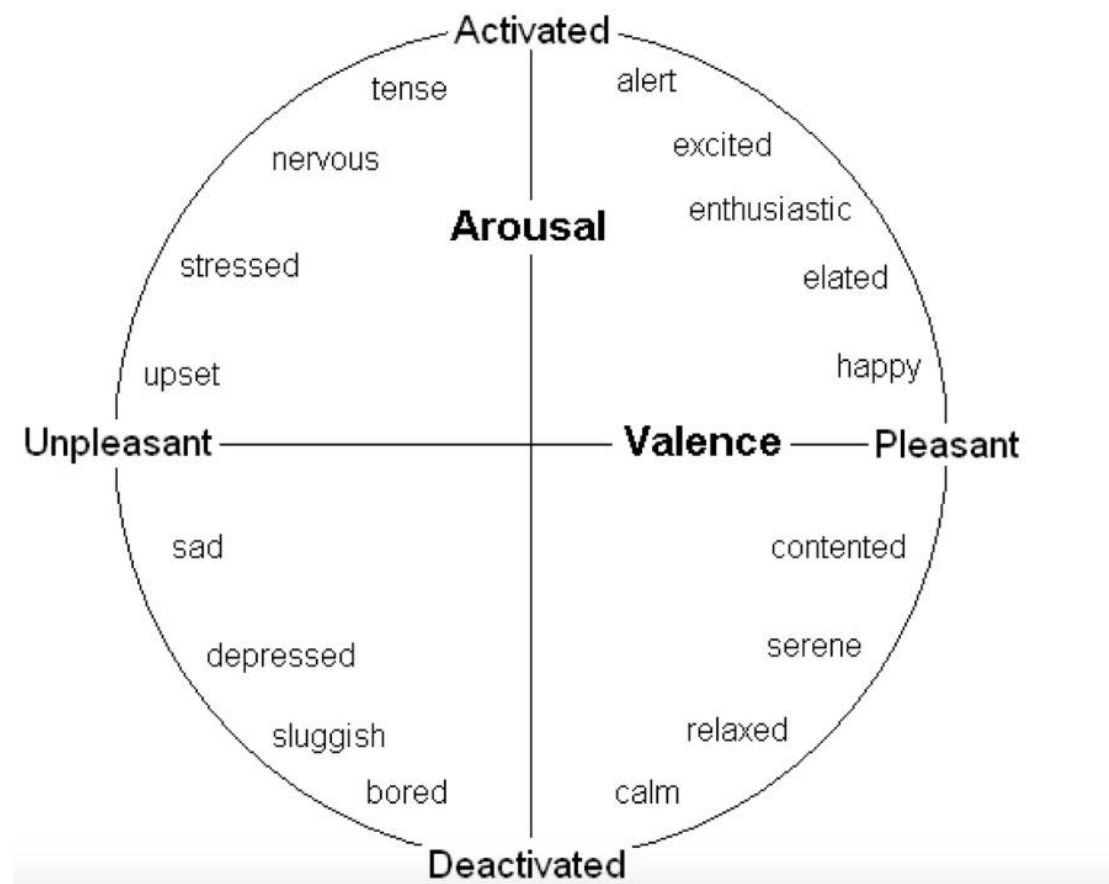


Figure 2.2 PAD scale by Mehrabian and Russell's (1974)

### 2.8.1.1 Pleasure

Pleasure relates individuals' emotions to aspects of goodness, joy, satisfaction, contentment and happiness (Mehrabian, 1976). It is, therefore, a measure of the joy, happiness and satisfaction felt within specific situations (Menon and Kahn, 2002). It has a significant degree of association with the surrounding environment (Lovelock and Wirtz, 2011) and consists of individual reactions to the surrounding environment (e.g., Baker *et al.*, 1992; Sweeney and Wyber, 2002; Yalch and Spangenberg, 2000, Walsh *et al.*, 2011).

From the various psychologists' inputs, it can be reasonably concluded that induced pleasure is a function of efforts to stimulate a specific behaviour. Ryu and Jang (2007) considered that positive emotions affected the customers' mental states, with positive effects being derived from pleasure (Russell and Pratt, 1980). Mehrabian and Russell's (1974) emotion scale was evaluated by Donovan and Rossiter (1982), who concluded that there was a significant effect on customer behaviour. Nevertheless, environmental stimuli could also be a major factor in this area (Turley and Milliman, 2000; Yalch and Spangenberg, 1990).

Previous studies reflected how pleasure resulted in positive behaviour (Walsh *et al.*, 2011). Schwarz considered that positive emotions resulting in happiness similarly affected the individual's psychological orientation. Baker *et al.* (1992) confirmed that individuals were more likely to spend when happy. Kahn and Isen (1993) along with Menon and Kahn (1995) supported this perspective and concluded that when pleased, customers were willing to explore options. Sherman *et al.* (1997) demonstrated how pleasure had a positive effect on sales. Lunardo and Mbengue (2009) conducted empirical studies on how pleasure affected decisions.

### **2.8.1.2 Arousal**

Arousal is a nervous system function related to being alert, wakeful and ready to respond to stimuli (Mehrabian, 1976). It is also expressive of the degree of stimulation received, the activity concluded, and the excitement generated (Eroglu *et al.*, 2003; Menon and Kahn, 2002). Therefore, it relates to the stimulation received, the excitement generated or the undertaken activity (Mehrabian, 1976).

Multiple initiatives within psychology have tried to evaluate how information is processed and decisions are made when an individual is aroused (Kahneman 1973; Sanbonmatsu and Kardes 1988). The studies concluded that the approach behaviour paradigm was reduced during states of heightened arousal and, concurrently, increased when avoiding something. The majority of studies concluded that arousal and pleasure could result in different behavioural tendencies (Darden and Babin, 1994; Donovan and Rossiter, 1982; Hui and Bateson, 1991). Complex, speedy, and

surprising stimuli could make customers more responsive and could make it easier to approach them (Babin and Darden, 1995; Holbrook and Gardener, 1993). Nevertheless, a few studies disagreed with these conclusions (Kaltcheva and Węszel, 2006; Sherman *et al.*, 1997).

Various researchers, including Menon and Kahn (2002), Donovan *et al.* (1994) and Massara *et al.* (2010), considered how individuals' increased arousal levels resulted in a reduced approach to exhibit behaviour. Thus, aroused subjects were observed to require less time to decide on subsequent actions. They were also observed to spend less time reviewing the available information and undertook quicker decisions because, when reviewing that information, they preferred to adopt a shorter process (Menon and Kahn, 2002). This could be considered a derivative of exhausting the ability to process the available information (Matthews and Davies, 2001). Ryu and Jang (2007) concluded similarly that employees could contribute towards enhancing the customers' arousal levels. Conducted research depicted how arousal levels could affect behaviour and how this effect could be utilized from a marketing perspective (Menon and Kahn, 2002). Thus, Donovan, Marcolyn and Nesdale (1994) considered positive measures in relation to aroused shoppers and their perceptions once they were within specific stores. Donovan and Rossiter (1982) evaluated Mehrabian and Russell's (1974) proposed model within a retail setting and considered how pleasure and arousal factors significantly affected customer behaviour. Baker *et al.* (1992) considered how arousal contributed to mediating customer purchase behaviour. Ladhari (2007) concluded that customers in an aroused state were unlikely to reflect any worthwhile changes in their buying patterns.

### **2.8.1.3 Dominance**

Dominance is considered the extent to which an individual perceives himself/herself to be in control of a given situation (Blackwell *et al.*, 2006). Russell and Mehrabian (1976) considered dominance functional to an individual's perceptions of power relative to his/her surrounding situation. Thus, individuals perceive themselves to be empowered and dominant depending upon the extent to which they can control their surroundings. Moreover, they can perceive themselves to be submissive if the environment dictates individual behaviour. Russell *et al.* (1981) were of the opinion

that measures of both pleasure and arousal reflected significant variances. Conversely, there was a minimal variance within aspects of dominance (Russell 1980; Russell and Pratt 1980; Russell *et al.*, 1981). This could be attributed to the fact that there were often shortcomings in interpreting dominance that were considered in relation to a mixed set of adjectives.

Due to lowered perception of this aspect, few researchers focussed on it with significant intensity; that is, few studies evaluated how the dominance paradigm affects customer retail behaviour (Koo and Lee 2011). Hence, conclusions with respect to the importance of dominance were not easily available. To this end, inputs such as those of Hui and Bateson (1991) and Ward and Barnes (2001) demonstrated that perceptions of control had a positive effect on aspects related to pleasure, arousal, involvement, attitude and the associated approach frequencies. Nevertheless, Babin and Darden (1995) were of the opinion that although the dominance paradigm might be significant from a statistical viewpoint, it was nevertheless considered negative in relation to resource expenditure and arousal perspectives and negatively affected individuals with low levels of self-regulation. Lunardo and Mbengue (2009) concluded that whereas the level of exhibited control had minimal effect on the extent of the derived pleasure, it nevertheless negatively affected intention. In a service context, Bitner (1992) was of the opinion that customer perception of control, along with exhibited goal-oriented behaviour, had negative results vis-à-vis customer views of arousal and pleasure paradigms.

Multiple studies evaluated the extent to which shopping paradigms affect the consideration of the pleasure, arousal and dominance (PAD) model, which was constructed in consideration of the environmental psychology aspects (Ha and Lennon 2010; Mehrabian and Russell 1974). Nevertheless, the studies' conclusions, together with the input from Russell and Pratt's (1980) recommendations, moved towards downgrading the effect of dominance and instead focussed upon pleasure and arousal aspects when considering the individual's emotional state (e.g., Ha and Lennon, 2010; Wu, Cheng and Yen, 2008).



## **2.9 Attitude**

The behaviour demonstrated is correlated to attitude (Stevenson *et al.*, 2000; Luna *et al.*, 2002; Richard and Chandra, 2005; Sicilia *et al.*, 2006). Fishbein and Ajzen (1975, p. 6) indicate that this correlation is with respect to how the behaviour contributes towards ‘a learned predisposition of human beings’, leading them to respond ‘to an object, idea or opinion.’ Furthermore, previous research reflected upon attitude with respect to how it supported either favourably or unfavourably an action undertaken (Tonglet *et al.*, 2004; Al-Nahdi *et al.*, 2015). Hence, attitude relates to the psychological tendencies vis-à-vis both exhibited desirable and undesirable behaviour (Ajzen and Fishbein, 1980). It is demonstrative of how individuals respond to given situations (Yusliza and Ramayah, 2011). In consideration of the proposed theories, it can be reasonably concluded that individuals, working with a positive mindset, are likely obtain more results than someone working with a negative disposition (Ajzen, 1991).

Thus, attitudes are key factors that affect behaviour intention (Gibler and Nelson, 1998) because attitudes certainly affect customer intention to purchase goods (Chung and Pysachik, 2000; Summers *et al.*, 2001). Customer behavioural studies have been concerned primarily with how individuals would behave under different circumstances. Various factors enhance the contribution of attitudes to behaviour, and investigators have found that attitude is more predictive of behaviour in certain situations (Wen, 2009). In this area, TRA (Theory of Reason Action) and TPB (Theory of planned Behaviour) concepts are certainly relevant (Ajzen, 1991). Barutcu (2007) theorized a model with respect to marketing mobile tools encouraging positive attitudes.

## **2.10 Switching Intention**

Switching intention refers to the tendency to terminate the relationship between buyer and seller or supplier (Ping, 1994). Switching intention results from post-consumption assessment of services by customers (Chuang, 2011). Previous studies suggested termination types of the buyer-supplier relationship that were examined – the contexts of business-to-business and of business-to-consumer. In a service context, switching intention refers to the changing likelihood from the firm currently providing service to another. Researchers agree that intent to purchase, customer retention, customer

loyalty, and switching intention can all be considered correlated concepts (Bansal and Taylor, 1999; Keaveney, 1995).

The market of mobile service providers is presently facing a significantly high switching rate (Kaur Sahi *et al.*, 2016). For this reason, switching intention of customers has become the main worry of numerous service providers (Flint *et al.*, 2011). Switching behaviour of customers has become both a critical issue and a normal practice facing mobile service companies (Thaichon and Quach, 2016). Customer switching, in most service contexts, is linked with negative consequences, for instance poor profitability and declining market share (Keaveney, 1995). Many mobile service providers are gradually depending upon contracts that lock in their customers for a previously determined period to control switching (Braff and Laogue, 2004). Han *et al.* (2009) argued that customer loyalty, repurchase intention, and customer retention represents positive results; however, switching intention leads to negative consequences for a service provider. Therefore, switching intention of a customer is an important phenomenon because it can be employed to clarify intention of customers and provide better understanding for businesses to assist in maintaining their customers.

Attention to customer loyalty has become critical as firms acknowledge loyal buyer advantages (Thaichon *et al.*, 2012). Market competition growth has caused greater consideration to customers and techniques to maintain them (Disney, 1999). Several studies have stated that the focus on consumer relationship marketing research has moved from customer satisfaction to customer loyalty (Thaichon and Quach, 2016; Singh and Sideshmukh, 2000). According to Thaichon *et al.* (2012), this shift could be due to the advantages of customer loyalty.

Keaveney (1995) explored the generalized response concerning problems of consumers switching service providers in the context of business-to-consumer (B2C) and observed eight common reason categories. Examples include service encounter failures, core service failures, and inconvenience and failed employee responses to failures in provided service. After Keaveney (1995), many researchers studied the service provider switching cognitive model (Bansal and Taylor, 1999; Bansal *et al.*, 2004; Bansal, Taylor, and St. James, 2005) in addition to customer switching

behaviour in the context of specific services (Colgate and Lang, 2001; Keaveney and Parthasarathy, 2001; Shin and Kim, 2008). In the last approach, studies commonly chose predictive variables based on market characteristics to justify switching behaviour.

Customer intention to use the services of mobile providers is influenced via the direct motivational effect of enjoyment, expressiveness, usefulness, perceived control, normative pressure, ease of use, and attitude (Nysveen *et al.*, 2005). Several elements can control a customer's switching supplier intention, such as perceived unfair price, anger, and poor quality (Anton, Camarero, and Carrero, 2007). Khan *et al.* (2010) identified other elements such as price, distance, service quality, and switching cost.

### **2.11 Electronic Word of Mouth (EWOM)**

Word of mouth (WOM) refers to how informal discussions or information is transmitted from one individual to the next when they speak to one another (Lee *et al.*, 2017). Chen and Wang (2017) considered the process structured because the vast majority of philosophers considered the process informal, constituting private discussions. Here, 'informal' relates to organized input made through non-official processes (Han *et al.*, 2017). WOM was defined as a customer-dominated channel for product or service information dissemination via senders who are market independent (Ayeh *et al.*, 2013).

Traditional WOM exchanges can be conducted in multiple ways, including face-to-face communication using mailing lists or telephonic discussions (Liang *et al.*, 2017). In addition, WOM relates to recommendations made within social groups (Han *et al.*, 2017). Sources of objective WOM include, for example, articles by journalists, newspaper columns by columnists, consumers, comments made within newspapers and magazines, and research input in specialized publications and specific discussion forums (Mehrad and Mohammadi, 2017).

The communication of WOM currently occurs in a different settings range due to the rise of the Internet (Cheung and Lee, 2012; Lo and Lin, 2011; Alsaggaf and

Althonyan, 2018). WOM has grown from oral interpersonal communication into electronic word of mouth (eWOM) as a new communication form due to the rise of the Internet (Lo and Lin 2017; Jeong, and Jang, 2011). eWOM is related to Internet-based WOM and is observed to have significant degrees of variation in comparison to such applications (Hussain *et al.*, 2017). This is reflected in terms of the host of online forums, blogs, and social networking sites (Litvin *et al.*, 2017). In light of the widespread availability of Web 2.0 processes, companies have been encouraged to share their services and products on online forums (Hussain *et al.*, 2017). This has resulted in greater numbers of users collecting information via online sources to find product or service information with respect to their specific usage (Hussain *et al.*, 2017). In the modern context, customers have significantly greater options towards expressing their thoughts, opinions and related feelings through related online forums. Therefore, customers are able to email their perceptions or to simply log onto either blogs or social media platforms to express what they feel (Schinler and Bickart, 2005). Hence, eWOM enables customers to express freely their thoughts and perceptions about the range of products and services offered and placed on display (Hussain *et al.*, 2017).

### **2.11.1 Voice of Customer in Social Media**

The twenty-first century's first decade was marked by some of the most amazing changes within WOM. These changes included the rise of Web 2.0 processes that were very receptive to facilitating online marketing strategies (Yan *et al.*, 2018). Teng *et al.* (2017) concluded that social media related to “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content”. Social media constitutes multiple online communities, including Facebook, LinkedIn, My Space and similar (Misopoulos *et al.*, 2014). It also relates to various blogs and associated content communities, including, for example, Flickr and YouTube (Boyd and Ellison, 2007; Constantinides and Fountain, 2008, Litvin *et al.*, 2017).

A major divergence between social media concepts and the “old Web” relates to the ready availability of multiple online tools that facilitate the publishing, editing, bookmarking, sharing and classification of content and interactive exchanges among

various individuals and associated groups (O’Leary, 2011). The concept was intended originally to facilitate online functions through the Web (Misopoulos *et al.*, 2014). However, the trend quickly caught on, and social media became the leading medium of communication (Wang *et al.*, 2016). Because of the validity, honesty and originality of customer comments projected within social media, it is certainly widely preferred (Balaji *et al.*, 2016). Various customers provide regular reviews of products and services that online audiences follow impatiently (Schivinski and Dabrowski, 2016). Social media also enables customers to conveniently write their complaints and dissatisfaction in relation to various products and services purchased (Yan *et al.*, 2018).

O’Leary (2011) and Yan *et al.* (2018) are of the opinion that the increasing popularity of various blogs, tweets, and communities addressing a range of products and services in relation to consumer goods contributed to changing social media into a huge database. In turn, this can be manipulated to source a variety of data for the benefit of individuals (Rialti *et al.*, 2017). Major advantages in using social media include the easy compilation of customer feedback. This enables a significant degree of clarity in the research conducted towards perceiving customer reactions (Burton and Khammash, 2010; Culnan *et al.*, 2010; Yan *et al.*, 2018; Rialti *et al.*, 2017). That clarity thus helps in understanding how customers perceive a particular product and identifying the problems associated with rolling out the product. Consequently, it facilitates, for example, identifying participants, setting the modalities of the conducted research, and resolving any bias in the undertaken procedures (Ramanathan *et al.*, 2017).

## **2.12 Gap of the Literature**

Most commercial retailers have used the pleasure, arousal, and dominance model constructed from environmental psychology to enhance their customer service (Ha and Lennon, 2010; Mehrabian and Russell, 1974). Some studies also utilized Russell and Pratt's (1980) suggestion to eliminate dominance and focus only on the pleasure and arousal dimensions to assess emotional states (e.g. Ha and Lennon, 2010; Wu, Cheng, and Yen, 2008). According to the observations of several researchers, most

consumer behaviour studies focus on the effects and factors that influence improvement in service quality, whereas the focus should be on uncovering the cognitive factors affecting service quality perception (Liljander and Strandvik, 1997; Yu and Dean, 2001; Wong, 2004; Edvardsson, 2005). Several observations have also shown that customer feelings have the greatest significance for customer fulfilment, happiness, and intention (Arora and Singer, 2006; Bigné et al., 2005; Edvardsson, 2005; Liljander and Strandvik, 1997; Mattila, 2001; Mattila and Enz, 2002; Oliver, 1997; Wong, 2004). Indeed, additional empirical studies on customer behaviour are needed to demonstrate whether customers' reactions are prominent indications of how they feel (Chen and Chen, 2010; Ladhari, 2009; Su, Swanson, and Chen, 2016, Alsaggaf and Althonyan, 2018).

Applying the S-O-R model, various researchers (for example, Cui and Lai, 2013; Eroglu et al., 2003; Ha and Lennon, 2010; Jeong et al, 2009; Peng and Kim, 2014; Samuel et al., 2015; Wu et al., 2008) have investigated the influences of retail store environments on customer emotional responses (e.g., pleasure and arousal) that then lead to different shopping outcome aspects. Nonetheless, until now, there has been no reliable evidence for the relationships between service quality dimensions and customer positive emotional response or states. As noted by Ladhari (2017), it is not entirely clear which service quality dimensions affect customer emotions; investigation in this area is growing. Additionally, the research to date has not included an investigation of customer intention influenced by service quality using the mediation of emotional and cognitive responses.

A number of studies helped in comprehending customer behaviour through either a specific area or industry, such as banking or hotel management. According to Aram, Alireza and Ali (2011), a majority of the research studies were linked mostly to the examination of the aura of manufacturing companies rather than to a service industry. Likewise, Almossawi (2012) believed that the current differences between the quality of provided services by telecom providers and their customer expectations needed to be explored. This research analysed recent studies in relation to the research issues: service quality, subjective norms, customer emotions, customer attitudes, eWOM and switching intention. As emphasized specifically by this thesis, these areas continue to be unexplored (Ladhari *et al.*, 2017). Likewise, there is a need for consistent correlation between customer emotions and the service industry (Ladhari *et al.*, 2017).

Nonetheless, this research highlights the element of customer switching within the telecom industry because this area remains unexplored. Few have studies studied the relationship between brand switching and eWOM intention in a particular industry (McNaughton and Al-Kwafi, 2013).

Deng, Wu and Know (2009) considered that there was a need to identify switching intention along with other factors. The driving forces and customer feelings play a pivotal role in customer switching intention and attitudes; consequently, a company must diagnose those forces and feelings (Almossawi, 2012). This research fills the gap in the related literature by developing a framework to discuss this issue.

There is a continued need for more studies on eWOM to fully understand its power in influencing consumer buying behaviour (White, 2010; Fan and Miao, 2012; Reichelt et al., 2014). Social networking has become an important part of daily lives, affecting choices by providing valuable online suggestions (Litvin et al., 2008; Shuang, 2013). Hence, eWOM enables customers to freely express and display their thoughts and perceptions about a range of products and services (Hussain et al., 2017). There is no doubt that communication via eWOM affects consumer purchasing behaviour (Hussain et al., 2017). A significant gap remains in the comprehension of how customer emotions are related to perceptions of service quality and how these emotions in turn influence eWOM (Ladhari , 2017). In this research, we establish the role of emotions as an essential mediator in the connection between service quality and eWOM intention.

Cultural discrepancies also bring divergences in levels of trustworthiness; for example, the advantage, pricing and phone number transferability facility have a huge influence over the German customers (Gerpott *et al.*, 2001). Similarly, Kim (2004) investigated Korean culture and recognized three significant elements that influenced the constancy of Korean business. These elements included the switching cost's ideology, service quality and brand status. Previous research studies, which related to the same topic of discussion, were largely performed in the context of western culture. However, there is a strong difference with respect to their effect on the eastern and Arab cultures because the constancy and service quality were investigated disparately in the western culture; the other specific cultures cannot be judged against it (Aram, Ali and Alireza, 2011). Conversely, American culture has the elements of cheap rates,

corporate image, and unswerving quality with respect to the correlation of constancy and customer satisfaction (Lee *et al.*, 2001; Ozer and Aydin, 2005; Ulgado, 1997).

This research bypasses all of the shortcomings relating to service quality in the literature because it includes a model for upgrading our understanding about the service quality in eWOM and switching intentions. Additionally, the proposed model addresses the direct and indirect effects of customer emotions. Likewise, this research includes a conceptual framework with which we can perceive how eWOM and switching intention are affected through the facilitating force of attitude and feelings. With the above criteria, it can be claimed that this research tends to be the first one to develop empirical evidence relating to the KSA's telecom sector.



Table 2. 2 Summary of research Gap

|  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• There is a need to study the SOR theory in a different culture.</li> <li>• There is a need to extend the study of SOR theory in the service context.</li> </ul>   | <p>(Daunt and Harris, 2012; Dong and Siu, 2013, Kim and Moon, 2009; Lam <i>et al.</i> 2011; Walsh <i>et al.</i> 2011)</p>   |
| <ul style="list-style-type: none"> <li>• There is a need to use PAD (pleasure – arousal – dominance) to assess emotional states.</li> <li>• There is a need to use PAD with a service quality dimension.</li> </ul>  | <p>(Ha and Lennon, 2010; Mehrabian and Russell, 1974; Russell and Pratt's, 1980; Wu, Cheng, and Yen, 2008).</p>   |
| <ul style="list-style-type: none"> <li>• According to the observations of several researchers, most consumer behaviour studies focus on cognitive factors affecting service quality perception, whereas the focus should be effects and factors that affect improvement in service quality.</li> </ul> | <p>(Liljander and Strandvik, 1997; Yu and Dean, 2001; Wong, 2004; Edvardsson, 2005; Ladhari <i>et al.</i>, 2017).</p>   |
| <ul style="list-style-type: none"> <li>• There is a need for studies on customer behaviour to demonstrate whether customer reactions are prominent indications of how they feel.</li> </ul>  | <p>(Arora and Singer, 2006; Bigné <i>et al.</i>, 2005; Edvardsson, 2005; Liljander and Strandvik, 1997; Mattila, 2001; Mattila and Enz, 2002; Oliver, 1997; Wong, 2004; Chen and Chen, 2010; Ladhari, 2009; Su, Swanson, and Chen, 2016).</p> |
| <ul style="list-style-type: none"> <li>• Many researchers studied customer behaviour through either a specific area or industry. A majority of the research studies were linked mostly to the examination of the area of manufacturing companies rather than a service industry.</li> </ul>            | <p>Aram, Alireza and Ali (2011; Almosawi (2012) (Ladhari <i>et al.</i>, 2017).</p>  |

|   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• There is a continued need for more studies on eWOM to fully understand its power in influencing consumer buying behaviour.</li> </ul>          | <p>(White, 2010; Fan and Miao, 2012; Reichelt <i>et al.</i>, 2014). Shuang, 2013). (Hussain <i>et al.</i>, 2017).</p>                       |
| <ul style="list-style-type: none"> <li>• Cultural differences play a role in behavioural studies. Therefore, there is a need for more studies in Arab and Eastern countries.</li> </ul> | <p>(Gerpott <i>et al.</i>, 2001, Kim, 2004; Aram, Ali and Alireza, 2011 ; Lee <i>et al.</i>, 2001; Ozer and Aydin, 2005; Ulgado, 1997).</p> |

Source: The Researcher

### **2.13 Conclusion**

The current chapter provided an overview of the areas on which this research study's proposed framework is based. It covered the area of service quality models and dimensions. The chapter also provided definitions of emotions and discussed types of customer emotions, such as pleasure and arousal. Furthermore, this chapter highlighted both customer attitudes and subjective norms and how both were related to customer intention. Concerning the literature review, there is a need for studies on customer behaviour to demonstrate whether customer reactions are prominent indications of how they feel. In addition, this research established the role of cognitive and emotional responses as fundamental mediators in the relationship between service quality and customer intention. To fill this gap, this research therefore aims to investigate customer intentions influenced by service quality using the mediation of emotional and cognitive responses in Saudi Arabia. Studies on every service quality dimension and the practical applications of these dimensions were discussed at some length. Empirical researchers have previously demonstrated how service quality led to customer responses. Then, the chapter progressed to discussing the service quality dimensions in the telecom sector, which has provided quality of service with the target of delivering customer satisfaction and, therefore, gaining more sales and profits. This approach has been used because, particularly in Saudi Arabia, there has been no adequate examination of the relationship between service quality and customer loyalty.

Consistent with the literature reviewed within this chapter, the next chapter concentrates on developing the theoretical framework. It presents the construct measures for that research framework and states the study's related hypotheses.

## **Chapter 3: Theoretical Framework**

### **3.1. Introductions**

This chapter explains the development of the conceptual framework concerning customer intention to switch and eWOM from their perceptions of service quality via cognitive and emotional responses by integrating TRA and SOR theories. This chapter is divided into four sections. In the first, The chapter will explain the framework-related theories. The second will address the research conceptual framework followed by the hypotheses development. The fourth will illustrate conclusions.

### **3.2. Stimulus-Organism-Response (S-O-R) Paradigm**

Mehrabian and Russell (1974) suggested that environmental stimuli affect customers' emotional states. In their stimulus-organism-response (SOR) model, illustrated in Figure 3.1, the stimuli are external and consist of several elements of the physical atmosphere (Bagozzi, 1986). The organism is defined as the internal processes and structures interacting between external stimuli and customer responses (Bagozzi, 1986). This indicates that the atmosphere's (the stimulus) influence on customer behaviour is mediated by the consumer's emotional state. Mehrabian and Russell (1974) indicated that emotional states include three basic domains: pleasure, arousal and dominance.

Several studies have said that the SOR model is useful for understanding customer reactions and responses to various products (Bloch, 1995), services (Jang and Namkung, 2009; Foxall and Greenley, 1999), online stores (Mazaheri *et al.*, 2010; Eroglu *et al.*, 2001; Mummalaneni, 2005) and traditional stores (Baker *et al.*, 1992). In this research, we review the literature concerning the use of the SOR model in service sectors (Dong and Siu, 2013; Daunt and Harris, 2012; Lam *et al.*, 2011; Kim and Moon, 2009; Walsh *et al.*, 2011). In service industries, whereas many researchers have investigated the use of the S-O-R model, few have targeted only one service. However, Dong and Siu (2013) suggested that the exploration of additional potential moderators could help clarify customers' active role in service marketing. There is also a need to extend this model to understand variations in customer emotions and

behaviours based on their perceptions of service quality dimensions (Kim and Moon, 2009). In addition, the service environment and atmospheres have a high effect on customer behaviour, perceptions of service quality, and happiness and arousal in response to the received service (Kim and Moon, 2009).

Academics have extended the S-O-R paradigm by discovering new variables in response to the expanded response scope, as produced by the emotional reactions apparent in the organism industry as presented in table 3.1.

Table 3.1: Previous studies adopting SOR theory in different area

| <b>Authors</b>             | <b>Industry</b>       | <b>Stimulus</b>  | <b>Organism</b>   | <b>Response</b>                           |
|----------------------------|-----------------------|--|---|---|
| Walsh et al. ( 2011)       | Coffee Shops          | In store Music<br>In store Aroma<br>Merchandise<br>Quality<br>Service Quality<br>Price                   | Pleasure<br>Arousal                                     | Store<br>satisfaction<br>Store<br>Loyalty |
| Hsieh et al. (2014)        | Website<br>atmosphere | Informativeness<br>Navigational<br>Cues<br>Perceived<br>Organization<br>Entertainment                    | Pleasure<br>Arousal<br>Dominance                        | Purchase<br>Intention                     |
| Kim et al. (2009)          | Website<br>Atmosphere | Product<br>Presentation<br>Music   | Pleasure<br>Arousal<br>Dominants                        | Purchase<br>Intent                        |
| Kim and Moon<br>(2009)     | Restaurant            | Facility<br>Aesthetics<br>Layout<br>Electric<br>Equipment<br>Seating<br>Comfort<br>Ambient<br>conditions | Pleasure-<br>feeling<br>Perceived<br>Service<br>Quality | Revisit<br>Intention                      |
| Jang and Namkung<br>(2009) | Restaurants           | Product Quality<br>Atmospheric<br>Service Quality  | Positive<br>Emotion<br>Negative<br>Emotion              | Behavioral<br>Intention                   |
| Lee et al. (2011)          | Online<br>Shopping    | Performance<br>- Usefulness<br>- Ease of use<br>-<br>Innovativeness<br>of technology                     | Attitude<br>Pleasure<br>Arousal                         | Approach-<br>Avoidance<br>Behavior        |

|                           |                   |   |                                      |                   |
|---------------------------|-------------------|---|--------------------------------------|-------------------|
|                           |                   | Appearance<br>- Visual appeal<br>- Prototypically<br>Communication<br>- Self-expression |                                      |                   |
| Kaltchev and Weitz (2006) | Store environment | Environment characteristics   | Arousal Pleasantness                 | Shopping behavior |
| Vieira (2013)             |                   | The Environment Characteristic  | Emotional Pleasure Arousal Dominance | Shopping Behavior |

Source: The Researcher

They have presented purchase intention as either essential positive responses or customer behaviours (Fiore *et al.*, 2005; Babin *et al.*, 2003; Ha and Lennon, 2010). The SOR model has proved a useful theoretical framework in addressing online customer behaviour (Oh *et al.*, 2008; Parboteeah *et al.*, 2009). Authors have also demonstrated that emotions, caused by store or non-store environments, lead to either customer intention (Kim and Niehm, 2009; Kim *et al.*, 2009; Oh *et al.*, 2008) or eWOM intention (Ha and Im, 2012). Accordingly, this research introduces switching intention and eWOM using S-O-R theory, incorporating pleasure and arousal in investigating the relationship of emotional reactions to service quality in the context of mobile services. This approach will address the limitations concerning the gap between service quality, customer emotion, and switching and eWOM intention as customer responses.

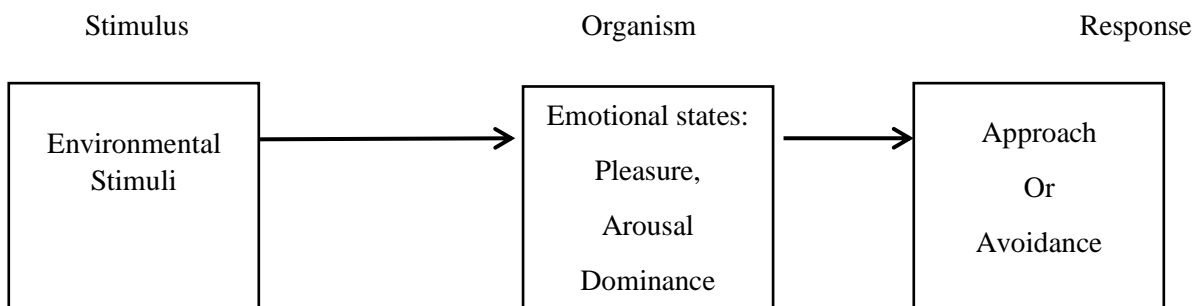


Figure 3.1 Stimuli – Organism- Response Theory  
Source: Mehrabian and Russell (1974)

### 3.3 Theory of Reason Action

A number of authors have approved the adoption of the theory of reasoned action (TRA) (Fishbein and Ajzen, 1975) because it demonstrates a strong real behaviour predictor in a variety of locations. It is possible for the TRA to explain customer behaviour and behaviour intention (Alsughayir and Albarq, 2013). Various researchers have deployed this theory in their studies as shown in Table 3.2 (Bidin and Shamsudin, 2013). It is widely considered to be a useful model in social psychology (Ramayah *et al.*, 2004), marketing (Thorbjørnsen, Pedersen and Nysveen, 2007), medical matters (Sheeran *et al.*, 1999), banking (Shih and Fang, 2004), brand loyalty (Ha, 1998) and luxury goods (Belleau, 2006). There is an assumption that such intentions capture the motivational factors that have influenced behaviour (Bidin and Shamsudin, 2013).

Table 3.2 Previous studies using TRA in different place and different area of interesting

| <b>Authors</b>         | <b>Year</b> | <b>Result</b>   |
|------------------------|-------------|---|
| Summers <i>et al.</i>  | 2006        | TRA has not been focused enough on external factors in past studies.  |
| Candan <i>et al.</i>   | 2008        | Strongly suggested external variables to improve the power of the TRA theory.   |
| Sheppard <i>et al.</i> | 1988        | Strongly stated that TRA predicts consumer intentions and behavior and the change in consumer behavior.   |
| Kim <i>et al.</i>      | 2011        | Direct significant relationship between attitude and behavior.  |
| Song <i>et al.</i>     | 2014        | Reveal that attitude, subjective norm, and positive anticipated emotion influenced visitors' desire to attend the festival, which, in turn, influenced their behavioral intentions. |
| Tsai <i>et al.</i>     | 2010        | That a consumer's attitude subjective norm and the salesperson's expertise will facilitate the purchase intention.  |
| Al-Nahdi <i>et al.</i> | 2015        | Results show that there is a positively significant relationship between Attitude, Children influence, Reference group and toward the intention to purchase real estate.            |

Source: The Researcher

Intention is an indication of the great efforts that individuals are willing to make in behavioural performance (Ajzen, 1991). The TRA offers two independent factors leading to behaviour intention, attitude towards behaviour intention and subjective norms, as shown in Figure 3.2. Ajzen and Fishbein (1980) defined attitude as the extent to which an individual has a bad or good evaluation on a specific behaviour. Behavioural belief, involving the assessment of the significance or results of a specific behaviour, is among the factors determining attitude (Ajzen and Fishbein, 1980). A belief is a result, whereas its degree is based on the evaluation of how it has influenced attitudes. Subjective norms are the social pressures on an individual relating to how, based on his/her beliefs, he/she should act towards the person or group (Ajzen, 1991). In the field of marketing, the TRA model can explain how customer behaviour intention is determined by the manner in which he/she intends to go about making purchases. In addition, it can explain how attitudes and subjective norms affect customer intention (Tsai *et al.*, 2010).

This research is adapted to the TRA framework. In this area, the main goal is to investigate service quality affecting customer behaviour in terms of either switching and eWOM intentions or subjective norms. This research will also examine how all of these factors ultimately affect, either directly or indirectly, switching and eWOM intentions.

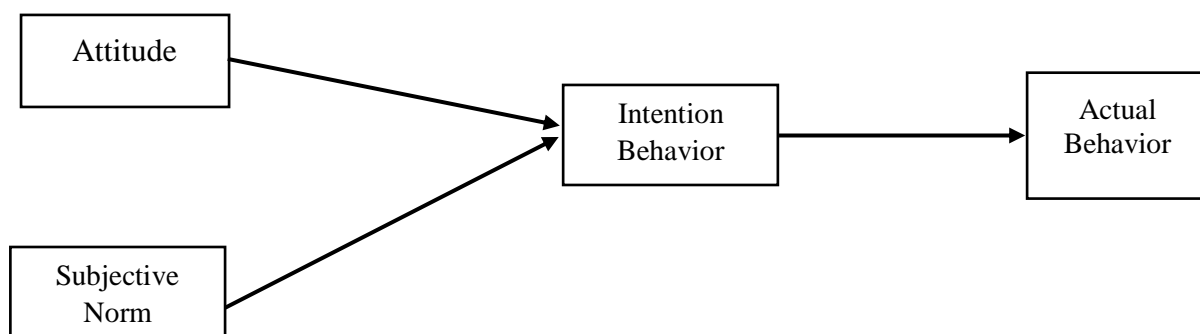


Figure 3.2: Theory of Reasoned Action theory (TRA)

Source: Fishbein and Azjen (1975)



### **3.4 Theoretical Framework Development**

In this section, a theoretical framework will be developed to better understand the effect of service quality dimensions such as reliability, response, tangibility, empathy, assurance and subjective norms on consumer eWOM and switching intentions. This research also attempts to explore whether emotions and attitudes mediate the relationships in the research framework. Based on the research gaps specified in the literature review, the proposed research framework is significant because it will help researchers and marketers understand how service quality affects customer behaviour and loyalty in a telecom environment.

The development of most research frameworks depends largely upon the theoretical background and related literature. The situation concerning intensified competition and customer emotions is more significant now than ever. Accordingly, researchers have explored customer emotions (Cronin and Taylor, 1992). Cronin and Taylor (1992) stated that the link between service quality and customer emotion has a direct effect on loyalty; there is a common understanding that a firm's profits come more from retaining customers than from attracting new ones. Zeithaml *et al.* (1996) discovered that the close correlation between customer perception of service quality and customer intention determine customers' likelihood to recommend a company. As suggested by Gronroos (1982), the perceived quality of a service derives from an evaluation process, bearing in mind that customers compare their expected perceptions of service quality with the service they receive. Recently, researchers have focussed closely on the concept of emotion and its role in customer information processing and decision-making (Sweeney and Wyber, 2002). The authors concluded that emotions are evoked through the perceived quality of environmental attributes, which has a significant influence on customer appraisal and intention (Donovan and Rossiter, 1982; Lee *et al.*, 2008; Sweeney and Wyber, 2002, Ladhari *et al.*, 2017).

The TRA is a widely applied model in social psychology (Ramayah *et al.*, 2004) and marketing (Thorbjørnsen, Pedersen and Nysveen, 2007; Fishbein and Ajzen, 1975). In studying an individual's intentions, Fishbein and Ajzen (1975) suggested that attitudes and subjective norms lead to behaviour intention. This theory is selected in the research framework for two key reasons. First, it was assumed that people wish to behave in ways that permit them to achieve favourable outcomes and to fulfil the

expectations of other people. That is, people do not do only what they want to do; rather, they also consider the opinions of other people whom they are close to, particularly those consumers who come from a collective culture. In other words, individuals do not behave only according to their personal choices; rather, their social surroundings affect their behaviour. A person's behavioural intention can be strongly affected by the acceptability or approval of a particular action shown by the people close to the person. Second, although it was shown in previous studies that attitude is a significant factor influencing customer behavioural intention, very few studies have assessed the effect of attitude on customer intention when subjective norm and attitude were evaluated together in a model (also refer to Blodgett, Granbois, and Walters, 1993; Richins, 1987). As explained above, the TRA theory defines the attitudes as customer evaluation of the service quality during his or her experience. At the same time, it uses subjective norms to understand how close people to the customers influence customer intention during the experience of switching mobile service providers. In addition, eWOM intention is affected by a customer's subjective norms and attitudes.

The SOR theory generally consists of a stimulus in the form of an independent variable, an organism in the form of a mediator and a response in the form of a dependent variable (Spies *et al.*, 1997; Turley and Milliman, 2000; Yoo *et al.*, 1998; Vieira, 2013). Daunt and Harris (2012), Lin (2004) and Wong *et al.* (2012) stated that there is a consensus among the studies concerning the three basic variables in the SOR model. For this reason, Turley and Milliman (2000) reviewed studies between 1975 and 1997 to determine how atmosphere affects purchasing behaviour. For the post-1997 period, Daunt and Harris (2012), Dong and Siu (2013), Kim and Moon (2009), Lam *et al.* (2011) and Walsh *et al.* (2011) conducted further literature reviews in relation to service industries' adoption of the SOR theory. Although there have been a number of studies on the service subject, few have focussed on a particular industry (Ladhari *et al.*, 2017).

The factors that influence retailers' success are described in the SOR theory. Nonetheless, it has been asserted by Bhardwaj *et al.* (2008) that the environmental factors in service can be different for different cultures; thus, a distinct SOR theory might be required to help service providers. In addition, the SOR theory can provide

more-extensive knowledge concerning why and how consumers choose and are loyal to a retailer. It has been suggested by Bonnin and Goudey (2012) that there have not been many studies on how the environment affects customers in the service industry. Furthermore, the theory plays a major role in comprehending the reasons concerning why a person behaves in a particular manner; hence, it is very important with respect to behaviour-related matters. Our behaviour is mostly influenced by our emotional states, which is significantly affected by how we think about a certain stimulus. In other words, if we want to address certain behaviour, we must comprehend how the stimulus influences the customers' mental position and how to alter this association. Based on this explanation, this research has adopted the SOR theory.

Kotler (1947) suggested in environmental psychology that atmospherics developed by environmental stimulus affect the purchasing decisions of customers. Three types of emotions have been advanced by Mehrabian and Russell (1974) – pleasure, arousal and dominance (PAD). The goal of these authors is to acquire the emotional dimensions of these types of environmental cues. There has been widespread application of the PAD model in the field of retail, which shows that there is a significant relationship between environmental stimuli and consumer behaviour (Turley and Milliman, 2000). Therefore, the PAD model emphasizes the significance of environmental stimuli; for example, it is important to observe the emotional reactions of shoppers to those stimuli. Shoppers normally like to go to stores that are pleasant and stimulating. In such stores, approach behaviours are demonstrated by these shoppers (Vieira, 2013). Recent studies not only emphasize the mediating function of the PAD emotions between environmental stimuli and consumer behaviour but also suggest that retailers should use service environmental stimuli as marketing tools to attain market differentiation (Chebat and Michon 2003; Vieira 2013).

This research will adopt the PAD standard in two dimensions: pleasure and arousal. Pleasure is defined as “the degree to which a person feels good, joyful, or happy”, whereas arousal is defined as “the degree to which a person feels excited, stimulated, alert or active” (Mehrabian and Russell, 1974). The reasons for our adoption of these dimensions are the frequent implementation of the PAD standard, the environmental nature of this research and the customer emotional input (Björk, 2010; Ethier *et al.*,

2006; Koo and Ju, 2010; Lee and Yi, 2008). Additionally, when considering whether pleasure and arousal sufficiently capture the range of suitable emotional responses (Russell, 1979; Koo and Ju, 2010), some researchers have suggested that dominance should be excluded as an emotional component in future studies on consumer behaviour (Russell and Pratt's, 1980). The dimensions are considered customers' experientially oriented key motivations (Holbrook and Hirschman, 1982). However, most of these researchers adopted Russell and Pratt's (1980) suggestions that dominance should be eliminated and that when evaluating customers' emotional states, the focus should be on the pleasure and arousal dimensions (Ha and Lennon, 2010; Wu, Cheng and Yen, 2008). Nevertheless, these studies present evidence of service quality and subjective norms, demonstrating the effects of customer emotions and attitudes on customer intention. Accordingly, the concern of the present research is to assess the effects of these factors on switching intention and eWOM, considering the mediating role of pleasure, arousal and attitudes.

### **3.5 Derivation of the Customers Loyalty Framework**

This section examines the derivation of the service quality and customer behaviour framework through an evaluation of the literature and literature gap (Chapter 2). The service quality and customer behaviour framework was initially motivated by existing behaviour theories and supported by various academic and industry contributions to service quality research in the last two decades. To cover all associated gaps shown by the research evaluation (Section 2.12), the framework is derived from studies based on the integrated theories rather than using individual theory as presented in Section 3.4.

In recent years, innovations in web technology and communications have advanced rapidly. This has allowed customers to shift from being passive information receivers to becoming content generators (Shuang, 2013). A significant gap remains with respect to comprehension of how customer emotions are linked to the perceptions of service quality and how in turn these emotions would influence customer intention (Ladhari, 2017). This research established the role of emotions as a fundamental mediator in the relationship between service quality switching and eWOM intentions.

Based on the research contribution section 1.6, a framework (see Figure 3.3) was developed using SOR and TRA theories. SOR theory was used in studying the

environmental psychology and to demonstrate that the environmental stimuli (S) ultimately lead to emotional reaction (O) and reflect as a behavioural response (R) based on stimulus – organism – response (S-O-R). TRA theory studies the effect of subjective norms and attitude on behaviour intention. The criteria that customers use to judge service quality have been defined in a previous study by Reynoso and Moors (1995) as the dimensions of quality. Since then, many researchers have agreed with the multi-dimensional concept of service quality (Yoo *et al.*, 2011). However, there remains disagreement concerning how these dimensions should be described (Brady and Cronin, 2001; Jamal and Naser, 2002; Babakus and Boller, 1992; Nadiri and Hussain, 2005; Karatepe and Avcı, 2002; Ekinçi *et al.*, 2003; Evangelos *et al.*, 2004; Gagliano and Hathcote, 1994; Kilbourne *et al.*, 2004; Araslı *et al.*, 2005; Zhao *et al.*, 2002; Bala *et al.*, 2011; Ladhari *et al.*, 2017). Parasuraman *et al.* (1985) is known as one of the most valuable contributions to defining service quality dimensions. In the study, the authors identified 10 service quality dimensions: access, credibility, effective customer communication, service provider efficiency and capacity, reliability, response speed to customer demands, security, tangible things (incarnations), taste and decency in interacting with customers, and understanding customers. Parasuraman *et al.* (1988) subsequently merged these 10 service quality dimensions into five: assurance, empathy, reliability, responsiveness, and tangible aspects. Tangibles point to the physical appearance of a facility. Reliability describes the ability to execute a promised service faithfully and precisely. Responsiveness relates to willingness to help customers and give prompt service. Assurance indicates the knowledge and courtesy of employees and their ability to inspire trust and confidence. Empathy is described as the caring and individualized attention that the firm provides to its customers.

This research examines the role of customer emotions (pleasure and arousal) and attitude as essential mediators in the connection between service quality subjective norms, switching and eWOM intentions. Therefore, the hypotheses in this research can be summarized as follows: the greater the customer perception of the service quality of the mobile operator, the more likely the customer will be to reflect emotional responses that will lead to generating positive eWOM or switching intentions. The conceptual framework for the research hypotheses is presented in Fig. 3.3.

With the constant growth in competition, there is an increasing need to investigate service quality based on the recognition that it provides a notable firm advantage. Additionally, it is essential in enhancing relationships with customers and satisfying their requirements (Zeithmal, 2000). This aspect of service quality has resulted in it receiving considerable scholarly attention and stimulating a debate among researchers. Challenges have arisen because previous research studies have failed to reach a consensus on how to interpret and measure service quality (Wisniewski, 2001, Ladhari *et al.*, 2017).

Sekaran (2000) stated that a theoretical framework offers the structure upon which a comprehensive research study is built. It identifies the relationship between the research variables that define the research problem. The theoretical framework offers a clear understanding of the aspects of the problem under investigation and therefore aids the development of testable hypotheses. In the relevant literature, there is proportionate guidance on the connections between research framework variables and the theoretical foundation. In addition to the link between service quality and intention, there are also considerations of the relationship between the service quality dimensions and subjective norms on eWOM and switching intentions through their cognitive and emotional responses. In this investigation, the theoretical framework includes the following 11 constructs:

This research

1. Subjective norms
2. Reliability
3. Response
4. Empathy
5. Tangibles
6. Assurance
7. Pleasure
8. Arousal
9. Attitude
10. eWOM
11. Switching intention

The above 11 constructs were considered those most related to the research problem. The independent variables (IV) are the service quality dimensions (reliability, responsiveness, empathy, assurance and tangibility) and subjective norms. However, attitude and emotion (pleasure and arousal) are the dependent variables in relation to the service quality dimensions and subjective norms; the IVs relate to attitude, eWOM and switching intentions. Finally, eWOM and switching intentions are dependent variables in relation to subjective norms, attitude and emotion. Figure 3.3 illustrates the service quality and customer behaviour conceptual framework.

In this research, a framework to explain the effects of service quality and subjective norm on switching and eWOM intentions through a cognitive-emotional process is proposed. In next section, hypotheses that apply to proposed service quality and customer behaviour are developed. The first 10 hypotheses (H1a,b; H2a,b; H3a,b; H4a,b; and H5a,b) specify the expected effect of the five elements of service quality (reliability, response, empathy, assurance and tangibles) on consumer emotional responses (pleasure and arousal). H6a,b specify the expected effect of subjective norms on customer emotional responses of pleasure and arousal, respectively. However, the expected effects of customer emotional reactions (pleasure and arousal) on attitudes, eWOM and switching intentions are explained by H7a,b,c and H8a,b,c, respectively, and the influence of attitudes on eWOM and switching intentions are predicted by H9a,b.

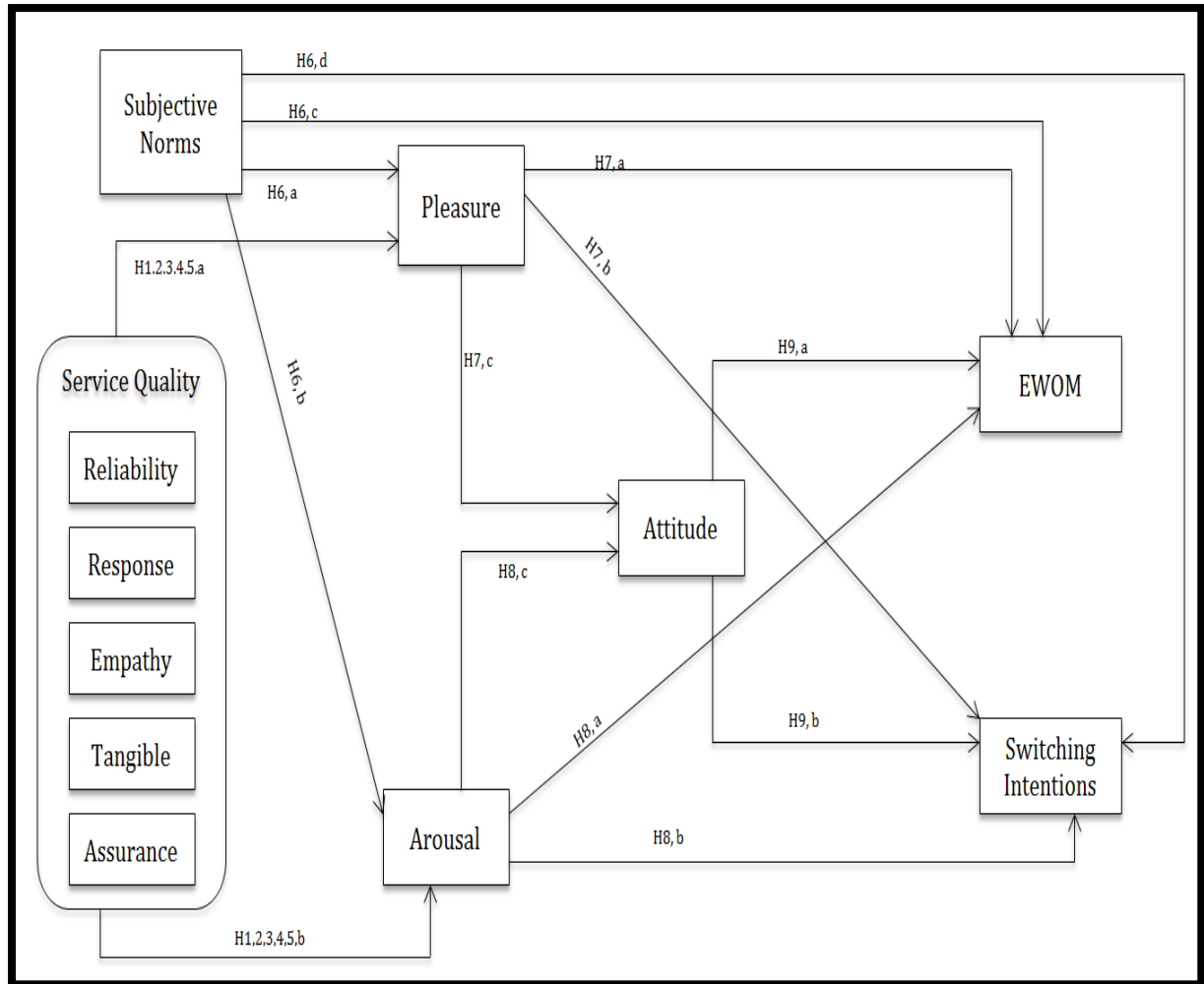


Figure 3.3 The conceptual framework



### **3.6 Benefits of the Development Framework**

This research develops a framework for the formation of telecom customer intention based on the assumption that intention to engage in eWOM and switching intentions require both cognitive and feeling (Ladhari *et al.*, 2017). To the best of the researcher's knowledge, this is the first time that such an approach has been applied to understand the effects of service quality elements on eWOM and switching intentions in B2C settings. This research will help marketers, telecom managers and investigators understand how service quality affects behavioural intention in the telecom industry, in which consumers make decisions to stay or leave and to engage in making online recommendations on social media platforms. Based on the gaps of the research recognized in the literature review, the research framework provides an essential benefit for academia and practice.

#### **Academic benefits**

- The framework contains factors that directly or indirectly influence customer switching intention and eWOM, including service quality, subjective norms, attitude, and emotional responses.
- Investigate the mediating role of emotional and cognitive responses on the relationships between service quality, subjective norms and customer intention.
- Analyse the direct and indirect relationships between emotional responses (pleasure and arousal) and customer intention.
- Extend the stimulus-organism-response (SOR) by arguing that the grouping of emotional responses and cognitive responses is essential in predicting behavioural intention.
- Examine the direct and indirect relationship between subjective norm, emotional response and behaviour intention.
- Analyse the influence of emotional responses caused by service quality (stimuli) on behaviour outcomes; specifically, this research clarifies more-detailed relationships between service quality and emotional responses, which in order affect attitude and customer intention.

#### **Practical benefits**

- Enable the discovery of the main areas of service quality that influence customer

emotions to maintain a strong relationship with customers;

- Highlight the influence of people surrounding a customer in his or her decision-making;
- Find the driving reasons that lead customers to switch to another mobile service provider;
- Evaluate company marketing and strategic efficiency by assessing the loyalty of the customers;
- Help to understand the wants and needs of customers in the telecom sector;
- Identify the main reasons that lead customers to engage in eWOM.

### **3.7 Development of Research Hypotheses**

The “people” aspect of a customer service encounter is critical in terms of service delivery. This is emphasized by the fact that four of the five service quality dimensions have a direct relationship with employee performance. Researchers have also noted that a customer’s evaluation of a service is influenced by how comfortable and safe they feel with the service provider (Parasuraman *et al.*, 1988, p. 23). According to Dabholkar (2000), reliability is the employees’ ability to offer a service in a dependable, competent manner that reflects the promised service quality.

Using various institutions, such as banks, retailers, hospitals, hotels and vehicle-repair shops, Lemmink and Mattsson (2002) aimed to discern a correlation between customer emotions and staff behaviour and ability. Said authors found that employee facial expressions, words, behaviour and tone influence customer emotions. Lin and Mattila (2010), however, noted that the interactions between customers and staff had a positive effect on customer emotions in the service setting. A retail store, which had promised its customers reliable service, would do everything in its power to ensure that everything was done correctly – that sales records and transactions were free of errors and that impeccable service was provided the first time (Lin and Mattila, 2010). The reliability of such a store influences the quality of its service and its image to its customers (Baker *et al.*, 1994). In addition, Collins-Dodd and Lindley (2003) and Semeijn *et al.* (2004) noted that the reliability of such a store might cause customers

to favour other associated brands. Therefore, this research proposes the following hypotheses:

***Hypothesis 1a: Reliability has a positive effect on customer pleasure.***

***Hypothesis 1b: Reliability has a positive effect on customer arousal.***

Responsiveness refers to the readiness and willingness of employees at a service company to provide customers with quick service. Brown and Mitchell (1993) report that customers take the working environment in the service sector very seriously. According to Gollway and Ho (1996), a relationship was discovered between employee skills and customer expectations, directly affecting customer perceptions of service quality even after a service failure. Other authors, such as Hart *et al.* (1990), Dabholkar *et al.* (1996), Swanson and Kelley (2001) and Nelson and Chan (2005), also note that the quality of service is affected by responsiveness and the speed with which problems are solved. In fact, Andreassen and Lindestad (1998) note that the overall satisfaction of a customer outweighs the adverse effects of a service failure. Other researchers have noted that an excellent recovery after a service failure will yield higher levels of customer satisfaction than if the service was successful from the beginning (Hart *et al.*, 1990; Schmit and Allscheid, 1995; Muse *et al.*, 2005; Krishna *et al.*, 2011). Krishna *et al.* (2011) further note that an effective recovery after a service failure builds a positive image of the service provider in the customer's mind because the customer perceives the service provider as caring and understanding, creating an emotional bond that endures over time. Customer emotions also affect service-recovery effectiveness, although few studies have been conducted in this area (Schoefer and Ennew, 2005). However, customers have been shown to experience emotions such as frustration, anger, joy and delight during service failure and recovery, with many researchers increasingly focussing on the role that emotions play in service contexts (McCull-Kennedy and Sparks, 2003). This research therefore proposes the following hypotheses:

***Hypothesis 2a: Responsiveness has a positive effect on customer pleasure.***

***Hypothesis 2b: Responsiveness has a positive effect on customer arousal.***

Assurance refers to the ability of workers to inspire trust and confidence in their customers (Parasuraman *et al.*, 1988). Baker, Levy and Grewal (1992) found that the more employees make themselves available to customers and the more friendly they are, the more satisfied and enthusiastic the customers are. This research showed that employees could have a significantly positive influence on the emotional state of the customer. Ryu and Jang (2007) found that an employee's emotional state could stir the emotions of a customer, similarly to lighting, layout and dining atmosphere. However, Lee and Dubinsky (2003) observe that a salesperson's enthusiastic behaviour can irritate a customer if the customer interprets such behaviour as overly aggressive. In most interactions between customers and retail salespeople, customers experience emotions (Menon and Dube, 2000). Menon and Dube (2000) also state that the customer can experience negative emotions when he or she suspects the salesperson is insincere or aggressive, or he or she can experience positive emotions when the salesperson shows empathy, trustworthiness and ability to serve. Besides words, customer-service employees also communicate through tone of voice, facial cues and body movements, which can be critical characteristics in winning customers over (Sherman *et al.*, 1997; Yoo *et al.*, 1998). This research therefore proposes the following hypotheses:

***Hypothesis 3a: Assurance has a positive effect on customer pleasure.***

***Hypothesis 3b: Assurance has a positive effect on customer arousal.***

Bigné and Andreu (2003) found a direct relationship between customers' emotions and the environment in which the service was offered. Other researchers, such as Ng and Dagger (2008) and Lin and Mattila (2010), noted that customers' emotions could be positively influenced by the environment, whether they were attending performing art or sporting events such as music concerts or football games, respectively, or eating at restaurants. According to Wakefield and Blodgett (1994), key environmental elements, which influence and generate excitement among customers, include how the facility is designed and decorated.

Several researchers, such as Baker *et al.* (1992) and Sweeney and Wyber (2002), noted that a customer's cognitive evaluation of the environment influenced his or her personal feeling of pleasure and excitement. However, in a later study on the

atmosphere of a store, it was indicated that other environmental stimuli had a significant influence on customer satisfaction (Yuksel, 2007). According to Baker (1986), a lack of direct physical contact with customers when providing a service leads to the latter being significantly more influenced by tangible cues, such as the physical environment in which the service is offered. Lin and Mattila (2010) noted that customers measure quality of service based on the physical environment in which it is offered. Bitner (1992) found that due to the intangibility of a service, customers are usually required to be present when it is offered. Consequently, their perceptions of the quality of service could be significantly influenced by physical factors. Therefore, this research proposes the following hypotheses:

***Hypothesis 4a: Tangible has a positive effect on customer pleasure,***

***Hypothesis 4b: Tangible has a positive effect on customer arousal.***

Norazah (2013) notes that empathy is related to how the company shows it cares and provides personalized care to customers to make them feel special and valued. Thus, the emotions of the customers are influenced, and they hold a positive perception of the products and quality of service that the company provides. Positive perceptions of quality influence customer satisfaction and emotions (Richins, 1997; Schneider and Bowen, 1995). Today, consumers are more educated and knowledgeable than ever before (Mouawad and Kleiner, 1996). Thus, they require better, more-personalized service and attention from employees (Donthu and Yoo, 1998), whose performance thus has a significant effect on customer service (Jabnoun and Al-Tamimi, 2003). A product or service is more meaningful to a customer if it brings more joy, personalization and harmony, making them feel safe (Thuy and Hau, 2010). Previous studies, such as Nadiri *et al.* (2008), Kumar *et al.* (2010), Ahmed *et al.* (2010) and Norazah (2013), have established that customer feelings are heavily tied to empathy. This research thus proposes the following hypotheses:

***Hypothesis 5a: Empathy has a positive effect on customer pleasure.***

***Hypothesis 5b: Empathy has a positive effect on customer arousal.***

It has been observed that people increase their dependence upon others' opinions to adopt a particular behaviour (Fishbein and Ajzen, 1975). Song and Lee (2014) stated

that these others might include the person's close family members, friends and colleagues. According to Ajzen (1988, p. 121), "people who believe that most referents with whom they are motivated to comply believe that they should perform the behaviour will perceive social pressure to do so". Subjective norms are a factor that has a significantly favourable effect on customer emotions during consumption (Liz and Chen, 2012). Therefore, such people have greater emotional bonding and are more inclined to participate in sharing experiences (Algesheimer *et al.*, 2005; Hsu and Lin, 2008). In this area, Latané's (1981) theory of social impact indicates that the presence of social factors affects customer emotions and behaviour.

Fischer *et al.* (2003) flagged the social context's effect on customer emotions and experience. They also discussed the social context as the physical or perceptual presence of the societal models, other people as the audience or those with a share in the experience and the expressiveness of the people in the society in question. It has also been found that certain interactions play a role in customer emotions (Isomursu *et al.*, 2007). These interactions include but are not limited to content from entertainment channels, other various communication channels and interactions with other people (Davis, 2010). Fischer *et al.* (2003) posited that the effect of other people on emotions was much more profound in terms of positive than of negative aspects because favourable emotions were emphasized in the presence of others. Therefore, group connections and commonly held actions and sayings all have an influence on the individual's emotions (Baumeister *et al.*, 1994; Fischer *et al.*, 2003). In short, favourable emotions result from customers aligning themselves with the opinions and preferences of others (Aertsens *et al.*, 2009; Bamberg *et al.*, 2007). The influence of such people is also far more profound if they have the authority to accept or reject one's actions; this effect is known as normative influence. Additionally, Hynie *et al.* (2006) argued for the effect of subjective norms on the individual's emotions and behaviour. In this research, the following hypotheses are proposed:

***Hypothesis 6a: Subjective norms have a positive effect on customer pleasure.***

***Hypothesis 6b: Subjective norms have a positive effect on customer arousal.***

Various researchers have described subjective norms as the assumed pressure from society concerning whether to undertake a certain activity. In addition, it has been

widely stated that subjective norms have a direct effect on behavioural intention (Tonglet *et al.*, 2004; Al-Nahdi *et al.*, 2008; Al-Nahdi *et al.*, 2015; Han and Kim, 2010; Alsaggaf and Althonyan, 2018). Han (2015) listed the sources of such pressures as family, friends and even political parties. It was even stated that the general attitude of people in society influences customer purchasing decisions. Various previous studies have presented a positive relationship between subjective norms and customer intention (Teo and Lee, 2010; Shan and King, 2016; Wang *et al.*, 2016; Jayasingh and Eze, 2016; Alsaggaf and Althonyan, 2018). Others have found that subjective norms have no influence on behavioural intention (Davis *et al.*, 1989; Mathieson, 1991; Chau and Hu, 2001; Lewis *et al.*, 2003). Moreover, contemporary researchers have concluded that customer intention can be predicted using subjective norms (Kim and Han, 2010; Wu *et al.*, 2011; Koklič and Vida, 2009; Zhu, 2017; Chang, 2016). For instance, Chang (2016) discussed the role of normative pressures in the context of mobile phone use. Their conclusions agreed with the theoretical proposition set forth by Alsaggaf and Althonyan, (2018). This theory stated that concerning social media platforms, people often rely more on the opinions of others (who have a certain role in their lives) than on their own preferences. Therefore, this research proposes the following hypotheses:

***Hypothesis 6c: Subjective norms have a positive effect on customer eWOM intention.***

***Hypothesis 6d: Subjective norms have a positive effect on customer switching intention.***

Mehrabian and Russell (1974) stated that customer behaviour, when driven by emotional feelings, results in a wide range of actions. According to Meng and Choi (2018) and Choi, 2(016), these feelings include but are not limited to intention to purchase. The discipline of service quality management is drawing significant attention in the aspect of customer emotions (Alsaggaf and Althonyan, 2018). Various researchers, such as Rychalski and Palmer (2018) and Kim *et al.* (2016), have discussed the connection between emotion and satisfaction in the context of customer behaviour. Ladhari *et al.* (2017) expounded the view that a customer's happiness and satisfaction in terms of the evaluation process is greatly influenced by his or her emotional state. In addition, traditional researchers have claimed that certain emotions

are caused by a positive experience (Ali *et al.*, 2016; Kim *et al.*, 2016). Lo *et al.* (2015), and Ladhari *et al.* (2017) stated that in the context of pleasure and the arousal of emotions, many factors define customers' emotions and point them towards a certain behaviour. Huang *et al.* (2017) determined a significant relationship between customer emotions and the resultant positive effect on eWOM. Ali (2016) also discussed the link between a positive customer experience and his or her happiness, loyalty and, most importantly, the business' profitability.

Therefore, a customer's emotions have the capacity to produce a direct effect on his or her decision to purchase (Ladhari *et al.*, 2017) or customer behaviour intention (Alsaggaf and Althonyan, 2018). Studies have found that the quality of service can have various influences on the customer in the form of satisfaction and loyalty (Jeong, 2013). Ladhari *et al.*, (2017), Alsaggaf and Althonyan (2018), and Ali *et al.* (2016) stated that emotional reaction has a clear effect on customer intention. Similarly, Huang *et al.* (2017) and Mishra *et al.* (2016) discussed the potential for a customer receiving a service and spreading favourable word of mouth if he or she gained a positive emotion from the experience. Similarly, Ladhari (2017) referred to the positive relationship between the favourable emotion during consumption and word of mouth. Thus, studies also found that combined with pleasure, arousal was a factor that caused a change in customer behaviour and decision-making (Huang *et al.*, 2017. Ladhari *et al.*, 2017; Alsaggaf and Althonyan, 2018). Accordingly, the following hypotheses are proposed in this research:

***Hypothesis 7a: Pleasure has a positive effect on customer eWOM intention.***

***Hypothesis 7b: Pleasure has a negative effect on customer switching intention.***

***Hypothesis 8a: Arousal has a positive effect on customer eWOM intention.***

***Hypothesis 8b: Arousal has a negative effect on customer switching intention.***

Emotion-related studies have also included discussions on the matter of a store's interior and its emotional effect on customer choices (Dawson, Bloch and Ridgway, 2002; Donovan and Rossiter, 1982; Swinyard, 1993). Gountas and Gountas (2007) stated that experts in psychology had also reinforced the effect of emotions on attitude. The cognitive evaluation is one of the most widely used approaches to evaluating the effect of consumption emotions on customer behaviour (Nyer, 1997). It



is also undeniable that the two dimensions of cognition and emotions are crucial to understanding customer needs and related responses (Eroglu *et al.*, 2003). However, Holbrook and Hirschman (1982) and Hartman *et al.* (2006) stated that in previous studies, marketing gurus argued that an intrinsically driven hedonistic feeling plays a central role in the decision-making process. For instance, in online purchasing, the emotion of pleasure has a direct effect on attitude (Lee, Suh and Whang, 2003).

Donovan, Marcoolyn and Nesdale (1994) claimed that, in the in-store environment, positive emotions and feeling stimuli have a direct effect on shopping attitude. Similarly, LaTour and Rotfeld (1997) stated that advertising also stimulates excitement. Bagozzi *et al.* (1999) discussed the cognitive evaluation resulting from emotional reaction. The feeling of delight, which a customer enjoys when making a purchase, produces a favourable attitude (Penz and Hogg, 2011). Westbrook (1987) and Westbrook and Oliver (1991) indicate that many prior studies have stated that the quality of service experience has the power to motivate a wide range of reactions, such as emotions and cognitive processes. For a long time, marketing researchers have focussed on feelings that have generally been linked to evaluation of service (Liljander and Strandvik, 1997; Bolton, 1998; Stauss and Neuhaus, 1997; Yu and Dean, 2001). Therefore, this research proposes the following hypotheses:

***Hypothesis 7c: Pleasure has a positive effect on customer attitudes.***

***Hypothesis 8c: Arousal has a positive effect on customer attitudes.***

Ajzen (2001) stated that attitude is the main component of human behaviour studies, with discussions of attitudes centring on favourability. In addition, when defining attitude, Ajzen and Fishbein (1980) posited that it entails either being fond of or disliking a given object. Alsaggaf and Althonyan (2018) highlighted the importance of attitude in driving certain customer intention, along with its role in defining choices. Zanna and Rempel (1988) stated that attitude is formed from a combination of an affective feeling and a cognitive belief. In this context, Fazio (2000) argued that once the process of attitude formulation is complete, it is saved in the human memory, which in turn stimulates and enhances the decision-making process.

Ajzen and Fishbein (1980) and Barnes (2002) referred to a TRA assumption that customer intention results from attitude or evaluation. Oliver (1980) stated that customer attitude stems from the “before and after” experience of the product or service. The pre-experience service includes the perception component, whereas the post-experience part includes the level of satisfaction after consumption. Contributing to the discussion, Ajzen and Fishbein (2005) posited that attitude has two elements, one referring to attitude towards tangible factors (such as a service environment or physical product) and the other relating to behaviour. Several researchers have described attitude as a forerunner to repurchasing behaviour (Bobbitt and Dabholkar, 2001; Lu *et al.*, 2003). For instance, Kang *et al.* (2012) discussed the positive relationship between the two factors of attitude and repurchasing intention. In addition, Hsu and Lu (2007) and Kim *et al.* (2009) discussed the matter of the positive relationship between attitude and behaviour-related intention. Various studies in the discipline of customer research, such as Burton and Creyer (2004), Burton *et al.* (2006) and Kozup *et al.* (2003), have included references to positive feelings towards the product and how that attitude influences the purchase decision. Shih *et al.* (2013) discussed how favourable experience led to positive eWOM intention. In addition, Yang and Yoo (2004) considered that customer intention is shaped by an attitude. They also stated that attitude is informed by the willingness to adopt social media. Based on the above, this research proposes the following hypotheses:

***Hypothesis 9a: Attitude has a positive effect on customer eWOM intention.***

***Hypothesis 9b: Attitude has a negative effect on customer switching intention.***

### **3.7 Conclusion**

In this chapter, the research framework briefly presented and the research hypotheses. Thereafter, this work justified the need to develop a conceptual framework to evaluate service quality on customer intention using the mediation role of cognitive and emotional responses. The theoretical background is used to build the research framework, which is categorized into two theories: the stimulus-organism-response (SOR) theory and the theory of reasoned action (TRA). Both theories were discussed, their selection was justified accordingly, and reasons given to use these theories in the research framework. In addition, explained the reasons to use pleasure and arousal from (PAD) as emotional responses. Based on the theoretical background section, this research presented a theoretical framework that leads to better understanding of

customer intention influenced by service quality using the mediation of emotional and cognitive responses. Thus, the framework is developed concerning the literature gap evaluation in Section 2.12 Chapter 2 and research contributions Section 1.6 Chapter 1.

Section 3.6 explained the benefit of employing the research framework for academic and practical use. Then, hypotheses were developed and the relationship between the contracts of the research framework was explained. Moreover, justifications of the hypotheses displayed and supported previous studies in the marketing field.

The methodological approach and procedures taken in this study are described and justified in the following chapter.

## **Chapter 4: Methodology**

### **4.1. Introduction:**

The previous chapter evaluated and analysed the framework concerning the relationship between service quality, customer emotional responses and customer intention. This chapter consists of ten different sections. First, justifies the research paradigms and methodology. Furthermore, this chapter presents the structured analysis technique, which used to test this research hypothesis. This research mentions in more detail the research design, including the research approach and justification for using a survey. Then, sampling strategy is explained followed by the data collection procedures, questionnaire design and pilot study. Thereafter, discusses the ethical considerations relating to the research design. In addition, this chapter discusses the questionnaire translations, statistical procedures and data analysis. Finally, conclusions form the last part of this chapter.

### **4.2 Justification of Paradigm and Methodology**

The key primary research design step is deciding upon the most suitable research paradigm (Saunders *et al.*, 2007). A paradigm can be said to be mirroring the reasoning of knowledge. However, methodology concentrates on the practical details of how it became known (Trochim, 1998). Per Collis and Hussey (2009), a research paradigm can be defined as a philosophical outline that characterizes how to perform research in light of people's views of the world and the type of information. A paradigm provides a framework that incorporates an acknowledged arrangement of methods, theories, and approaches to describing data (Hussey and Hussey, 1997).

The various needs fulfilled by a paradigm are the following. (1) It guides experts because it shows essential issues faced by any discipline. (2) It develops theories and models that allow professionals to attempt to find solutions for these issues. (3) It drives the specification of criteria for tools, for example, methodology, instruments, and data gathering, that might assist in solving these issues. (4) Finally, it provides the procedures, principles, and methods to be considered if related issues arise once more (Filstead, 1979). Oates (2006) recognized that three main research paradigms exist that researchers can choose as guidance for a specific research: interpretive, positivism, and critical research.

#### **4.2.1 Positivism Paradigm**

Positivism can be defined as an epistemological assumption that reality is offered objectively and can be characterized by measurable properties that are independent of a Researcher and his implements (Myers and Avison, 2002). As indicated by Orlikowski and Baroudi (2002), to be considered a positivist study, there should be proof of quantifiable variables' measures, formal propositions, hypothesis assessing and a dedicated focussing of phenomena of the sample on a specified population (Orlikowski and Baroudi, 2002). The most-used positivist research techniques are experiments, statistical analysis and surveys (Saunders *et al.*, 2007). Other critical features of positivism include an assumption that everything can be discovered and evidence provided (Fisher, 2007) and that the Scholar can acquire vast amounts of empirical data on which statistical analysis can be applied to draw out hidden regularities (Hudson and Ozanne, 1988).

#### **4.2.2 Interpretivist**

The interpretative paradigm focuses on understanding the behaviour of humans from the participant's own reference frame (Hussey and Hussey, 1997). Mayers (1997) proposed that interpretive research began with the conviction that the truth could only be known through social developments, for example consciousness, language, and shared meanings. In contrast to positivist research, interpretivist research focusses on the complete, complex human sense or events' meanings that humans make (Kaplan and Maxwell, 1994). Myers (1997) conceived that the actual objective of this sort of paradigm was to develop an understanding of the thoughts of people in their real life. The interpretive paradigm has diverse features; it has numerous realities but no single

truth. It is socially and dynamic constructed meaning; researcher reflexivity is largely based on qualitative data analysis (Oates, 2006).

### **4.2.3 Critical Research**

The critical theory is helpful in examining the political, social, cultural, economic, gender and ethnicity issues. Critical research is considered less popular and less acknowledged than are the other two paradigms. It concentrates on distinguishing between relationships of power, conflict and constrictions and on empowering individuals to eliminate them as domination and alienation sources (Oates, 2006). Researchers believe that in this paradigm, the social setting reality is produced and reproduced via people (Myers and Avison, 2002). However, as expressed by Guba and Lincoln (1994), it is appropriate for the academic to plan to be a ‘transformative intellectual’ who frees individuals from their social and emotional structures and historical mentality. It concentrates on the oppositions, contradiction and conflict in contemporary society (Mayers, 1997). Per Bryman and Bell (2007), critical realism suggests the following two propositions: first, the researcher's conceptualization is essentially a method for realizing that reality (whereas the positivist idea suggests that the researcher’s conceptualization of reality entirely reflects that reality). Second, critical realists are content to admit that their clarifications of theoretical terms are not amenable to direct observation. Consequently, theoretical elements that represent regularities in the natural or social orders are completely acceptable for realists (but not admissible for positivists).

This research chose not to proceed with critical epistemology because the motive of this examination was to collect data quantitatively, which would be impossible in critical epistemology. Additionally, the study motivation was not to concentrate on oppositions, contradictions and conflicts but rather to examine the subjective norms and dimensions of service quality that influenced customer emotion, attitude and intention.

Table 4.1 presents a comparison between, interpretivism, positivism, and critical in relations of the, epistemology, ontology, axiology and typical methods.

|                         | <b>Ontology (nature of reality or being)</b>   | <b>Epistemology (what constitutes acceptable knowledge)</b>  | <b>Axiology (role of values)</b>  | <b>Typical methods</b>  |
|-------------------------|--|--|---|---|
| <b>Positivism</b>       | Real, external, independent<br>One true reality (universalism)<br>Granular (things), ordered   | Scientific method<br>Observable and measurable facts<br>Law-like generalisations, numbers<br>Causal explanation and prediction as contribution                 | Value-free research<br>Researcher is detached, neutral and independent of the subject of the research<br>Researcher maintains objective stance  | Typically deductive, highly structured, large samples, measurement, typically quantitative methods of analysis, but a range of data can be analysed         |
| <b>Interpretivism</b>   | Complex, rich<br>Socially constructed through culture and language<br>Multiple meanings, interpretations, realities<br>Flux of processes, experiences, practices | Theories and concepts too simplistic<br>Focus on narratives, stories, perceptions and interpretations<br>New understandings and world views as contribution    | Value-bound research<br>Researchers are part of what is being researched, subjective<br>Researcher's interpretations key to contribution<br>Researcher is reflexive                               | Typically inductive, small samples, in-depth investigations, qualitative methods of analysis, but a range of data can be interpreted                        |
| <b>Critical realism</b> | Stratified/layered (the empirical, the actual and the real)<br>External, independent intransient<br>Objective structures<br>Causal mechanisms                    | Epistemological relativism<br>Knowledge historically situated and transient<br>Facts are social constructions<br>Historical causal explanation as contribution | Value-laden research<br>Researcher acknowledges bias by world views, cultural experience and upbringing<br>Researcher tries to minimise bias and errors<br>Researcher is as objective as possible | Reproductive, in-depth historically situated analysis of pre-existing structures and emerging agency. Range of methods and data types to fit subject matter |

Source: Saunders *et al*, (2016)

#### **4.2.4 Rational For Adaption Positivism Paradigm in This Research:**

The purpose in performing this research is to investigate the effects of customer perceptions of service quality on their eWOM and switching intention through their cognitive and emotional responses in Saudi Arabia. In view of different theories and models on the subject of customer behaviour, The study developed a hypothesis-based framework. Keeping in mind the end goal of testing and validating the research hypothesis in the proposed framework, utilized the positivist (quantitative) approach because it was compatible with the topic. Moreover, Collis and Hussey (2014) proposed that the normal procedure under a positivistic approach was to examine the literature to set up a fitting theory and to develop hypotheses. Along these lines, this research is in accordance with the positivist approach rather than the interpretivist approach for the following reasons. First, after an exhaustive examination of studies in the field, this research planned the research hypotheses, which would be checked by gathering data through self-managed online surveys. Consequently, the Researcher remains detached from the realm of the problem (Collis and Hussey, 2014)). Second, the study remains neutral throughout the entire progression of the research process. Moreover, positivist methodologies frequently emphasize that existing theories are the most important source of knowledge (Schrag, 1992; Saunders *et al.*, 2016). In addition, positivist research is generally established based on previously examined relationships (Meredith *et al.*, 1989). Finally, this approach is fitting because it permits clear theoretical focus of the study, facilitates economic data gathering, and yields data that can be compared easily (Hussey and Hussey, 1997). For these reasons, this research conducted from a positivist perspective.

#### **4.3 Research Design**

The research design used to assist in setting the limits for the research (Hair *et al.*, 2003). It comprises expressing study settings, the types of examinations that should be done, the analysis unit and different issues with the research. A research design is the research objectives' function. It is referred to as an advance decision set that forms the master plan, indicating the procedures and methods for gathering and analysis of the required information (Burns and Bush, 2002). Hair *et al.* (2003) said that the research design is important because it decides the type of data, the technique



employed to collect the data, the methodology of sampling, the timetable and the financial plan. Fundamentally, it enables aligning the methodology with the research problems (Churchill and Iacobucci, 2004; Hair *et al.*, 2003).

Various research designs have different weaknesses and strengths depending upon the phenomena to be focussed on and upon the knowledge about the phenomena that existed. The chosen research design indicates the decisions concerning the priority being offered to a range of research process dimensions (Bryman and Bell, 2007). This obviously significantly affects lower-level methodological procedures, for example, statistical and sampling packages (Limpanitgul, 2009). Accordingly, the design is an outline that empowers to discover answers to the studied questions, build the validity, reliability and generalizability of the findings, and build the overall research philosophical position (Chua, 1986; Galliers and Land, 1987; Mingers, 2001; Chen and Hirschheim, 2004).

On reviewing the literature, the following three types of research designs were identified: exploratory, descriptive, and casual or explanatory (Cooper and Schindler, 2001). These research designs applied to achieve the research objectives. According to Burns and Bush (2002), researchers usually use a variety of research designs. The Researcher utilized exploratory research in the primary stage of this research to set the foundations of the information concerning the research problem and generate hypotheses via investigating the literature, as recommended by Churchill (1995). Thus, as mentioned in Chapter 3, defined constructs and formulated hypotheses in light of previous studies. The research problem was formed, and the purpose of the study was expressed clearly. Consequently, this research concentrates on testing an integrated framework of customer intention in the telecom context. In the next stage, a descriptive research design utilized to characterize the respondents' qualities and to ascertain the frequencies, rates, mean and standard deviation of the framework that this research utilized. However, descriptive research was used to explain the relationship between the research framework variables (Zikmund, 2000). Figure 4.1 presents the research design of this study.

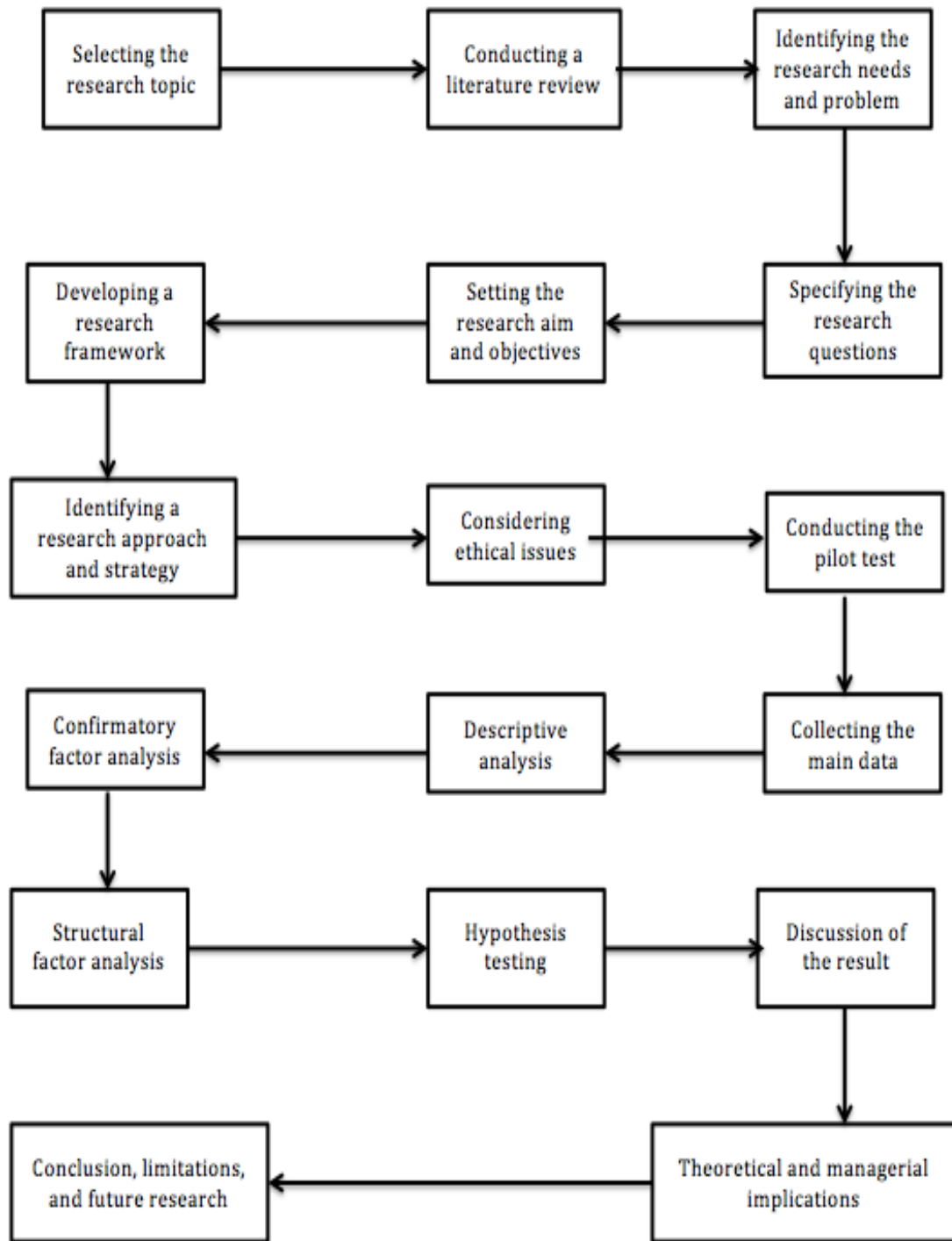


Figure 4.1 Research Design  
Source: The Researcher

A number of researchers likewise observed that descriptive research designs were generally quantitative in nature (Burns and Bush 2002; Churchill and Iacobucci 2004; Hair 2003). There are two fundamental descriptive research techniques, namely, cross-sectional and longitudinal (Hair, 2003). In studies using the cross-sectional technique, data are gathered from a given population's sample at only one point of time. The cross-sectional study is also defined as a "sample survey in which chosen individuals are requested to respond to a set of structured and standardized questions concerning what they feel, think and do" (Hair *et al.*, 2003). Conversely, longitudinal research manages the sample's population units over a timeframe (Burns and Bush 2002).

A cross-sectional technique used due to the purpose of this research. Data are collected from a given population's sample for only one period. It was the fitting technique because of the limited available time and because this research did not aim to examine patterns. The survey method utilized in light of the fact that, particularly when gathering data with respect to behaviour, it intended to address the respondents' feelings and points of view more specifically (Yin, 1994; Zikmund, 2003). Additionally, the survey method assesses the sample data more precisely and empowers to reach conclusions about generalizing the discoveries from a sample to the population (Creswell, 1994). In addition, the survey technique is considered faster, cheaper, more effective, and can be directed simply to a massive sample (Churchill, 1995; Sekaran, 2000; Zikmund, 2003). This research study utilized a two-stage approach in analysing the data using structural equation modelling (SEM) analysis. In the initial step, the study undertook the evaluation of the measurement model and analysed the factor loading, reliability, and validity of the latent constructs by utilizing confirmatory factor analysis (CFA). In the second step, this research utilized the SEM model process to examine the research hypothesis connections between the research model's latent constructs. In the following sections, explains in detail the rationale for using a quantitative approach and the justification for using surveys.

### 4.3.1 Rational of Using Quantitative Approach

Epistemology strongly concentrates on human causes and facts. This research approach highlights context realism and the implication of quantitative methods for research, for example, the causes and facts of social phenomena. It assumes that the social world consists of relatively empirical identified items, measured and studied via approaches driven by natural sciences. Accordingly, due to the aim of this research, understanding the nature of ‘customer behaviour’ as ‘individual behaviour’ required a more contextually oriented research perspective. In addition, the used data could be gathered via a survey approach (Myers, 1997), as employed in this research study. This research provided theoretical constructs’ levels and values (Straub *et al.*, 2005) such as service quality, subjective norms, customer emotions, attitude, switching and eWOM intentions. The Researcher decided that the data gathered in this research were quantitative in nature for the following reasons:

- This research has proposed a theoretical model with testable hypotheses illustrating the effects of service quality on customer intention. In addition, the suggested framework that was developed depends upon prior theories (the stimulus-organism-response theory and the theory of reason action), with the goal of giving evidence of its validity.
- Quantitative procedures are also deemed to present a vital role in measuring physiological and behavioural elements such as attitudes and emotions, which are the main consequence of the current examination (Amaratunga *et al.*, 2002).
- The quantitative approach is usually linked to positivism, which has been chosen as the most suitable research paradigm for this research (Goldkuhl, 2012; Collis and Hussy, 2014; Saunders *et al.*, 2016).
- According to the characteristics of this examination, the sample size of this research should be relatively large and representative to allow generalization from the collected results (Kothari, 2004). Therefore, a quantitative approach using a survey questionnaire is the most suitable method for the current research (Teddlie and Tashakkori, 2010; Saunders *et al.*, 2016).

### 4.3.2 Justification for Use of Survey

Several techniques are recognized in the literature for gathering research data, for example, mail, email, face-to-face, phone, and a mix of these techniques (Cooper and Schindler, 2001; Sekaran, 2000; and Zikmund, 1997). The choice of using a survey strategy is based on various reasons, including examination, population type, question format and content, rate of response, period of data collection, and cost (Aaker *et al.*, 2000). According to Webber (2004), the choice of various research methods depends upon several factors, for example, the type of preparation and training given to the Scholar, social pressures connected with colleagues and advisor, and performance to gain certain sorts of understanding during the research process. In studies about individual clients or customers, the survey method is preferred (Dwivedi, 2005). This method is useful for many reasons, for example, cost, comfort, time and availability (Gilbert, 2001). In this research, an online and self-administered survey utilized because it had the benefits of flexibility and speed. The main qualities of a self-administered survey are accuracy and cost (Kumar and Day, 1998). A self-administered survey is administrated and designed easily. Respondents can be found to be asked many questions with respect to their attitudes, feelings, behaviours, demographics and lifestyle characteristics (Malhotra, 1999). In addition, Kassim (2001) identified certain benefits when utilizing a self-administered survey:

- Answering the questions through circling the response format of the survey with an interviewer present helps respondents to meet the consistent objectives of the questions (Aaker *et al.*, 2000).
- A higher response rate, as high as 100%, can be guaranteed because the surveys are gathered promptly once they are completed (Sekaran, 2000).
- This technique offers the most complete level of control over the target sample (Burns and Bush, 2002).

The theoretical framework in Chapter 3 incorporates various research hypotheses that required testing before completed this research. This testing demanded that the study gather quantitative data and conduct a statistical investigation to test the research framework's hypotheses despite the fact that various research methodologies were accessible within the quantitative positivist research category (Straub *et al.*, 2005). Moreover, the study aim was to examine the relationship between the main constructs

of this research. Collecting data from a vast number of participants was required to gain an overall picture of the research problem. Based on the literature review previously mentioned, this research concluded that the survey was amongst the most suitable and possible research approaches to be employed.

#### **4.4 Research Populations**

One of the most essential characteristics of quantitative research is the sample requirement employed that reflects the targeted population's attributes (Sarandakos, 1998). In other words, the conclusions drawn by the study are applicable to the entire population. These social research attributes are defined as representativeness (Sarandakos, 1998).

It is commonly believed that scholars attempt to gain representativeness in their studies because such studies permit generalization. This attribute shows that their findings can be considered valid for the entire examined population. As the representativeness increases, the generalizability of the findings also increases, indicating that the quality of the study increases (Sarantakos, 1998). Additionally, statistical techniques have been developed to assist with this process, for example, that can help with achieving a sample size that permits the study to assert representativeness.

Choosing whom and what to study is of immense significance because it decides the entire study's feasibility. As indicated by Czaja and Blair (2005), the population for a study is the gathering or collection of components that a researcher wishes to concentrate on, the group about which must make inferences and generalize the study's results. It is occasionally impossible to examine the entire population due to time and resource limitations. Indeed, time is frequently more significant. Data collection requiring a long time would render small amounts of data in any one period (Singleton and Straits, 2005).

The selected population of this this research comprised Saudis who were both mobile service users and, likewise, had utilized either social networking or reviewing sites and mobile applications. They were at least more than 18 years old and living in

Saudi Arabia. The research used the cross-sectional research design. The data were gathered at one time from the sample. Hence, the exact population size is unknown and impossible to measure. Al-Jabri and Sohail (2012) stated that in Saudi Arabia, it is difficult to obtain probabilistic samples.

#### 4.5 Study Context

According to the Saudi Communication Information Technology Commission, the telecom sector boasts 54 million subscribers distributed among three mobile providers, namely, Saudi Telecom Company (STC), Mobily and Zain. Although it is very clear that STC controls the largest market in terms of subscribers, it is difficult to interpret how the market is distributed among the three providers. According to the Aljazeera Bank, STC is estimated to have from 49%–52%, and Zain and Mobily share the remaining market. In a recent announcement of the Saudi Communication Information Technology Commission, Zain emphasized that according to its 2015 financial report, its number of subscribers stood at 12.4 million, indicating a market share of 23%. This leaves Mobily with a market share of between 25% and 28%, as shown in figure 4.2.

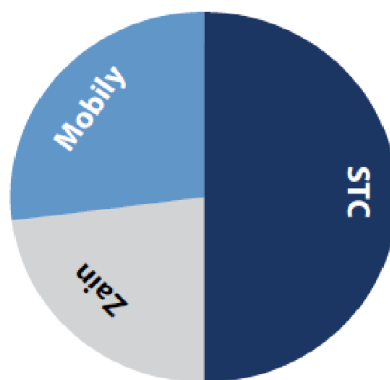


Figure 4.2: Saudi Telecom Markets

Source: Saudi Communication Information Technology Commission, (2015)

#### 4.6 Justification of Age Group

This age range (18+) was selected for several reasons. First, the Ethical Research Committee required that the participants' age group should be over or approximately 18 years. Second, as shown in Table 4.1, in 2015, Saudi Arabia's total population was 30 067 500, and the number of males was approximately equal to the number of females (Country meter, 2015). The age categorization indicated that 67.6% of the populace was greater than 15 years old.

Table 4.2: Distribution of Population Based on Gender and Age Group

Source: Country meter, 2015

| <b>Distribution of Population Based on Gender and Age Group</b> |            |            |            |            |
|---|------------|------------|------------|------------|
|   | Male       | Female     | Total      | Percentage |
| Total   | 16 602 672 | 13 464 828 | 30 067 500 | 100        |
| Age group <15   | 4 532 676  | 4 319 497  | 8 852 173  | 29.4       |
| Age group 15-64   | 11 483 380 | 8 842 852  | 20 326 231 | 67.6       |
| Age group >64   | 465 144    | 423 952    | 889 096    | 3          |

#### 4.7 Sample Frame

This research determined the specific frame of sampling after identifying the scope of the research population. A sampling frame can be defined as the resources or lists that contain identified population elements (Czaja and Blair, 2005; De Vaus, 2002). This research is obligated to ensure that a sample is accurate; this can be achieved only if there is a high level of relationship between the sampling frame and research population. The sampling procedure requires choosing a sample that can be a specific number of chosen participants from an identified research population. These research participants qualified if they had either an account in social media or online reviewing platforms and had an existing account with one of KSA's telecom companies. In this area, the research population chose from those who were consumers of telecom providers and were current users of social media or online reviewing platforms. Regrettably, in KSA, there were no data available on individuals who consumed mobile services and were users of social media or review websites.



## 4.8 Sampling Techniques

According to Oates (2006), sampling techniques refer to the methods that researchers use to single out the participants who will inform the study. Saunders (2009) stated that the two types of sampling techniques were probability and non-probability sampling, as illustrated in Figure 4.3.

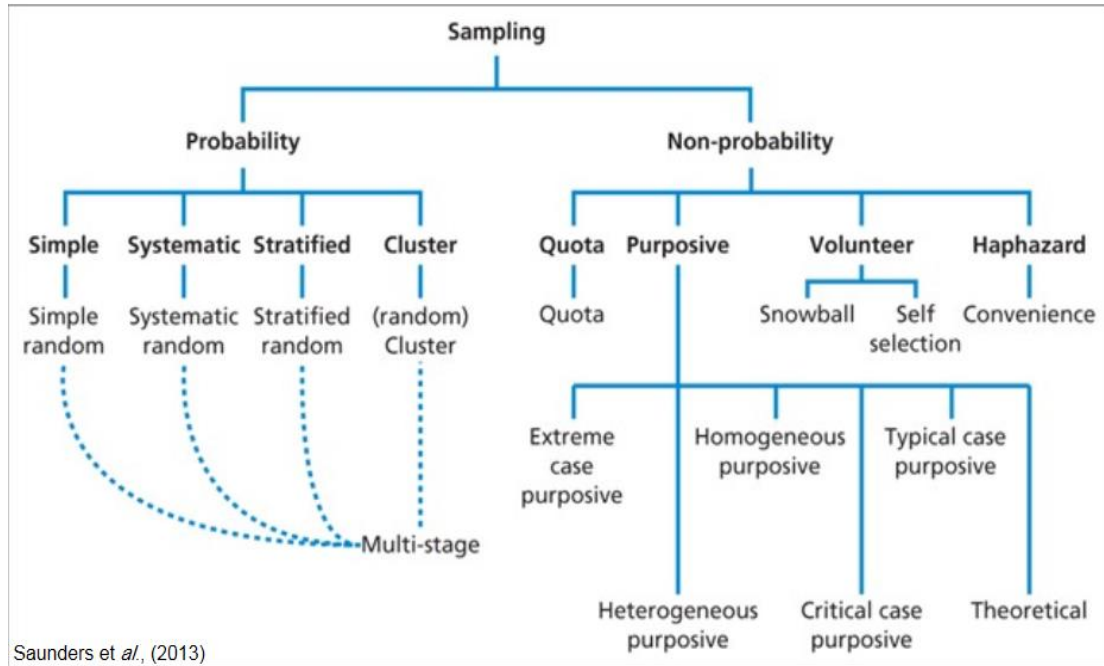


Figure 4.3: Sample Techniques

Source: Saunders *et al.* (2016)

Churchill (1995) explained that probability sampling dictates that each subject in a population has the potential to be selected, whereas the non-probability technique dictates that the selection of subjects ought not to be approximated. In probability sampling, the selection of research participants join on the basis that the participants are a representation of the research population. If the research objective is to draw conclusions or to make future forecasts, then probability sampling can be used. With reference to non-probability sampling, certain characteristics inform the pre-choosing of the participants in the research (Saunders *et al.*, 2003). Random sampling is the major element that is identified with probability sampling techniques. In this area, each individual within the research population has the potential to be randomly chosen to participate in the research. Oates (2006) stated that probability sampling

could be conducted using varied techniques such as Stratified Sample, Random Sample, Cluster Sample and Systematic Sample. Stratified sampling necessitates the random sampling of participants but with certain attributes being given preference in the selection process. For instance, a study needs to interview 1000 employees, and 30% of the respondents must be managers. Random sampling does not consider specific participants because any individual in the population being studied has an equal chance of being selected. Conversely, Systematic sampling necessitates that participants be randomly selected from a selected list at regular intervals. A good example would be to select one shop after every fifty shops in the market in which the first shop would be randomly selected. Finally, there is cluster sampling, which is used essentially when the study population covers a large geographical area. This type of sampling permits to divide the population into clusters such as census tracts, countries or other forms of boundaries. It is implicit that the clusters are randomly selected and are used in situations in which a representative sample is not deemed essential or cannot be obtained.

Bryman and Bell (2011) stated that some of the non-probability techniques include quota sample, snowball sample, and convenience sampling. In the absence of the random selection of subjects, the quota sampling technique seeks to select a representative sample. In other words, in quota sampling, certain types of individuals are selected to participate in the research. Nonetheless, the identification of quotas has the potential to cause researcher bias through choosing participants who are easy to recruit and willing to be involved in the research. Conversely, convenience sampling is characterized by the use of volunteers in the research study. Snowball sampling commences with a small number of participants and, subsequently, the number increases depending upon the results (Oates, 2006). Therefore, the convenience technique was considered most appropriate for this research. The following section explains the reasons for adopting the convenience sampling.

#### **4.8.1 Reasons for Adopting Convenience Sampling in this Thesis**

Non-probability sampling chose to use in this research and convenience sampling as the specific technique due to the unavailability of a sampling frame (Malhotra *et al.*, 1996; Reynolds *et al.*, 2003; Saunders *et al.*, 2012). According to Hair *et al.* (2014,

p.217), convenience sampling is one of the most commonly employed non-probability sampling methods. Essentially, the use of convenience sampling is prevalent in marketing, as in the following studies (e.g. Andreasen, 1984; Gallarza and Saura, 2006; Ismail, 2010; Jamal and Al-Marri, 2010; Keillor *et al.*, 1996; Kim *et al.*, 2011; Petruzzellis, 2010; Morgan- Thomas and Veloutsou, 2011).

Convenience sampling is perfectly fitted to this research because it allows to decide on the size of the available target population and the ease of data collection. This research targeted those who used mobile telecom services and were social media or online reviewing platform users. However, KSA's telecom companies were categorical that information about their users was strictly confidential. Therefore, the challenge was to contact mobile phone consumers. In these circumstances, convenience sampling was ideal for this research. Moreover, there is a common problem presented concerning sampling because not all users of the Internet are in a central registry. This target group was nevertheless distinct because the Internet could not be considered a central geographical location. Thus, the Scholar could face the challenge of surveying the participants. Therefore, in such a context, the research participants are consistently those who are easily accessible to the Researcher. Furthermore, the method is ideal because is able to cope with the research's available resources.

#### **4.9 Sample Size**

In statistical analysis, the role of sample size cannot be overemphasized. Luck and Rubin (1987) stated that a larger sample size allows more-complex statistical analysis, whereas the opposite was true. In this research, chose structural equation modelling (SEM) for the statistical analysis. The determination of a sample size is very difficult and is dependent upon several factors including size of population, degree of certainty, margin of error and statistical techniques (Saunders *et al.*, 2012). Consequently, Saunders *et al.* (2012) noted that large sample sizes represented the population but were difficult to obtain and were quite expensive. In this research, the sample size threshold set up by using statistical software. Subsequently, the study used SEM in an attempt to analyse the relationships between SEM constructs. When compared with other multivariate approaches, SEM necessitates larger sample sizes.

Hair *et al.* (2014) indicated that the necessary sample size depended upon five factors. To begin with, it was assumed that if the distribution of the data deviated from multivariate normality, then 15 respondents for each identified parameter was a sufficient number in a bid to minimize the challenge of deviation from what was considered normal (Hair *et al.*, 2014). When the estimation technique is utilized, the sample size should range from 150 to 400 respondents. Ideally, in other words, when SEM is rooted in the maximum likelihood estimation (MLE) approach, acceptable results are most likely when the sample size ranges from 150 to 400 respondents. The third approach is the model complexity technique, which relates to the number of constructs used in an analysis. Therefore, if a model has more constructs, more parameters are required in the analysis and, hence, a large sample size is required (Haire, 2006). Kline (2005) was of the opinion that a complicated path model requires a sample size of 200 or more. MacCallum *et al.* (1996) advised researchers to use larger sample sizes when testing sophisticated models. Furthermore, MacCallum (1996) indicated that when the minimum sample tended to be smaller, then

- 1) The Researcher aspires less as opposed to more;
- 2) Tests the research framework capability to approximate data as opposed to testing whether the model accurately duplicates the data (meaning it checks for close fit compared with accurate fit);
- 3) The research model is less complex (meaning it has fewer parameters to be approximated) as opposed to more complex.

Nonetheless, it is important to note that not all sample sizes are model specific. According to Jackson (2001 and 2003), there is minimal effect from sample size on the model fit when the hypothesis is tested on an insufficient sample size and, thus, a result that translates to poor-fitting models. This formed the basis of recommending a minimum sample size of 200 for any SEM analysis. Cooper and Schindler (2014) and Sunders *et al.* (2016) indicated that the general rule of the thumb dictated that 300 cases were essentially comfortable, 500 were considered very good, and 1000 cases were deemed excellent. To this end, this research targeted the recruiting of 600 participants/respondents.

#### **4.10 Data Collection Procedures**

This research issued the online survey by using Google drive software. It is an Internet-based questionnaire/survey application that provides research scientists the ability to produce extensive surveys for academic and educational purposes. After an investigator has generated a survey utilizing Google drive programs, Google drive provides a special URL that can be issued conveniently and reached online. First, this researcher published the online survey hyperlink on Facebook, Twitter, and other social media platforms and requested qualified (18 years old or older) people, living in Saudi Arabia, who used a mobile service. Additionally, the survey sent to Facebook and Twitter associates to set as an online survey and asked all of them to publish the survey website link on their own Facebook and Twitter accounts so that the survey form web page link could be forwarded to potential contributors. Furthermore, the survey sent to several Facebook and Twitter groups with whom the Researcher had connections, and authorization was granted through the administrators.

Social media has become the online community not only because it provides interesting chances for communication but also because it allows scholars to send online questionnaires over social network platforms (Matute *et al*, 2016). Many academic studies use social media to conduct online surveys (Matute *et al*, 2016, Culnan *et al*, 2010). The benefits of using surveys on social media platforms are numerous:

- Typical demographic models can be used, including gender, age, education, and other factors.
- The models can be used to direct questionnaires to the target participants.
- The online questionnaires will be performed with a random sample.

Once volunteer participants were able to access the online survey using the specific Link, the Researcher forwarded them the questionnaire's cover letter. It explained briefly the goal of the research and mentioned that they should have used a mobile service. In addition, the cover letter stated that survey participation was voluntary, that the participant could end his or her participation at any time, and that responses to the survey were confidential. The cover letter also provided Researcher's contact

information if a participant wished to ask questions concerning the research study. Once the participants read the cover letter, they were asked to complete the survey in its entirety. Next, contributors were asked demographic questions. Then, the participants were asked to reply to specific questions about service quality, subjective norms, customer emotion, attitude, eWOM and switching intentions. As soon as each participant completed the online survey, the appreciation statement was displayed. In the questionnaire design (4.11), the survey is explained in detail. In addition, a copy of the questions is presented in the appendix. The following section explains the advantages and disadvantages of the online surveys.

#### **4.10.1 Advantages of Web-Based Surveys**

There are four advantages of using online surveys:

The first advantage is that they are an effective and efficient means of reaching respondents. Van Selm and Jankowski (2006) observed that in the Internet environment, only forums existed. Similar previous studies utilized web-based surveys to reach a group of users who discussed the same topics of customer behaviour-related interests in online communities (Chan and Li, 2010; Cheung and Lee, 2012; Sun, Fang, and Lim, 2012). To this end, the Investigator decided that web-based surveys were the most effective and efficient instruments in the quest to solicit forums whose members shared a particular interest and, more specifically, telecom topics to report on their motivations for exchanging eWOM. The Appendix details the online survey.

The second advantage is the geographical coverage. The Internet is distinctive because it allows to reach the target population irrespective of geographical boundaries (Evans and Mathur, 2005; Van Selm and Jankowski, 2006). Thus, this research utilized a web-based survey to collect data from a relatively large population of respondents who were members of forums and, at one point, resided in KSA.

The third advantage is the speed of delivery and response. Lefever *et al.* (2007) articulated that a web-based survey could be managed effectively and in a timely manner. Subsequently, following the participants' completion and submission of online surveys (Evans and Mathur, 2005), the process of gathering responses was rather fast (Berrens, *et al.*, 2003; Duffy, *et al.*, 2005). For that reason and having a

limited period to perform this research, this research utilized an online survey to receive data efficiently from forum members within a short period.

The fourth advantage is cost effectiveness. Tourangeau (2004) stated concisely that compared with traditional surveys, online surveys had lower costs. The cost is reduced because no need to print questionnaires or use money for postage (Deutskens *et al.*, 2006; Ilieva *et al.*, 2002). Moreover, when using the Internet, the process of administering the survey is made cheaper; data analysis is easier because the gathered data are transferred automatically to the data analysis software (Evans and Mathur, 2005). In light of the above, when addressing a large-sized population, it is more cost effective to employ an online survey.

#### **4.11 Questionnaire Design**

Designing, composing, checking and revising the questionnaire are some of duties in planning the questionnaire. When developing the questionnaire, it is important that addresses aspects of the length of the questionnaire, interpretation of wording in the survey instrument, enhancement of reliability, and reduction of participant bias (Aldosary, 2003). There are general guidelines that a Researcher should consider when designing a questionnaire. These guidelines include

- Use of simple words but at the same time avoiding technical and nonsense words;
- Steering clear of double-barrelled questions or questions that have two parts;
- Avoiding long questions;
- Ensuring the questions are simple so that the participants are able to answer;
- If multiple-choice questions are used, ensuring that all-of-the-above answers are avoided;
- Ensuring that questions adopt a natural logic and order;
- Ease of answering the question with minimum effort and time.

The survey was developed to evaluate the relationship between service quality, subjective norms, switching intention and eWOM of mobile service providers by attitude and customer emotions. The study's questions related to customer behaviour and service quality. To this end, this research used some closed ended questions and scaled-response formats because the nature of the questions had

the potential to encourage participation in the study and avoid response bias related to the manner in which the respondents answered the questions depending upon their predisposition or mentality (Alreck andSettle, 1995). To keep the context of the questions similar for all of the respondents, structured or close-ended questions utilized in this study (Frazer and Lawley, 2000). This was essential because it diminished the Researcher's bias. Hair *et al.* (2014) articulated that structured questions were friendly to the participants because they did not demand much effort or thought. The following points justify using Likert scales and the operationalization of constructs and present the different sections of the questionnaire. A copy of the questions is provided in the appendix.



#### **4.11.1 Justification to Use Likert Scale**

This research used the scaled-response format, which allowed the respondents to measure their degree of agreement to constructs (Alreck and Settle, 1995). A Likert scale is a technique that allows the survey to obtain widespread information from the survey's participants (Sekeran, 2000). The Likert answer scale is the most common and easily utilized in scaled questions. Hair *et al.* (2014) suggested that when using self-administered surveys or online surveys to gather data, the best design was Likert scales. The Likert scale is an interval utilized by to ask the study's participants if they agree or disagree about an identified study topic by rating a series of behavioural belief statements and mental beliefs (Hair *et al.*, 2014). Therefore, the Likert scale is used in this research.

In a situation in which the Investigator's intent is to gather respondents' opinions, emotions or attitudes, an odd number is used for answers such as "Agree or Disagree". There were previous studies that focussed on the ideal number of options in the context of statistical reliability. Lissitz and Green (1975) and Boote (1981) suggested a five-point scale. Cicchetti, Showalter and Tyrer (1985) investigated inter-reliability when utilizing a Monte Carlo simulation and found that an increase in reliability was achieved when there were fewer than eight categories. It was noted that a 7-point scale illustrated the highest test reliability (Oaster, 1989). The lowest test-retest reliability was revealed as two to four categories, whereas the highest test-retest reliability was a scale of seven or more categories (Preston and Colman, 2000). There was no connection concerning the quantity of choices and criterion-relevant validity in a context of 2 to 11 categories. Generally, a Likert scale with 7 options was rated as the best when seeking higher reliability. However, there were studies that noted reliability independent of the numbers of selections (Bendig, 1953, 1954; Brown, Komorita, 1963; Matell and Jacoby, 1971). There were also investigations of the number of options in relation to how participants felt when considering the ideal option. Preston and Colman (2000) evaluated the following questions with the same respondents: ease of rating, time needed to pick an answer and respondents' satisfaction with the capability to express emotional states or feelings. The study's results indicated that 5 to 10 categories made it simple to pick an answer or rating. Thus, this research used 1-to-7 Likert scales to investigate the respondents' action in relation to the following dimensions; 1 indicates "strongly disagree", and 7 indicates

“strongly agree”. The questionnaire consisted of three sections, with the first section focussing on the demographics of age, gender and general information of the participants. Seven points scale used In this research .

#### **4.11.2 Operationalization of Constructs**

Operationalization of factors must be determined in advance of creating the data collection instrument (Davis and Cosenza, 1993). Operationalization relates to the procedure in which describes a construct’s meaning in measurement terms by revealing the actions or procedures essential to determining it in the study (Hair *et al.*, 2014). In fact, every construct under study must be operationalized with the choice of scale items and scale type (Hinkin, 1995). In making each construct, this research depended upon the results from the primary exploratory research and from researching the literature in associated areas. In addition, the questions to determine every single construct were covered by the previous study. Indeed, the Researcher took care when constructing the survey measurement and scaling methods used in this research. There are four sections of the survey as given below:

The first section consists of general background that covers the main demographic attributes of respondents. The second section addressed service quality dimensions (responsiveness, tangible, reliability, and assurance empathy) and subjective norms. The third section focussed on customer emotions (pleasure and arousal) and attitude. The fourth section studied the eWOM and switching intentions constructs. The research questionnaire created according to the research hypotheses, research questions and the guidelines deemed essential for acquiring superior final response results.

Table 4.3 presents five items to measure the reliability of service quality. These items were measures of the perception of reliability provided by mobile service providers. This research adopted items from Parasuraman, Zeithamal, and Berry (1985) and Abu El Samen *et al.* (2013). This research used a seven-point Likert scale to measure all items ranging from (1) ‘strongly disagree’ to (7) ‘strongly agree’.

Table 4.3 Reliability Measurements

|      |   |
|------|---|
| REL1 | Truthful or keeping to promises   |
| REL2 | When you have a problem, my mobile operator shows a sincere interest in solving it. |
| REL3 | Keeping the accurate files and records.   |
| REL4 | Perform services right the first time   |
| REL5 | Quick, easy and clear procedures to get your service                                |

Source: The Researcher

Table 4.4 presents five items to measure the responsiveness of service quality. These items were measures of the perception of responsiveness provided by mobile service providers. This research adopted items from Parasuraman, Zeithamal, and Berry (1985) and Nimako *et al.* (2012). This research used a seven-point Likert scale to measure all items ranging from (1) ‘strongly disagree’ to (7) ‘strongly agree’.

Table 4.4: Responsiveness Measurements

|      |  |
|------|--|
| RES1 | Informing the customers with certain times of service delivery       |
| RES2 | The quick response of the customers problem and desire               |
| RES3 | How employees’ are willing to help customers in emergency situations |
| RES4 | Speed of service delivery  |
| RES5 | Employees are approachable and easy to contact                       |

Source: The Researcher

Table 4.5 presents five items to measure the empathy of service quality. These items were measures of the perception of empathy provided by mobile service providers. The Researcher adopted items from Parasuraman, Zeithamal, and Berry (1985) and Prentice (2013). This research used a seven-point Likert scale to measure all items ranging from (1) ‘strongly disagree’ to (7) ‘strongly agree’.

Table 4.5 Empathy Measurements

|      |  |
|------|--|
| EMP1 | Giving individual customer attention by employees                    |
| EMP2 | Having operating hours convenient to all customers                   |
| EMP3 | Having sound loyalty program to recognize you as a frequent customer |
| EMP4 | Apologizing for inconvenience caused to customers                    |
| EMP5 | Efforts to understand specific customer needs                        |

Source: The Researcher

Table 4.6 presents five items to measure the tangible of service quality. These items were measures of the perception of tangible provided by mobile service providers. This research adopted items from previous studies, such as Parasuraman, Zeithamal, and Berry (1985) and Alangari (2013). This research used a seven-point Likert scale to measure all items ranging from (1) ‘strongly disagree’ to (7) ‘strongly agree’.

Table 4.6 Tangible Measurements

|      |   |
|------|---|
| TAN1 | Place suability to delivery services.       |
| TAN2 | Building and places layout.                 |
| TAN3 | Service offices or branches number.         |
| TAN4 | The service employees look.                 |
| TAN5 | Number of customer service of sales person. |

Source: The Researcher

Table 4.7 presents five items to measure the assurance of service quality. These items were measures of the perception of assurance provided by mobile service providers. This research adopted items from Parasuraman, Zeithamal, and Berry (1985). This research used a seven-point Likert scale to measure all items ranging from (1) ‘strongly disagree’ to (7) ‘strongly agree’.

Table 4.7 Assurance Measurements

|      |  |
|------|--|
| ASU1 | Employees are consistently courteous with you                      |
| ASU2 | Employees have the knowledge to answer your questions              |
| ASU3 | Understand customer's conditions                                   |
| ASU4 | Honesty when dealing with customers                                |
| ASU5 | Sincerity and patience in resolving customers 'complaints/problems |

Source: The Researcher

Table 4.8 presents four items to measure the subjective norms. These items were adopted from Hung and Chang (2005), Yu et al. (2004) and Li et al. (2012). This research used a seven-point Likert scale to measure all items ranging from (1) ‘strongly disagree’ to (7) ‘strongly agree’.

Table 4.8 subjective Norms Measurements

|     |  |
|-----|--|
| SN1 | My friends use it                                      |
| SN2 | My family uses it                                      |
| SN3 | Prestigious people (such as celebrity, experts) use it |
| SN4 | Mass media report its popularity                       |

Source: The Researcher

Table 4.9 presents seven items to measure customer emotion. These items were measures of the perception of emotional level when using mobile services. This research adopted items from Donovan and Rossiter (1994) and Mehrabian and Russell (1974). This research used a seven-point Likert scale to measure all items ranging from (1) ‘strongly disagree’ to (7) ‘strongly agree’.

Table 4.9 Customer Emotions Measurements

|     |                                     |
|-----|-------------------------------------|
| PL1 | Unhappy 1-2-3-4-5-6-7 Happy         |
| PL2 | Annoyed 1-2-3-4-5-6-7 Pleased       |
| PL3 | Unsatisfied 1-2-3-4-5-6-7 Satisfied |
| PL4 | Despairing 1-2-3-4-5-6-7 Hopeful    |
| AR1 | Relaxed 1-2-3-4-5-6-7 Stimulated    |
| AR2 | Calm 1-2-3-4-5-6-7 Excited          |
| AR3 | Dull 1-2-3-4-5-6-7 Bright           |

Source: The Researcher

Table 4.10 presents three items adapted from Kim *et al.* (2009) to measure customer attitude.

Table 4.10 Attitude Measurements

|      |   |
|------|---|
| ATT1 | Choosing ... mobile operator service is a good idea                 |
| ATT2 | I like use... mobile operator service                               |
| ATT3 | My general opinion about ..... mobile operator service is favorable |

Source: The Researcher

Table 4.11 presented three items to measure eWOM intention. These items were derived from Yoo *et al.* (2013). This research used a seven-point Likert scale to measure all items ranging from (1) ‘strongly disagree’ to (7) ‘strongly agree’.

Table 4.11 EWOM Measurements

|       |  |
|-------|--|
| EWOM1 | I would share positive or negative things about my mobile provider in social media |
| EWOM2 | I would recommend my mobile provider to someone else through social media          |
| EWOM3 | I would encourage friends in social media to use my mobile provider service        |

Source: The Researcher

Table 4.12 presents three items to measure mobile service user switching intention. These items were adopted from Shin and Kim’s (2008) previous study. This research used a seven-point Likert scale to measure all items ranging from (1) ‘strongly disagree’ to (7) ‘strongly agree’.

Table 4.12 Switching Intentions Measurements

|     |  |
|-----|--|
| SW1 | I intend to switch my mobile provider  |
| SW2 | If am planning to get new SIM I shall need services of other mobile provider |
| SW3 | I would not continue to have service from my current mobile provider         |

Source: The Researcher

#### **4.12 Pilot Study**

Saunders *et al.* (2016) defined pilot test as being undertaken on a small scale for the testing of a questionnaire and for the minimization of the possibility of respondents encountering problems when providing their answers. Additionally, it tested recording of the data and making assessments with respect to the validity and reliability of the collected data. Saunders *et al.* (2016) said that the questionnaire had to be pilot tested before utilising it for the collection of data. It is very important to ensure that the questionnaire is well structured and that its questions are well understood before starting on the fieldwork of data collection (Nisbet and Entwistle, 1970). The major reason for a pilot study is to refine the questionnaire so that the respondents encounter no problems answering the questions and the Researcher encounters no problems recording the data. In addition, Teijlingen and Hudley (2001) posited the following nine reasons concerning why pilot tests ought to be conducted.

1. It serves as a means of developing and testing the adequacy of the research instruments.
2. It helps in assessing the feasibility of conducting a full-scale study/survey.
3. It establishes the effectiveness or ineffectiveness of the sampling frame and technique.
4. It serves as a means of identifying the logistical problems that might come up at the time when the proposed methods are being utilized.
5. It helps in estimating the result variables, which aids in the determination of the sample size.
6. It helps to determine the types of resources, such as finance and staff, that should be used for the planned study.
7. It helps with the assessment of techniques being utilized in the proposed data analysis to ferret out what might later become problems.
8. It aids in the development of the research questions and plan.
9. It helps the investigator's training with respect to the many different factors associated with research procedures.

The goal of this pilot study was to validate the proposed model. In addition, this pilot had to relate to the hypothesis to develop the questionnaire. The pre-test was to identify problems with structure, question wording, layout, grammar, and punctuation of the questions and survey length. The purposes of testing the questionnaire were to ensure that it was clear and comprehensible, that the data collected would be accurate, and that meaningful data analysis could be performed subsequently (Kometa, 1995. Ling, 1998).

In March 2015, this researcher conducted a pilot test with 50 participants to confirm the items' reliability. Participants were aged more than 18 years old, living in Saudi Arabia and users of social media or online reviewing platforms. The responses of this pilot study were received through an online survey. Because of their characteristics, this target-selected segment represented the same culture and demography of the intended target population. Hussey and Hussey (1997) suggested that a questionnaire ought to be tested among friends or colleagues and, as far as possible, on people similar to those in the sample. Similarly, Fink (2003) noted that for pilot testing to be effective, researchers ought to use participants similar to those who would be asked to participate in the survey.

This research followed three techniques to confirm the questionnaire's validity for gathering the data. First, after the development of the questionnaire and writing of the final version, the researcher, supervisors at Brunel University who were knowledgeable in instrument development and in the field of marketing adoption reviewed the questionnaire. The reviewers were asked to comment on the questionnaire and to identify any gaps or inconsistencies. For example, they suggested changes to the categorization of size and age to avoid any overlapping categories. The feedback resulted in minor changes in wording but, in general, the feedback was positive. Second, a survey refinement through pre-testing was conducted in the English language using 50 participants from the sample frame. The refinement was aimed at ensuring that there were no unanticipated difficulties (Alreck and Settle, 2004) and to further enhance content validity. Hunt *et al.* (1982) noted that there were considerable inconsistencies around the issue of pre-testing. Some researchers suggest a pre-test sample of 12 participants; others suggest 30 (Hunt et al., 1982)



It took approximate 10 to 15 minutes for each respondent to complete the survey. Fifty questionnaires were collected, and SPSS version 20 was used to test the reliability of the responses and the validity of the construct (see table 4.13). Appendix A illustrates the cover letter and the final questionnaire.

#### **4.12.1 Sample Profile**

As shown in Table 4.13, the sample for the pilot study consisted of 50 respondents. Of that number, 62% were male and 38% were female. The 18–25 year age group accounted for 26% of the respondents, and 46% fell within the 26–35 year age group. Additionally, those who fell within the age group of 46–55 years represented 8%, whereas the remaining 2% represented the age group of 56–65 years. In the field of education, 10% of the respondents attained high school or its equivalent, and 28% of the respondents attained some college education; 44% held bachelor degrees. The rest possessed postgraduate degrees such as 14% having a master’s degree and 4% having a doctoral degree. In addition, the sample profile shows that 20% of the respondents were students and that 12 % were employees working in part-time jobs; however, 48 % worked full time. Four per cent of the respondents were retired, and the remaining 4% were listed as other. With respect to income distribution, 6% of the respondents fell within the 3000SR to 6000SR (1British Pound = 5.25 Saudi Arabia Riyal) income bracket, and 14% fell within the 6000SR to 9000SR income bracket. Sixteen per cent fell within the 9000SR to 12000SR income bracket, and 12% fell within the 12000SR to 15000SR income bracket; the income of 8% of the respondents was greater than 20000SR. Of all respondents, 28% listed themselves as dependents of either husbands or parents, and 70% had only one mobile phone; 30% had at least two devices.

Table 4.13 Demographic profile for pilot study

| <b>Characteristics</b>                      | <b>Frequency</b> | <b>Percentage</b> |
|---|------------------|-------------------|
| <b>Gender</b>                               |                  |                   |
| Male  | 31               | 62                |
| Female                                      | 19               | 38                |
| <b>Age</b>                                  |                  |                   |
| 18-25                                       | 13               | 26                |
| 26-35                                       | 23               | 46                |
| 36-45                                       | 9                | 18                |
| 46-55                                       | 4                | 8                 |
| 56-65                                       | 1                | 2                 |
| Over 65                                     | -                | -                 |
| <b>Education</b>                            |                  |                   |
| High school or equivalent                   | 5                | 10                |
| Some college                                | 14               | 28                |
| Bachelor's degree                           | 22               | 44                |
| Master's degree                             | 7                | 14                |
| Doctoral degree                             | 2                | 4                 |
| Professional degree (MD, JD, etc.)          |                  |                   |
| Other                                       |                  |                   |
| <b>Occupations</b>                          |                  |                   |
| Student                                     | 10               | 20                |
| Employed, working part-time                 | 6                | 12                |
| Employed, working full-time                 | 24               | 48                |
| Not employed, NOT looking for work          | 6                | 12                |
| Retired                                     | 2                | 4                 |
| Disabled, not able to work                  | -                | -                 |
| Other                                       | 2                | 4                 |
| <b>Income</b>                               |                  |                   |
| Less than 3,000 SR                          | 4                | 8                 |
| 3,000 -6,000 SR                             | 3                | 6                 |
| 6,001-9,000 SR                              | 7                | 14                |
| 9,001-12,000 SR                             | 8                | 16                |
| 12,001-15000                                | 6                | 12                |
| 15001-18000                                 | 2                | 4                 |
| 18001-20000                                 | 2                | 4                 |
| More than 20,000 SR                         | 4                | 8                 |
| Dependent on others (e.g. Husband, Parents) | 14               | 28                |
| <b>Mobile line</b>                          |                  |                   |
| 1 line                                      | 35               | 70                |
| 2 lines                                     | 15               | 30                |
| 3 lines                                     | -                | -                 |
| More than 3 lines                           | -                | -                 |

#### 4.12.2 Reliability Test

Cronbach's alpha coefficient ( $\alpha$ ) is a very helpful tool for measuring the reliability of the scale. By providing the internal consistency of a scale via the alpha coefficient, it is possible to estimate the reliability of that multi-item scale. During the development of a multi-item scale, the alpha coefficient appears similar to a marketing measure and some other fields for checking the reliability of the scale (Hair *et al.*, 2014).

Exactly where the cut-off point for reliability exists is debatable. According to Hinton *et al.* (2004), there are four cut-off points: excellent reliability (with the value nearly 0.90 and above); high reliability (value = 0.70–0.90); moderate reliability (value = 0.50–0.70); and low reliability (value = 0.50 and below). At the preliminary stage of the research, the Researcher found the alpha values at the very minimum (O'Leary-Kelly and Vokurka, 1998; Nunnally, 1967). This thesis discusses the presence of Cronbach's alpha value, which used to measure the internal consistency utilizing SPSS (Statistical Package for the Social Sciences, 20). The overall value of Cronbach's alpha was 0.837, as shown in Table (4.3), which was designed specifically for this study. Overall, each item measuring the same dimension demonstrated an acceptable level of internal reliability, ranging from 0.685 for the switching intention construct to 0.836 for the tangible construct. Moreover, the Cronbach's alphas for other constructs were 0.818, 0.762, 0.796, 0.810, 0.767, 0.85, 0.721, 0.821, 0.753, and 0.685 for reliability, responsiveness, empathy, assurance, subjective norm, pleasure, arousal, attitude, eWOM and switching intention, respectively.

Table 4.14 Reliability Analyses for Pilot Study

| Construct           | Cronbach's alpha |
|---------------------|------------------|
| Reliability         | 0.818            |
| Responsiveness      | 0.762            |
| Empathy             | 0.796            |
| Tangible            | 0.836            |
| Assurance           | 0.810            |
| Subjective norm     | 0.767            |
| Pleasure            | 0.835            |
| Arousal             | 0.721            |
| Attitude            | 0.821            |
| EWOM intention      | 0.753            |
| Switching intention | 0.685            |

#### **4.13 Ethical Considerations**

Compliance with ethical requirements in the entire process of the research development is critical to ensure that the final outcome and a final compiled report fittingly signify the data and related situations (McPhail, 2000). This study produced the underlying research, including the questionnaire, by following Economic and Social Research Council (ESRC) standards. Associated with the questionnaire, this research provided written information in a cover letter to the respondents about the research objective, the need for their willingness to contribute, and the promise of confidentiality.

Respondents enjoyed the freedom to withdraw their contributions at any time. They also were allowed to connect to the Investigator and the supervisor for any ethics-related query. For the research's integrity, the study maintained a strong focus on ethical concerns. Brunel University demanded that, prior to field investigation, the Researcher obtain the University Research Ethics Committee's permission for all specific projects that involved people as subjects.

As mandated by the University Ethics Policy Guidelines, the Investigator had to submit a fittingly completed and signed ethics form from the supervisor and gain approval from the University Research Ethics Committee at Brunel University.

#### **4.14 Translation of the Questionnaire**

Nord (1997), Reynolds (2000), and Sin *et al.* (2001) stressed the need for focus on the questionnaire translation in academic investigations. Strong suggestions relate to translating research equipment that is easily comprehensible by the target audience. Craig and Douglas (2000) also recommended that in the background of every investigation, the translated research tools should be comparable. This concept is referred to as translation equivalence; in other words, when an instrument is translated into other language, it must present meanings that are similar to the primary language and carry the same meanings (Herk *et al.*, 2005: 353). Sechrest and Fay (1972) and

Reynolds (2000) further added to translation equivalence. The term means oral and other than oral motivations carry similar implications in different cultural settings.

Usunier (1998) made the following three recommendations to be complied with when converting the primary language:

- Seek specific meaning for different words.
- Attend to the grammar, structure, and setting of words and sentences for a clear meaning.
- Use word equivalents together with same pattern for sentences when using words that are familiar to the target audience.

Malhotra and Birks (2000) referred to direct translation as the widely used method in which a translator, having command of the primary and the other languages, presents a translated version. Therefore, the method of direct translation was deployed to acquire equivalent translation by using English as the primary version. This approach had the objective of eliminating any confusion and ambiguity in the translated version.

Initially, this research devised a questionnaire in the English language and reviewed it multiple times for any potential errors related to for example grammar or structure. Later, it was presented for review to a native English speaker who had also been associated with the research field for a long time. Using the accredited English-Arabic translator's services, the approved questionnaire was then translated into the Arabic language.

Finally, a practised Arabic professional reviewed the questionnaire in terms of grammar, structure, and use of words, sentences, and accuracy of structure from the Arabic language perspective and made recommendations, which were considered. Later, the two questionnaires in the English and Arabic languages were presented to three other Ph.D. students for their comments on the appropriate use of the languages. The Arabic questionnaires had attached cover letters in Arabic translation. The two questionnaires (Arabic and English) are provided in Appendices A and B, respectively.

#### **4.15 Statistical Procedures and Data Analysis**

The selection of the statistical technique that best fits the analysis is the first and the most important step. It requires considering research components including questions, aims and objectives, attributes of the data, and the suitability and characteristics of the statistical tool under review (Malhotra, 1999). All of these considerations are critical before actually implementing the techniques for analysis to ensure that the research efforts and resources are utilized in an accurate plan that consequently produces the accurate conclusion (Cooper and Schindler, 2001). The research used SPSS version 20 for data analysis. The selection is based on a rationale that the statistical package provides most of the required and fundamental calculations. These calculations include for example descriptive and reliability analysis, correlation techniques, outlier identification, normality test, and confirmatory factor analysis (CFA) and structural equation modelling (SEM), which are important and required to arrive at the data findings. Other reasons, which add to the usefulness of SPSS, include ease of usage and being user friendly, requiring limited time to learn mandatory features. This research deployed the following statistical analysis in this research.

##### **4.15.1 Descriptive Statistics**

Zikmund (2000) and Kassim (2001) discussed descriptive statistics as the presentation of the raw data in an interpretable and understandable format giving meaning to the factors. It is a form of univariate analysis that includes tabulated frequencies, graphical presentation, central tendency measures such as mean, median, and mode, and dispersion analysis (Bryman and Bell, 2003). For the underlying study, descriptive statistics contributed to the organizing, summarizing and description of the format that provided an overview of the selected sample's characteristics and its distribution.

#### **4.15.2 Correlation Analysis**

The correlation between variables results in the production of a matrix table of correlation that yields correlation coefficients among the studied variables (Robson, 2002). Levels of correlation from coefficients are analysed. Less than 0.20 is least. From 0.20–0.40 is low, 0.40–0.71 is moderate, and 0.71–0.91 is high (Pfeifer, 2005). For this research, the Pearson correlation coefficient deployed to determine the level of association between variables with the objective of determining the level of association between the variables and ascertaining the association between those variables with a dependency connection.

#### **4.15.3 Normality**

Hair *et al.* (2014; p. 79) discussed normal distribution as the shape of data distribution for any numerical variable and its compliance to the normal or bell-shaped distribution that sets the benchmark in statistics. Specifically, in SEM, estimation and interpretation is affected negatively due to deviation from normality. Hair *et al.* (2014) discussed that errors might be reflected in inflated chi-square or undervaluation of fit indices and in standards errors in parameter estimates. Graphs, such as histogram and normality plots, can be used to review normality in which the former develops the comparative analysis of data value against the normal probability distribution.

When following the diagonal lines, the data suggest that observations have normal distribution (Hair *et al.*, 2014). Moreover, kurtosis and skewness are measurements used to analyse the normality of the distribution. The skewness measure accounts for the balance in the distribution of the observed data. Conversely, kurtosis is the measure that suggests the dominance of observation towards the tail of the distribution in contrast to the central tendency of the normal distribution. Kurtosis suggests a peaked or flat distribution of the data. The measure of skewness and kurtosis for the normal distribution is zero. There are different views on when data should be considered skewed. Hair *et al.* (2014) stated that data must be considered skewed if it falls outside the 1 on either side of the scale, whereas West *et al.* (1995) and Kline (2005) claimed that for data to be considered skewed, the measure of skewness must be greater than 3.0 on either side of the central measure. For kurtosis,

the range of 8 to 20 is used to determine the level of extreme for the distribution. The underlying analysis defined a range of +/-3 for both skewness and kurtosis. Once measured for descriptive analysis, the technique applied for inferential analysis includes factor analyses and SEM.

#### **4.15.4 Collinearity**

Collinearity in statistics refers to the relationship and association between two (collinearity) or more (multi-collinearity) variables that form the set of independent variables to be used in the regression. Regression requires a high relationship between the dependent and independent variables; however, the relationship between the independent ones is least desirable. Higher multi-collinearity affects the assessment of challenging the independent variables because a high association leads to a compounded effect of the variables on the dependent variable. To specifically identify the level of collinearity in the data, SPSS package 20 used, which allowed, for the considered model, the condition index to be compared against the variance inflation factor VIF or against threshold values (Hair *et al.*, 2014).

#### **4.15.5 Reliability**

Cronbach's alpha coefficient is a widely used approach to review the reliability factor for a measurement scale that has multi-point elements (Hayes, 1998). Cronbach's alpha coefficient ranges from 0 to 1, showing the level of homogeneity within the reviewed items. The study uses Cronbach's alpha to estimate the reliability of the measurement scales adopted in the study. Cronbach's alpha is widely available and has been adopted in many research studies (e.g. Amaro and Duarte, 2015; Cyr, 2008; Alsaggafand Althonyan, 2018; Kim and Lennon, 2010; Rahman *et al.*, 2016; Shaouf *et al.*, 2016). Cronbach's alpha is well known for its ability to estimate the internal consistency of each scale. In other words, it measures how well a group of items evaluates a single latent aspect of individuals (Hair *et al.*, 2014; Malhotra *et al.*, 2013). In this study, it was thus considered that Cronbach's alpha would usefully measure the constructs' reliability.

As previously mentioned, Hair *et al.* (2014) and Nunnally and Bernstein (1994) suggest the following criteria for measuring a construct's reliability:

(1) An excellent reliability is achieved if the value of Cronbach's alpha is  $\geq 0.90$ .



(2) A high reliability is achieved if the value of Cronbach's alpha is between 0.70 and 0.90.

(3) A moderate reliability is achieved if the value of Cronbach's alpha is between 0.50 and 0.70.

(4) A low reliability is achieved if the value of Cronbach's alpha is  $\leq 0.50$ .

In this study, the reliability of the measurement scales is assessed in different stages (in the pilot study, before confirmatory factor analysis [CFA]).

#### **4.15.6 Validity**

Validity is an assessment of the capability of the construct to measure what it aims for (Burns and Bush, 1995). As recommended by Hair *et al.* (2014), assessing a measurement's validity is necessary because doing so guarantees that the validity is assessed for content and from a construct's perspective. Sections (4.15.6.1, 4.15.6.2, 4.15.6.3) discuss the content, convergent and discernment validity and were all examined, as proposed by Fornell and Larcker (1981) and Hair *et al.* (2014).

(1) Content validity: Cooper and Schindler (2001) discussed content validity in terms of the scale of measurement being an accurate depicter of the objective for which it was developed. This research reviewed the validity of this research content as follows:

1. Constructs were valid because they had already been part of previous research and development (Churchill and Iacobucci, 2004). This research leveraged variable for underlying study from the marketing and management information disciplines.
2. This research acquired comments from a set of researchers scientifically related to online shopping; hence, they were seasoned in the area. The Researcher had to make little accommodation to the survey questions to include their comments.
3. The participants used in the development and testing of the pilot study were likely to be the study's target audience.

(2) The second type of validity is construct validity. It measures the level to which the measures hypothetically associate with each other to measure an idea in line with the

theories used in the development of this research (Malhotra, 1999; Zikmund, 2000). Factor analysis statistical measures used to review the set of the variables and then identified the most suited variable as a trustee for every aspect. For construct validity assessment, this research analysed convergent validity and discriminant validity.

(3) Convergent validity measures the level to which the different variables discussed construct share variance, forming the measure of convergent validity (Hair *et al.*, 2014). This research deployed each construct's factor loading and average variance extracted (AVE) in addition to construct reliability (CR) estimation to review the convergent validity for every construct (Hair *et al.*, 2014). Hair *et al.* (2014) also recommended that model standardized loading measures fell equal to or greater than 0.7. Similarly, AVE must be greater than 0.5, whereas the estimates for the reliability must be greater than 0.7. All of these factors displayed appropriate convergent validity. The study also set all of these restrictions for this research to acquire the data that required convergent validity.

As the name implies, discriminant validity defines the measure of distinction in one latent construct from the other constructs (Hair *et al.*, 2014). Hair *et al.* (2014) also recommended that distinct validity is measured by conducting a comparison of the AVE developed for different constructs with their respective squared inter-construct correlations (SIC). Usually, the higher AVE measure in this research rather than the SIC measure depicts the discriminant validity of a specific construct. This Researcher followed a similar process in assessing the discriminant validity of the constructs used in this research.

#### **4.15.7 Confirmatory Factor Analysis (CFA)**

CFA is a multivariate statistical technique that is used to review the level to which the different variables are successful in measuring the construct. Factor analyses are broadly categorized into two types: confirmatory factor analysis (CFA) and exploratory factor analysis (EFA). Both are widely similar; however, the latter technique has a simple objective of exploring and presenting information related to the number of factors needed to define a factor. In EFA, every measured variable has an association with every latent variable. In contrast, in CFA, the Researcher has the

power to determine the number of factors needed in the data and determines the connection of the measured variables with the latent construct. CFA is a technique deployed to either confirm or deny the theory of measurement. Using CFA, this research employs a power of testing hypothesis related to the existence of a connection between the observed variable and their respective latent constructs (Fox, 2010). Noar (2003) stated that CFA leverage was drawn from the theoretical and/or empirical literature used to set hypotheses, to analyse the relationship, and to test the hypotheses by using statistical tools (Noar, 2003). Additionally, named as a covariance structure, CFA is a particular case of the SEM (Byrne, 2006). The first SEM element is a measurement framework aimed at connecting a set, consisting of observed variables, to a generally smaller combination of latent variables. The second one is a structural framework connecting the latent variables via sequences of a relationship that is recursive and of a non-recursive nature. Because CFA matches the SEM measurement framework, it is also analysed by making use of SEM software. Truxillo (2003) defined the following eight-step procedure for measuring CFA:

1. Theoretical model development for supporting a framework specification
2. Determination of contextual framework in equation or picture form
3. Assignment of framework identities, such as when distinct values might be created for parameter measurement; the value of degrees of freedom (DF) for model assessment is positive
4. Data collection
5. Present initial descriptive statistical analysis including scaling, missing values and collinearity factors
6. Measurement of parameters in the framework
7. Evaluating the model fit
8. Development and discussion of the results

CFA has the following procedure:

1. Literature-based defining of service quality aspect constructs, subjective norm construct, customer attitude, eWOM intention, and intention to switch for presenting a theoretical framework, using hypotheses, related to the effect of service quality on the intentions of a customer
2. Presenting a general measurement framework theory: In CFA, the uni-dimensionality concept must be addressed between and within the construct

error variance. A study must contain three elements in each construct and there should be a minimum of four constructs.

3. Planning for the empirical outcome: A specific model to be determined. Generally, loading estimate value is set to be one for every construct. Ranking and order-conditions are the methods in hand for identification.
4. Measuring the validity of measurement framework

#### 4.15.7. 1 Indices of Goodness of Fit

In CFA, the three types, which are determined to be fit measure indices, are absolute, incremental, and parsimonious (Hair *et al.*, 2014). Absolute is aimed at measuring the capability of the overall model fit. It includes indices such as likelihood ratio, which is statistic chi-square ( $\chi^2$ ) in connection with the root mean square error of approximation (RMSEA) and the goodness of fit index (GFI) (Hair *et al.*, 2014). The type consists of the normed fit index (NFI) along with the comparative fit index (CFI) (Hair *et al.*, 2014; Hair *et al.*, 2014). This category contains the adjusted goodness-of-fit index (AGFI). Table 4.4 details further elaborations related to the above-discussed fits along with their prescribed levels.

Table 4.15 Indices of Goodness of Model Fit

| Model Fit Statistic                              | Desirable cut off for acceptance             |
|--|--|
| CMIN / DF  | < 5.0 (Carmines and McIver, 1981)            |
| Comparative Fit Index (CFI)                      | > 0.90 (Browne and Cudeck, 1992)             |
| Goodness of fit index (GFI)                      | >0.90 (Browne and Cudeck, 1992)              |
| Parsimony Comparative Fit Index (PCFI)           | > 0.8 (Hair <i>et al.</i> , 2014)            |
| Root Mean Squared Error of Approximation (RMSEA) | < 0.08 (Browne and Cudeck, 1992)             |
| 90% Confidence interval for RMSEA                | Upper limit < 0.08 (Browne and Cudeck, 1992) |
| Normed fit index NFI                             | >0.90 (Hair <i>et al.</i> , 2014)            |

Source: The Researcher

#### 4.15.8 Structural Equation Model

Structural equation modelling is a statistical technique used to conduct an analysis of data that are multivariate in types. It has a long history of association with marketing

research for use in conceptual assessment (Bagozzi, 1980). It is an advanced form of a general regression analysis that considers multiple independent and dependent variables. It also accommodates hypothetical latent constructs that might be presented by the clusters of observed variables. In addition, SEM facilitates the overall analysis of a defined set of associations between the observed variables and latent variables. It also facilitates theory assessments, particularly in situations that restrict investigation. Consequently, such methods are prevalent in almost all disciplines of social and behavioural sciences (MacCallum and Austin, 2000). SEM contains two sections; the first section is a measurement framework that is for CFA and SEM and is a multivariate model of regression that determines a connection between a combination of observed dependent variables and the set of continuous latent variables. The second section is a structural model that further has three modes of relationship within every set of multivariate regression equations. The first is the existing relationship among factors, the second is the existing relationships among the observed variables, and the third is the prevailing relationship between the factors and observed variables that are not among the factor indicators.

The above three relationships are defined as a combination of the linear regression equations aimed at either a constant observed dependent variable or a combination of a censored normal or otherwise censored-inflated normal. Alternatively, the equations can be censored-inflated normal regression equations for binary or for ordered categorical observed dependent variables, supporting logistic regression equations for binary and ordered categorical observed dependent variables. Additionally, they are defined as a combination of multinomial logistic regression equations for specifically unordered categorical observed dependent variables and a set of Poisson or zero-inflated Poisson regression equations for counting observed dependent variables (MacCallum and Austin, 2000).

#### **4.15.9 Rationale for Selecting (Structural Equation Model)**

SEM is a statistical tool that integrates the characteristics of the factors analysis tool along with the regression analysis to assess the prevailing connections within different constructs (Hair *et al.*, 2014). SEM is a technique that is frequently used to examine likely associations between different factors and, in addition, to identify extensively inter-connected managerial challenges. SEM is employed in research related to

consumer behaviour, management disciplines, service marketing, relationship marketing, banking services, human resources, and supply chain management (references of topic: Laroche *et al.*, 1999; Van, 1999; Caruana *et al.*, 1999; Babakus *et al.*, 1999; Nielson, 1996; Heaney and Goldsmith, 1999; Elangovan, 2001; Tracey and Tan, 2001).

SEM can be considered a modified form of regression, following the underlying assumption laid out in the regression, and allows SEM to anticipate and discuss the relationship. Within a single framework of analysis, it combines the rationality of multiple regressions along with path analysis; hence, it can provide for the existence of a mediating variable between exogenous (independent) variables and endogenous (dependent) variables (Bentler, 1980; Cheng, 2001). Additionally, it determines the cause-related effect of individual exogenous variables. It encompasses a set of direct and indirect effects. The former is from the exogenous variables to the endogenous variable; this suggests the direct effect of the customer emotion (pleasure and arousal) on the customer behaviour, whereas an indirect effect comes from the exogenous variables towards the endogenous variable using mediating factors such as the indirect effects of customer emotions and customer behaviour intention (Hoyle, 1995). There are several reasons for the selection of SEM for this research:

- SEM has the capability of examining the diverse dependence associations and influence of many variables of an independent nature when each carries a different influence on the dependent variable. A variable can be dependent in one SEM equation but can be independent in another equation; hence, the research reviews a combination of interrelated dependence relationships (Hair *et al.*, 2014). In presenting a model, SEM allows testing the theory in addition to the hypotheses (Tabachnick and Fidell, 2006). Hence, it reviews the connection between the different variables including reliability, tangible, responsiveness, empathy, assurance and subjective norms as independent variables on the dependent variable including customer emotions (pleasure and arousal), attitude, eWOM intention, and switching intention.
- SEM is also a beneficial strategy for statistical evaluation because it analyses the relationship between the constructs and considers latent variables that in

turn reduce the potential for error (Hair *et al.*, 2014). AMOS Version 20 is a statistical package deployed for the conduct of SEM. Hence, the results are presented in graphical format.

#### **4.16 Summary**

This chapter analysed and evaluated the framework concerning the relationship between service quality, customer emotional responses and customer intention. This chapter contained a systematically defined research methodology. It outlined the research methodology. Then, this research employed a planned methodology as a protocol that set out a stepwise plan for the data collection.

The positivist approach was deployed widely in the research discipline and similarly employed in this research. By using a positivist approach, this research acquired a rationale to use a survey tool for the data collection. Upon deciding on the use of the survey, the chapter detailed the different elements and components of a survey approach.

This research found the quantitative research approach to be relevant in exploring and validating the research framework. Hence, depending upon the already-present scales in the literature, this research determined for each variable a Likert-based scale. The quantitative research data were collected by a self-administered online questionnaire. The chapter also provided details of the related rationale for selecting the questionnaire approach.

In terms of determining the suitability of the collected data, the chapter also provided a comprehensive discussion related to the reliability and validity of the variables. The chapter provided a detailed account for practical development related to the sampling and respondent participation. In addition, it provided detailed information about the measurement scales and procedures for the data analysis. Then, the data were analysed using Statistical Package for Social Sciences (SPSS) Version 20.0 for Windows. The next chapter presents the data analysis and result.



## **Chapter 5: Analysis and Results**

### **5.1 Introduction**

This chapter describes the analysis and results of the hypothetical relationships among service quality and subjective norms in understanding customer's eWOM and switching intention via cognitive and emotional response as a mediator. Also, this chapter describes the results of the survey designed in chapter 4. The Analysis of Moment Structures (AMOS) version 20 was chosen to undertake the Structural Equation Modeling (SEM) on the collected online survey final results. This research utilized the SEM approach to validate the hypotheses and the overall performance of the presented research conceptual framework. Section 5.2 delivered the demographic report of the participants. Section 5.3 detailed the descriptive statistics of the online survey constructs and, in addition, it summarizes the reliability test, KMO and Bartlett's Test. Section 5.8 described the Confirmatory Factor analysis (CFA). The structure equation model (SEM) and hypothesis assessments showed in section 5.11. Lastly section 5.12 offers an overview of the chapter.

### **5.2 Descriptive Statistics**

This research collected the data from the users of KSA's mobile services in the period from August 2015 to November 2015. As clarified in the previous chapter, by using an online survey, this research collected a total of 621 responses. After the data cleaning stage, a total of 20 responses were deleted since they were not completed. Therefore, this study has considered a total of 601 questionnaires for further analysis. Next, in order to examine the proposed theoretical research framework, this research used SEM that required a large sample (Comrey and Lee 1992; Hair *et al.*, 2014). SEM sampling can be classified as 100 respondents are considered to represent a weak sample, 200 are found to represent an average sample, 300 are considered to represent a normal sample, 500 are considered to represent a very good sample and 1000 or above represent a great sample (Comrey and Lee 1992, Hair *et al.*, 2014). With regard to this discussion about the sample size, this research used a very good

sample since it had 601 respondents. The characteristics of the demographic of these 601 respondents are described below using descriptive analysis.

### 5.2.1 Age

Respondents were requested to give their age, and figure 5.1 shows the distribution of age, measured in years. Respondent age varies from 21 to 60 years or above. Table 5.1 explains that the majority of the respondents (about 80.8%) were between 18 and 45 years old. The next high percentage (18 %) related to respondents aged between 46 to 65 years.

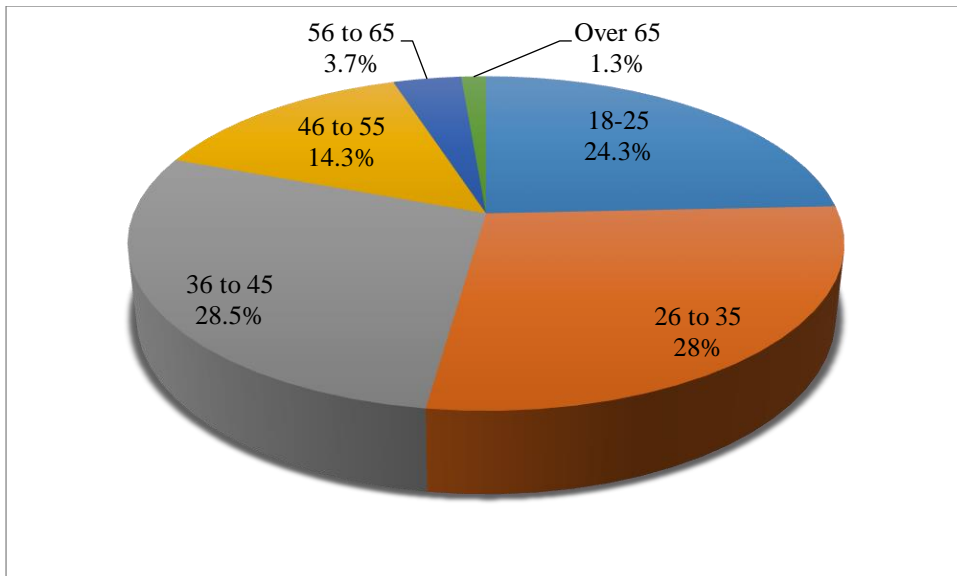


Figure 5.1: Pie Chart of the Age Distribution

### 5.2.2 Gender

Table 5.2 shows that 75.21% of the sample was males and 24.79% was females. The examination of the gender effect on customer eWOM and switching intention was not the purpose of this research study. Nevertheless, it deserves mentioning that Hung et al. (2003) discovered that young male customers were more interested than female's customers in using and adapting mobile services.

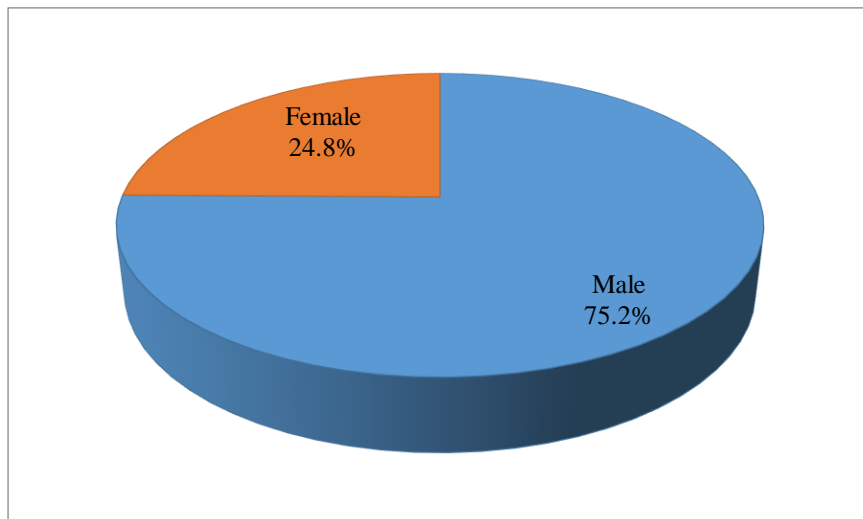


Figure 5.2: Pie Chart of the Gender Distribution

### 5.2.3 Education

As shown in Table 5.3, the sample analysis shows that 74.7% of the respondents were university graduates and about 8.5% had at least their school education. The results showed that the majority of people, who completed the survey, were educated and, thus, sufficiently knowledgeable to gain enough information to decide from a choice of mobile service providers which mobile service was good.

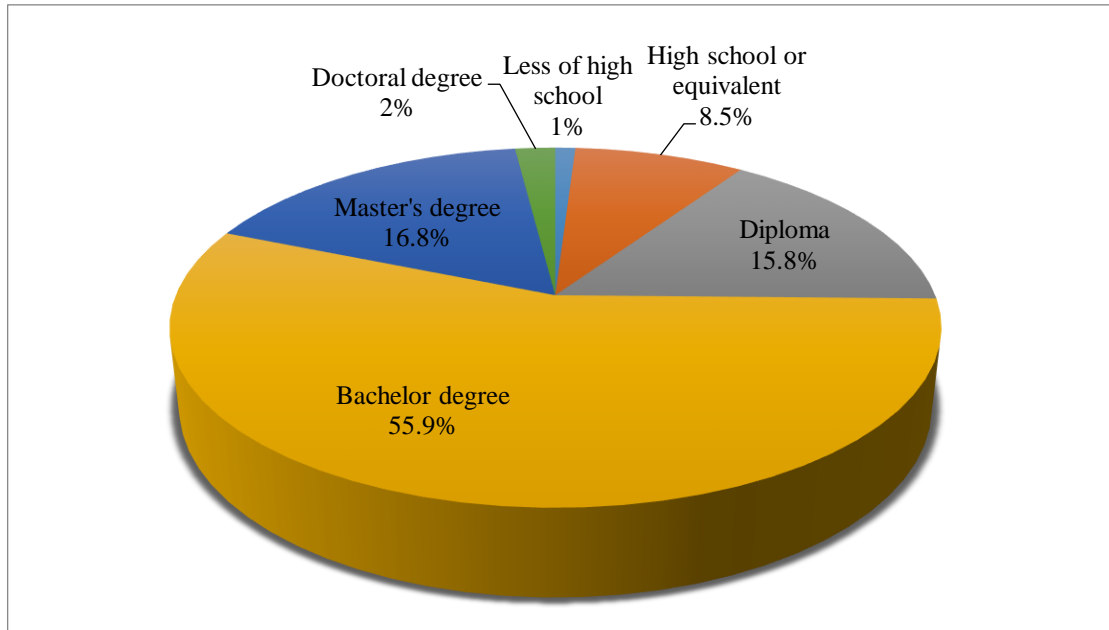


Figure 5.3: Pie chart of the Education Level

### 5.2.4 Occupation

As shown in Table 5.4, respondents were given a selection of five occupation categories in order to decide which one best revealed their occupational status. The largest percentage of the respondents was full time employees (69.6%), while the second highest number (11%) was student followed by the unemployed (9%).

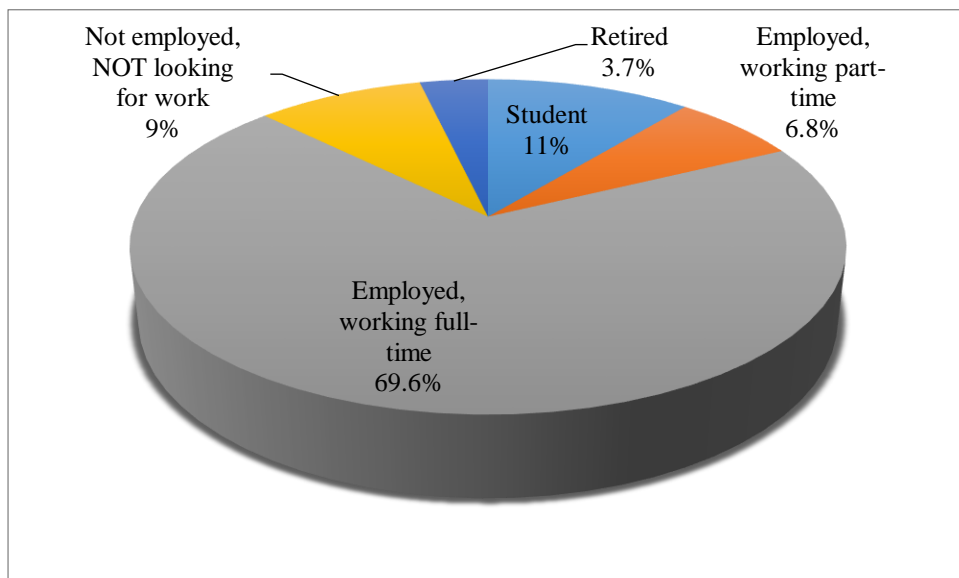


Figure 5.4: Pie Chart of The Occupation

**5.2.5 Income**

With regard to monthly income, the above mentioned Table 5.5 above shows that about 20.47% of the respondents received a monthly income between 12001 SR and 15000 SR; about 19.8% received a monthly income between 90001SR and 12000 SR; and about 14.6 % received a monthly income between 6001 SR to 9000 SR. The studied sample displayed various income levels that might deliver more significant outcomes based on the wide variety of mobile service choices, which fulfilled customers’ needs. These might vary from different income level.

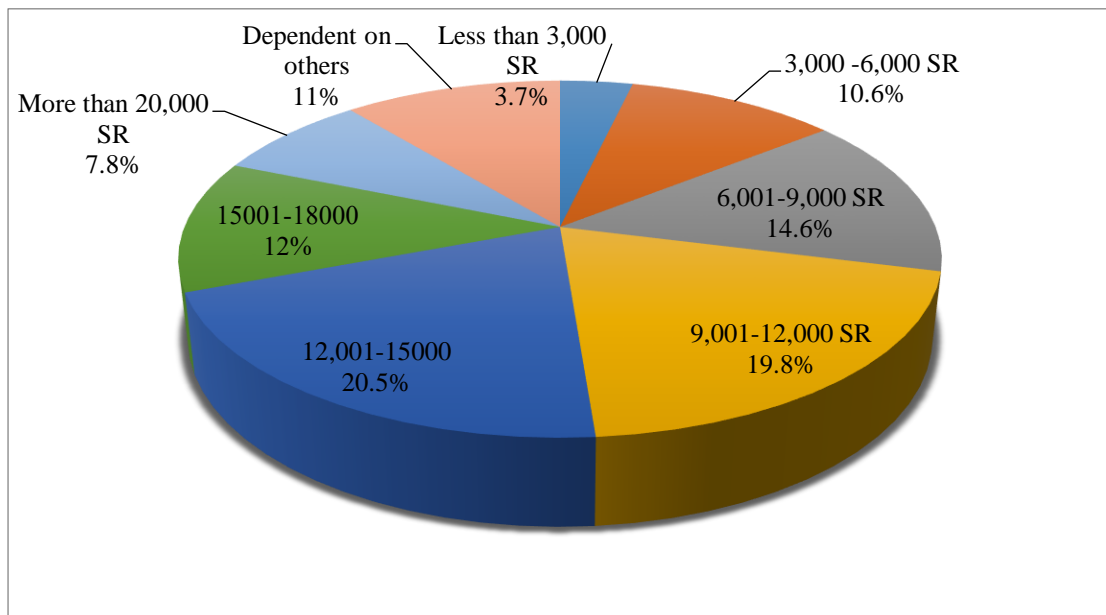


Figure 5.5: Pie Chart of the Income Distribution

**5.2.6 Number of mobile line**

With regard to the number of used mobile lines, Table 5.6 shows that 86.9% respondents had one line. Also, 12.5% used two mobile lines.

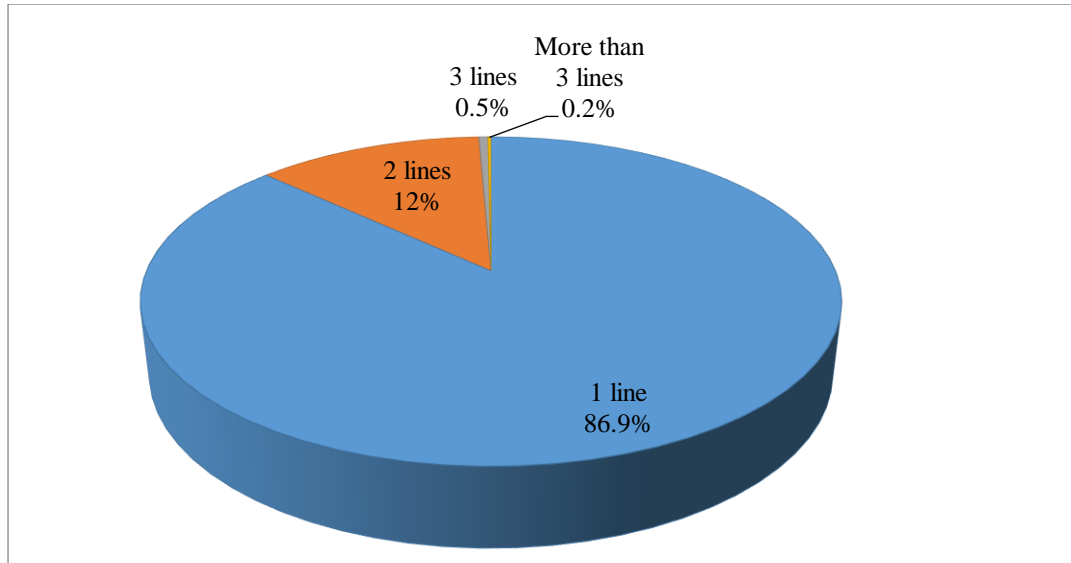


Figure 5.6: Pie Chart of Number of Mobile Lines Used

### 5.3 Normality

A normality test performed to confirm that the research data had not disregarded the normality assumption. According to Tabachnick and Fidell, (2006), Skewness was defined as distribution of symmetry, if the distribution was shifted to one side or unbalanced. Based on Hair *et al.* (2014), there were two main different types of Skewness: the first showed positive Skewness if the distribution moved to the left; the second showed negative skewness when it transferred to the right. Kurtosis defined as the peaked distribution (Tabachnick and Fidell, 2006). Peaked or tall distributions are known as leptokurtic; however, flatter distributions were classified as platykurtic. The zeroes values of Skewness and Kurtosis are for variables with normal distributions. Accordingly, if the values are positive or negative, this suggests a deviation from normality. The acceptable deviation value range is influenced via sample size; large sample sizes (more than 200) the deviation can be ignorable, with small samples (less than 30) it can be dangerous (Hair *et al.*, 2014). Kline (2005) proposed that Skewness and Kurtosis have normal distribution if the variables deviated were by either a positive or negative 3.

This research concentrated on the Jarque-Bera (Skewness-Kurtosis) evaluation to guarantee that every one of the constructs were within the proper range limit of

Skewness-Kurtosis. As shown in Table 5.7, the variables' Skewness and Kurtosis were calculated at the level of construct and item level, both within the acceptable rang.

Table 5.7: Skewness and Kurtosis at the Item Level

| <b>Item</b>                    | <b>Mean</b> | <b>SD</b> | <b>Skewness<br/>(Statistic)</b> | <b>Std. Error</b> | <b>Kutrisus<br/>(Statistic)</b> | <b>Std.<br/>Error</b> |
|--------------------------------|-------------|-----------|---------------------------------|-------------------|---------------------------------|-----------------------|
| <b>Response</b>                | 4.74        | 0.87      | -1.17                           | 0.1               | 2.71                            | 0.199                 |
| <b>Reliability</b>             | 4.74        | 0.906     | -0.926                          | 0.1               | 1.662                           | 0.199                 |
| <b>Empathy</b>                 | 4.78        | 0.625     | -0.989                          | 0.1               | 2.542                           | 0.199                 |
| <b>Tangible</b>                | 3.99        | 0.625     | -0.526                          | 0.1               | 2.422                           | 0.199                 |
| <b>Assurance</b>               | 3.95        | 0.566     | -0.845                          | 0.1               | 2.274                           | 0.199                 |
| <b>Pleasure</b>                | 4.93        | 1.09      | -0.806                          | 0.1               | 0.766                           | 0.199                 |
| <b>Arousal</b>                 | 4.47        | 1.14      | -0.474                          | 0.1               | 0.003                           | 0.199                 |
| <b>EWOM</b>                    | 4.54        | 1.005     | -0.514                          | 0.1               | 1.052                           | 0.199                 |
| <b>Switching<br/>intention</b> | 4.094       | 1.004     | -0.462                          | 0.1               | 1.059                           | 0.199                 |
| <b>Subjective Norms</b>        | 3.963       | 0.636     | -0.996                          | 0.1               | 2.709                           | 0.199                 |
| <b>Attitude</b>                | 3.38        | 0.637     | -0.825                          | 0.1               | 2.253                           | 0.199                 |

### 5.4 Correlation

The correlation coefficient refers to the strength measure or linear association degree between variables. Table 5.8 reported the correlation matrix offering Pearson's correlation coefficient as well as the associated test results of its significance. For the switching intention dependent variable, with the exception of empathy and the Tangible and assurance variables, all the other mediators and predictors reported a significantly direct relationship. Also, all the predictor (exogenous) variables presented a significant correlation with every one of the mediator variables, namely, Pleasure, Arousal, Attitude, and eWOM. These results provided an evidence of linear association among constructs of the research.

Table 5.8: Correlation Matrix of Research Constructs

|                          | X1     | X2     | X3     | X4     | X5     | X6     | Y1      | Y2      | Y4      | Z1     |
|--------------------------|--------|--------|--------|--------|--------|--------|---------|---------|---------|--------|
| Reliability (X1)         |        |        |        |        |        |        |         |         |         |        |
| Responsiveness (X2)      | .557** |        |        |        |        |        |         |         |         |        |
| Empathy (X3)             | .329** | .427** |        |        |        |        |         |         |         |        |
| Tangible (X4)            | .413** | .515** | .414** |        |        |        |         |         |         |        |
| Assurance (X5)           | .435** | .489** | .524** | .466** |        |        |         |         |         |        |
| SN (X6)                  | .230** | .272** | .301** | .256** | .286** |        |         |         |         |        |
| Pleasure (Y1)            | .473** | .476** | .448** | .381** | .487** | .187** |         |         |         |        |
| Arousal (Y2)             | .426** | .467** | .415** | .378** | .429** | .163** | .747**  |         |         |        |
| Attitude (Y4)            | .478** | .498** | .411** | .407** | .410** | .205** | .588**  | .575**  |         |        |
| eWOM (Z1)                | .392** | .407** | .372** | .299** | .389** | .345** | .486**  | .477**  | .510**  |        |
| Switching Intention (D1) | -.095* | -.095* | -.063  | -.079  | -.061  | .143** | -.295** | -.253** | -.281** | -.104* |

\*significant at .05 level \*\*significant at .01 level \*\*\*significant at .001 level



### 5.5 Collinearity

Multicollinearity is fundamentally the highly correlated predictors variables' problem in a regression model. Generally, the estimates' standard error got inflated if the multicollinearity was sever, and hence the estimates keep the best estimator's properties that is consistency, efficiency and unbiased. This research used measures of Tolerance Level (TL) and Variance Inflation Factor (VIF) to measure the seriousness of multicollinearity. The predictor variable's tolerance level refer to the unexplained variance's measure ( $1 - R^2$ ) of the variables via other predictor variables in the research. In addition, VIF referred as the reciprocal of TL ( $VIF = 1/ TL$ ). In general, the multicollinearity problem is not considered serious if the predictor variable's VIF value was less than 5.0. Table 5.10 presented the TL, as well as, VIF values in respect of the mediating variables and, also, the predictor from additional regression models.

Table 5.9: Collinearity Statistics for Research Variables

|                         | Collinearity Statistics |       |
|-------------------------|-------------------------|-------|
|                         | Tolerance               | VIF   |
| <b>Reliability</b>      | 0.595                   | 1.681 |
| <b>Responsiveness</b>   | 0.519                   | 1.927 |
| <b>Empathy</b>          | 0.622                   | 1.607 |
| <b>Tangible</b>         | 0.634                   | 1.577 |
| <b>Assurance</b>        | 0.563                   | 1.775 |
| <b>Subjective Norms</b> | 0.816                   | 1.226 |
| <b>Pleasure</b>         | 0.349                   | 2.867 |
| <b>Arousal</b>          | 0.339                   | 2.950 |
| <b>Attitude</b>         | 0.498                   | 2.008 |
| <b>EWOM</b>             | 0.612                   | 1.634 |

Table 5.9 showed the values of VIF for all the mediator latent and exogenous latent variables. The Table shows that VIF values of all variables are comfortably lower than 5.0. This is proof that there are no severe multicollinearity problems in this research. Additionally, another confirmation was via the multivariate analysis (SEM analysis); the standardized regression weights regression of all the effects in research framework were found to be lower than 1.0.

### 5.6 Reliability of Scales Using Cronbach's Alfa

The different research constructs' reliability is calculated by computing the internal reliability of subscales' measure. Cronbach's Alpha was calculated the measure of internal consistency scale. Table 5.10 shows the Cronbach's Alpha of all constructs employed in this research. Cronbach's Alpha coefficients for all scales were considered well as they were over the agreed baseline of 0.70 as advised by Nunnally (1978). Therefore, all variable scales were demonstrated to be reliable instruments.

Table 5.10: Cronbach's Alpha for Each Construct

| Scale(s)            | Number of items | Cronbach's alpha |
|---------------------|-----------------|------------------|
| Reliability         | 5               | 0.792            |
| Responsiveness      | 5               | 0.827            |
| Empathy             | 5               | 0.776            |
| Tangible            | 5               | 0.826            |
| Assurance           | 5               | 0.802            |
| Subjective norms    | 4               | 0.669            |
| Pleasure            | 4               | 0.903            |
| Arousal             | 3               | 0.880            |
| Attitude            | 3               | 0.865            |
| eWOM                | 3               | 0.872            |
| Switching Intention | 3               | 0.749            |

### 5.7 Kaiser-Meyer-Olkin (KMO) and Bartlett's Test

Kaiser-Meyer-Olkin (KMO) examines whether or not the factors within a provided sample are suitable and accurate to correlate purposes and the Bartlett's test of sphericity test is conducted to ensure that the relationship among variables (Hair *et al.*, 2014). It is essential to examine Bartlett's test and KMO to proceed to the confirmatory analysis (CFA) (Hinton *et al.*, 2004). Hair *et al.* (2014) stated that KMO value is satisfactory if it was more than 0.60 and Bartlett's test required having a  $p$  value less than 0.05 ( $p < 0.05$ ). As presented in the Table 5.11, the research results pointed to a KMO value of 0.924 and Bartlett's test of  $p$ -value was significant ( $p < 0.05$ ). For this reason, the results were greater than the required minimum values and indicated the suitability of the data for performing factor analysis.

Table 5.11: KMO and Bartlett's Test

|   |                           |           |
|---|---------------------------|-----------|
|   |                           |           |
| <b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b> |                           | 0.924     |
| <b>Bartlett's Test of Sphericity</b>                    | <b>Approx. Chi-Square</b> | 17622.980 |
|   | <b>df</b>                 | 1326      |
|   | <b>Sig.</b>               | 0.000     |

## 5.8 Confirmatory Factor analysis (CFA) for Measurement Model and Assessment of Construct Validity of the Model

Hair *et al.* (2014) stated that it was essential to examine the validity of the CFA's final results through validated items of constructs. Validity refers to the degree to which the dimension from the constructs effectively provides the perception of interest (Hair *et al.*, 2014). Using SPSS AMOS version 20.0, this research performed the CFA to check the validity and measurement model. Hair *et al.* (2014) recommended that the validity of using CFA examined simply by using two steps: namely, (1) Construct Validity; including convergent and discriminant validity, and (2) Goodness of Fit indices. Therefore, this research carried out both these steps to validate the research via CFA. The highlights of each type are summarized appropriately within the upcoming sections.

### 5.8.1 Convergent Validity

According to Hair *et al.* (2014), convergent validity means that the indicators, which measure selected constructs, demonstrate a high percentage of variance. This research applied convergent validity by computing factor loading, composite reliability and Average Variance Extracted (AVE). The AVE calculates the total of a variance in the indicators divided by the latent number of a construct. As recommend in the literature, factor loading (standardized regression weight) should be greater than 0.50 (Hair *et al.*, 2014). The rule of thumb mentions that the AVE value should be higher than 0.5. AVE can compute either as a total of squared factor loadings or squared standardized regression divided by the numbers of items in the factor as showed in the equation below:

$$AVE = \frac{\sum_{i=1}^n Li^2}{n}$$

Where  $Li$  is the standardized factor loading for the items in the factor and  $i$  relates to the items in the factor.

According to Bagozzi and Yi, (1988), Composite Reliability is used to measure the reliability and validity of the measurement model. They recommended that the rule of thumb had to be over 0.70. The equation, used to calculate Composite Reliability, as shown below.

$$CR = \frac{(\sum_{i=1}^n Li)^2}{(\sum_{i=1}^n Li)^2 + (\sum_{i=1}^n ei)}$$

Where  $Li$  is the standardized factor loading for  $i$  the item in the factor and  $ei$  is the error variance for the  $i$  item in the factor.

Table 5.12 below presented factor loading of the items, composite reliability and AVE. This research excluded the items that are less than the recommended value from further analysis including the full measurement model testing, as well as, the subsequent structural model in order to test the hypotheses of this research.

Table 5.12: Convergent Validity

| <b>Construct</b>                | <b>Items</b> | <b>Factor loading</b> | <b>Composite reliability</b> | <b>AVE</b> |
|---------------------------------|--------------|-----------------------|------------------------------|------------|
| <b>Reliability</b>              | REL3         | 0.687                 | 0.783                        | 0.550      |
|                                 | REL4         | 0.876                 |                              |            |
|                                 | REL5         | 0.641                 |                              |            |
| <b>Responsiveness</b>           | RES1         | 0.738                 | 0.868                        | 0.688      |
|                                 | RES2         | 0.833                 |                              |            |
|                                 | RES5         | 0.909                 |                              |            |
| <b>Tangible</b>                 | TAN3         | 0.767                 | 0.769                        | 0.527      |
|                                 | TAN4         | 0.728                 |                              |            |
|                                 | TAN5         | 0.680                 |                              |            |
| <b>Empathy</b>                  | EMP1         | 0.858                 | 0.791                        | 0.568      |
|                                 | EMP 3        | 0.524                 |                              |            |
|                                 | EMP 4        | 0.833                 |                              |            |
| <b>Assurance</b>                | ASU3         | 0.740                 | 0.800                        | 0.572      |
|                                 | ASU 4        | 0.820                 |                              |            |
|                                 | ASU 5        | 0.725                 |                              |            |
| <b>Subjective norms</b>         | SN1          | 0.680                 | 0.750                        | 0.501      |
|                                 | SN2          | 0.709                 |                              |            |
|                                 | SN4          | 0.733                 |                              |            |
| <b>Arousal</b>                  | AR1          | 0.903                 | 0.898                        | 0.745      |
|                                 | AR2          | 0.858                 |                              |            |
|                                 | AR3          | 0.827                 |                              |            |
| <b>Pleasure</b>                 | PL1          | 0.807                 | 0.903                        | 0.700      |
|                                 | PL2          | 0.858                 |                              |            |
|                                 | PL3          | 0.830                 |                              |            |
|                                 | PL4          | 0.851                 |                              |            |
| <b>Attitude</b>                 | ATT1         | 0.786                 | 0.865                        | 0.684      |
|                                 | ATT2         | 0.857                 |                              |            |
|                                 | ATT3         | 0.837                 |                              |            |
| <b>Switching intention</b>      | SW1          | 0.758                 | 0.751                        | 0.503      |
|                                 | SW2          | 0.732                 |                              |            |
|                                 | SW3          | 0.631                 |                              |            |
| <b>Electronic word of mouth</b> | EWOM 1       | 0.806                 | 0.875                        | 0.701      |
|                                 | EWOM 2       | 0.902                 |                              |            |
|                                 | EWOM 3       | 0.792                 |                              |            |

### 5.8.2 Discriminant Validity

The discriminant validity was referred as “The degree to which two conceptually similar concepts are distinct” (Hair *et al.*, 2014, p.125). The discriminant validity can be measured through comparing the any two constructs’ average values of variance extracted in relationship with the square estimate correlation of these two constructs. If the average variance extracted was calculated greater than squared correlation estimates of constructs, the discriminant validity is found to be significant. In Table 5.13, due to having values of AVE were greater than squared correlation estimate for all the constructs, the results presented are considered at a significant level of discriminant validity.

Table 5.13: A Factor Correlation Matrix with the Square Root of The AVE

|             | Reliability  | Response     | Empathy      | Tangible     | Assurance    | Subjective   | Pleasure     | Arousal      | Attitude     | Switching    | eWOM         |
|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Reliability | <b>0.742</b> |              |              |              |              |              |              |              |              |              |              |
| Response    | 0.459        | <b>0.830</b> |              |              |              |              |              |              |              |              |              |
| Empathy     | 0.400        | 0.424        | <b>0.754</b> |              |              |              |              |              |              |              |              |
| Tangible    | 0.435        | 0.412        | 0.482        | <b>0.726</b> |              |              |              |              |              |              |              |
| Assurance   | 0.456        | 0.431        | 0.570        | 0.520        | <b>0.756</b> |              |              |              |              |              |              |
| Subjective  | 0.251        | 0.253        | 0.354        | 0.285        | 0.315        | <b>0.708</b> |              |              |              |              |              |
| Pleasure    | 0.488        | 0.444        | 0.516        | 0.430        | 0.543        | 0.215        | <b>0.837</b> |              |              |              |              |
| Arousal     | 0.427        | 0.419        | 0.472        | 0.409        | 0.467        | 0.190        | 0.820        | <b>0.863</b> |              |              |              |
| Attitude    | 0.503        | 0.468        | 0.468        | 0.455        | 0.439        | 0.238        | 0.664        | 0.642        | <b>0.827</b> |              |              |
| switching   | -0.123       | -0.104       | -0.101       | -0.133       | -0.091       | 0.180        | -0.365       | -0.314       | -0.358       | <b>0.709</b> |              |
| eWOM        | 0.326        | 0.235        | 0.189        | 0.190        | 0.178        | 0.434        | 0.234        | 0.272        | 0.343        | 0.076        | <b>0.837</b> |

The CFA indicated a strong evidence of convergent and discriminant validity and high reliability.

In summary, the CFA was employed on the entire research model’s constructs once made appropriate adjustments; via dropping items with low or insignificant factor loadings. Accordingly, the CFA showed significant evidence that the model had adequate convergence, discriminant validity and, thus, confirmed the model’s construct validity. Table 5.14 below presented the model fit measures for CFA. All the measures were considered satisfied as the minimum cut off value required for the model acceptance.

Table 5.14: Model Fit Statistics of Confirmatory Factor Analysis

| Model Fit Statistic                              | Computed Statistic | Desirable cut off for acceptance             |
|--|--------------------|--|
| CMIN / DF  | 1.757              | < 5.0 (Carmines and McIver, 1981)            |
| Comparative Fit Index (CFI)                      | 0.964              | > 0.90 (Browne and Cudeck, 1992)             |
| Goodness of fit index (GFI)                      | 0.925              | >0.90 (Browne and Cudeck, 1992)              |
| Parsimony Comparative Fit Index (PCFI)           | 0.801              | > 0.8 (Hair et al, 2014)                     |
| Root Mean Squared Error of Approximation (RMSEA) | 0.036              | < 0.08 (Browne and Cudeck, 1992)             |
| 90% Confidence interval for RMSEA                | (0.031, 0.039)     | Upper limit < 0.08 (Browne and Cudeck, 1992) |

### 5.9 Common Method Bias Analysis

Common Method Bias (CMB) is the variance analysis of the attribute associated with the measurement method instead of the research model constructs (Bagozzi and Yi, 1991). Richardson *et al.* (2009) stated that CMB analysis was the systematic error variance accorded between the measured model variables and presented such as a function of the same source and/or method.

The main reason that this research conducted the CMB analysis was that the outcomes were at risk since the research model's relationships might be erroneous (i.e. the error is too large for the relationships to be valid). This might be because the determined correlations between the measures' systematic correlations introduced an alternative explanation of the observed correlations between the measures. Further, errors from the measurement instrument or method might have both random and systematic elements (Bagozzi and Yi, 1991).



### **5.10 Methods for Assessment of Common Bias**

According to Bagozzi and Yi, (1991), the common method bias (CMB) occurs when the instrument rather than the actual respondents' predispositions that the instrument struggles to uncover affects variations in responses. Meaning that the instrument presents a bias, hence variances, that will analyze. Consequently, the outcomes are contaminated via the 'noise' stemming of the biased instruments. In order to test the CMB Harman's single factor analysis and the common latent factor were used and explained in details in the coming sections.

#### **5.10.1 Harman Single Factor Analysis**

Harman single factor analysis is the first technique of CMB. This technique employs Exploratory Factor Analysis (EFA) where all the variables, presented in the model, were loaded as a single factor and forced so that there was no rotation (Harman, 1960; Podsakoff *et al.*, 2003). The research model did not include this new factor; it was proposed only for CMB analysis after that factor was discarded. If the value of the variance was above 50% then CMB might be present. This research tested for the factor by using the Harman Single Factor Analysis test. The CMB result did not seem really to be an issue in this research. This was simply because the total variance, explained by one factor, was only 29.385% which was not greater than 50% (Podsakoff *et al.*, 2003). Therefore, there was no serious CMB that affected the outcome of the research model.

#### **5.10.2 Common Latent Factor**

Common latent factor is the second technique presents a new latent variable in such a way that all research variables are linked to it. Those paths are forced to be equal, while the variance of the common factor is forced to be 1. This is similar to the Harman Single Factor Analysis method as all patent variables linked to a single factor. However, the latent factors of research model and their relations were kept in this analysis. The value of common variance was the square of each path common factor before standardization. The common heuristic should be less than 50%. This allowed measurement error as the measures themselves were focused; and did not require to either measure or recognize the specific factor common method effects' responsible.

5.10.2.1 Common Method Bias – Common Latent Factor method

Figure 5.7 illustrates the fitted model in AMOS based on the Common Latent Factor method. This represents the CLF drawn from the regression weight constrained to be equal to all the regression paths for the set of exogenous variables. The unstandardized estimate of the regression weight was 0.45. This meant that the variance, explained by the CLF, was 0.2025 (20.25%). This was comfortably less than 0.50 (50%). Therefore there was no severe CMB affecting the framework results.

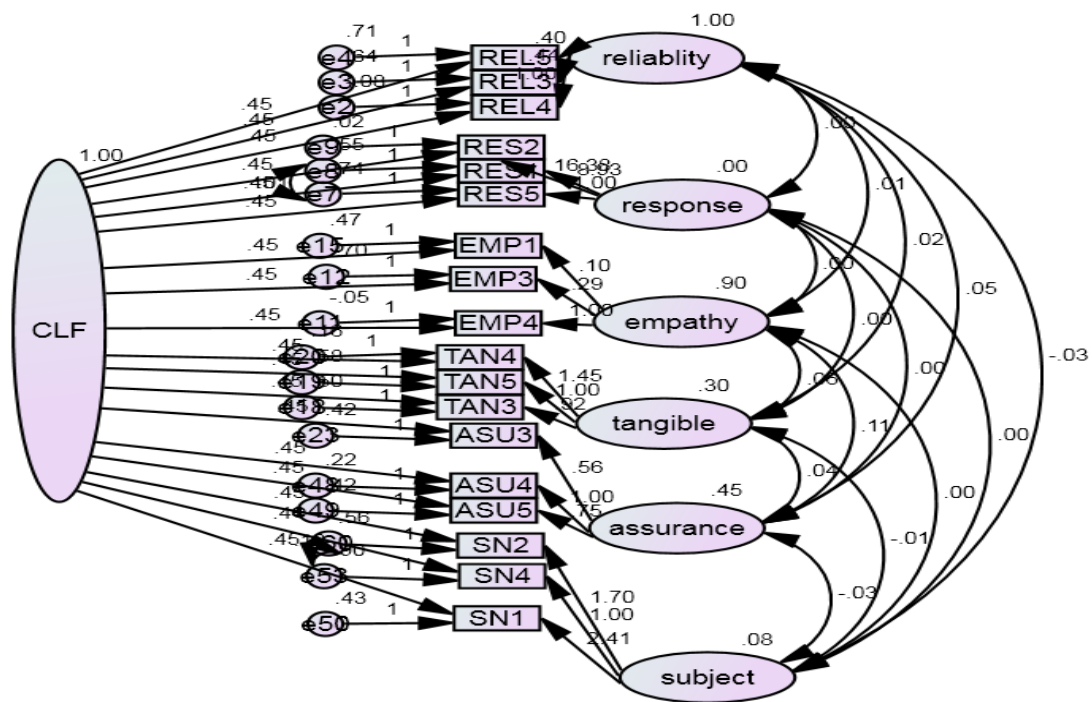


Figure 5.7: Common Latent Factor

Figure 5.8 illustrates the fitted model in AMOS on the bases of the CLF method. This represents the CLF drawn from regression weight forced to be in equivalent to all the regression paths for the set of endogenous variables. The unstandardized estimate of the regression weight was 0.46. This meant that the variance, explained by the CLF, was 0.1849 (18.49%). This was comfortably less than 0.50 (50%). Therefore, there was no severe CMB affecting the framework results.

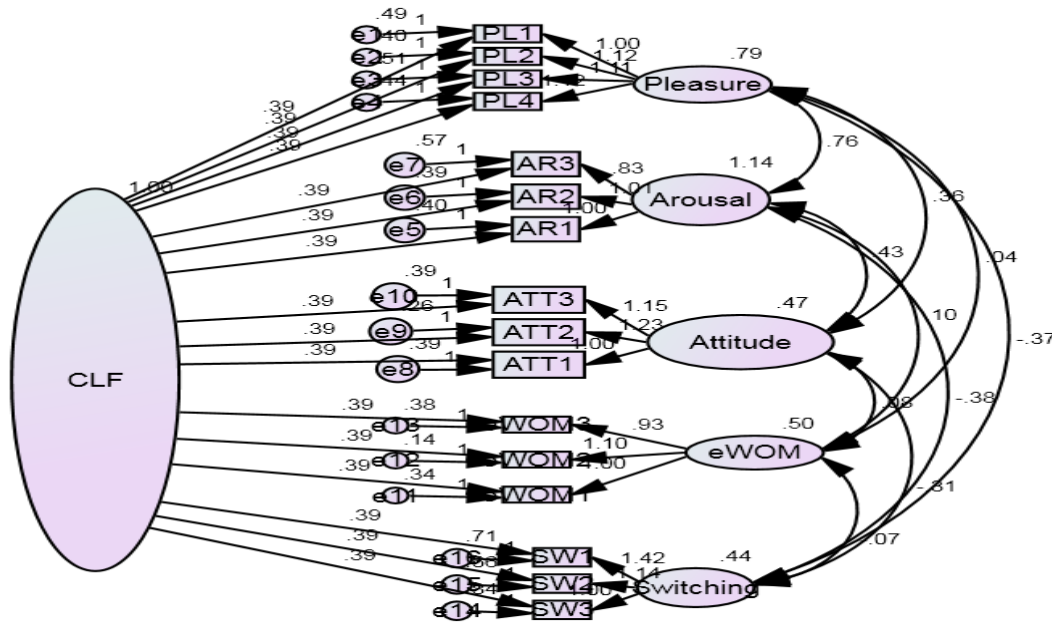


Figure 5.8: Common Latent Factor Method

### 5.11 Hypothesis Testing

This research developed the measurement model confirmed by the CFA results. The CFA was done as the structural model via adding arrows between the independent and dependent variables of the diagram, in order to indicate relationships of the research hypothesis. This research examined the structural model by using the maximum likelihood estimation method. The SEM was built by using the final measurement model of CFA to connect the research constructs based on the conceptual framework, in order to reflect the entire hypotheses of the research. All model fit statistics met the desirable cut off value to indicate good fit. CMIN/DF of 2.066 (cut off value < 0.5 (Carmines and McIver, 1981), RMSEA of 0.042 (cut off value of < 0.08 (Browne and Cudeck, (1992), CFI 0.974 cut off value > 0.90 (Browne and Cudeck, 1992) and the goodness of fit index (GFI) of 0.913 (cut off value > 0.90 (Browne and Cudeck, 1992), Parsimony Comparative Fit Index (PCFI) 0.819 (cut of value > 0.8 (Hair *et al.*, 2014). Normative Fit Index (NFI) 0.903 (cut of value > 0.900 (Hair *et al.*, 2014). Table 5.16 reported the estimated path coefficients for each hypothesized path in the proposed structural model and the associated test results of their significance. Figure 5.9 below gives the outline of the structural model designed in the AMOS graphics window.

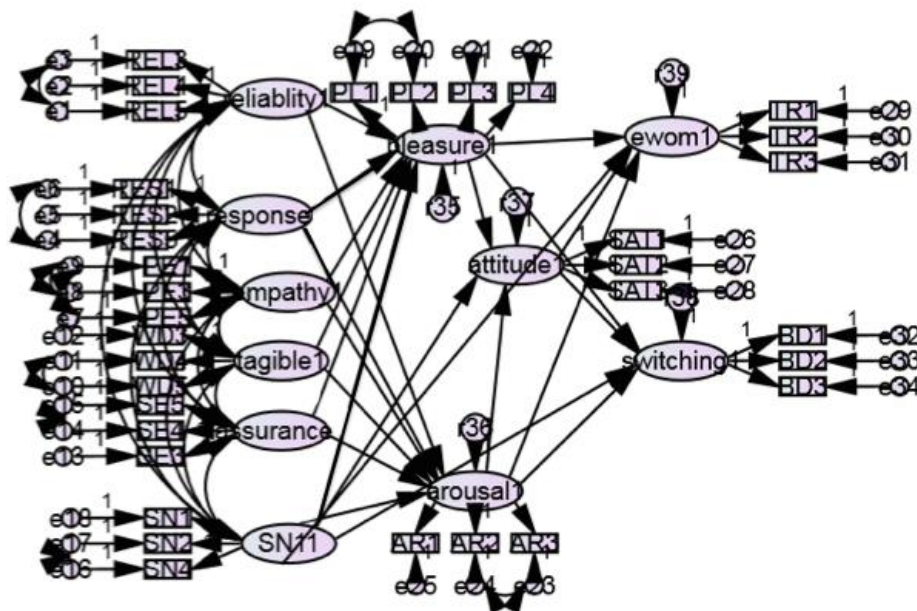


Figure 5.9: Outline of the Structural Model Designed in AMOS Window

Table 5.15 Hypotheses Assessment

| HN  | Hypothesis       |   | Estimate  | S.E.   | C.R.  | P      | Results |               |
|-----|------------------|---|-----------|--------|-------|--------|---------|---------------|
| H1a | Reliability      | → | Pleasure  | 0.201  | 0.050 | 4.045  | ***     | Supported     |
| H1b | Reliability      | → | Arousal   | 0.175  | 0.062 | 2.814  | 0.005   | Supported     |
| H2a | Response         | → | Pleasure  | 0.143  | 0.044 | 3.285  | 0.001   | Supported     |
| H2b | Response         | → | Arousal   | 0.219  | 0.056 | 3.945  | ***     | Supported     |
| H3a | Assurance        | → | Pleasure  | 0.292  | 0.059 | 4.993  | ***     | Supported     |
| H3b | Assurance        | → | Arousal   | 0.267  | 0.073 | 3.664  | ***     | Supported     |
| H4a | Tangible         | → | Pleasure  | 0.066  | 0.053 | 1.258  | 0.209   | Not Supported |
| H4b | Tangible         | → | Arousal   | 0.134  | 0.067 | 2.010  | 0.044   | Supported     |
| H5a | Empathy          | → | Pleasure  | 0.080  | 0.031 | 2.624  | 0.009   | Supported     |
| H5b | Empathy          | → | Arousal   | 0.165  | 0.040 | 4.089  | ***     | Supported     |
| H6a | Subjective norms | → | Pleasure  | 0.162  | 0.027 | 5.906  | ***     | Supported     |
| H6b | Subjective norms | → | Arousal   | 0.111  | 0.048 | 2.317  | 0.020   | Supported     |
| H6c | Subjective norms | → | EWOM      | 0.383  | 0.046 | 8.264  | ***     | Supported     |
| H6d | Subjective norms | → | Switching | 0.387  | 0.062 | 6.268  | ***     | Supported     |
| H7a | Pleasure         | → | EWOM      | 0.162  | .027  | 5.906  | ***     | Supported     |
| H7b | Pleasure         | → | Switching | -.368  | 0.133 | -2.772 | 0.006   | Supported     |
| H7c | Pleasure         | → | Attitude  | 0.326  | .080  | 4.062  | ***     | Supported     |
| H8a | Arousal          | → | EWOM      | 0.077  | 0.104 | 0.743  | 0.457   | Not Supported |
| H8b | Arousal          | → | Switching | -.067  | 0.050 | -1.332 | 0.183   | Not Supported |
| H8c | Arousal          | → | Attitude  | 0.213  | 0.064 | 3.340  | ***     | Supported     |
| H9a | Attitude         | → | EWOM      | 0.166  | 0.069 | 2.419  | 0.016   | Supported     |
| H9b | Attitude         | → | Switching | -0.370 | 0.092 | -4.024 | ***     | Supported     |

**Hypothesis H1a: Reliability has a positive effect on customer Pleasure.**

Null Hypothesis H0: Reliability has no significant positive effect on customer Pleasure. Alternative hypothesis H1: Reliability has a positive effect on customer Pleasure. Estimated regression coefficient is  $b = 0.201$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of

significance ( $b = 0.201$ ,  $t = 4.045$ ,  $p = <0.001$ ). This means that the research hypothesis H1a is supported.

**Hypothesis H1b: Reliability has a positive effect on customer Arousal.**

Null Hypothesis H0: Reliability has no significant and positive effect on customer Arousal. Alternative Hypothesis H1: Reliability has a positive effect on customer Arousal. Estimated regression coefficient is  $b = 0.175$ . The t test results indicated that the null hypothesis of no significant effect must be rejected at 0.05 level of significance ( $b = 0.175$ ,  $t = 2.814$ ,  $p = 0.005$ ). This means that the research hypothesis H1b is supported.

**Hypothesis H2a: Responsiveness has a positive effect on customer Pleasure.**

Null hypothesis H0: Responsiveness has no significant positive impact on Pleasure. Alternative hypothesis H1: Responsiveness has a positive effect on customer Pleasure. Estimated regression coefficient is  $b = 0.143$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of significance ( $b = 0.143$ ,  $t = 3.285$ ,  $p = 0.001$ ). This means that the research hypothesis H2a is supported.

**Hypothesis H2b: Responsiveness has a positive effect on customer Arousal.**

Null Hypothesis H0: Responsiveness has no significant positive effect on customer Arousal. Alternative Hypothesis H1: Responsiveness has a positive effect on customer Arousal. Estimated regression coefficient is  $b = 0.219$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of significance ( $b = 0.219$ ,  $t = 3.945$ ,  $p = < 0.001$ ). This means that the research hypothesis H2b is supported.

**Hypothesis H3a: Assurance has a positive effect on customer Pleasure.**

Null hypothesis H0: Assurance has no significant positive effect on customer Pleasure. Alternative hypothesis H1: Assurance has a positive effect on customer Pleasure. Estimated regression coefficient is  $b = 0.292$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of

significance ( $b = 0.292$ ,  $t = 4.993$ ,  $p < 0.001$ ). This means that the research hypothesis H3a is supported.

**Hypothesis H3b: Assurance has a positive effect on customer Arousal.**

Null Hypothesis H0: Assurance has no significant positive effect on customer Arousal. Alternative Hypothesis H1: Assurance has a positive effect on customer Arousal. Estimated regression coefficient is  $b = 0.267$ . The t test results indicate that the null hypothesis of no significant cannot be rejected at 0.05 level of significance ( $b = 0.267$ ,  $t = 3.664$ ,  $p < 0.001$ ). This means that the research hypothesis H3b is supported.

**Hypothesis H4a: Tangible has a positive effect on customer Pleasure.**

Null hypothesis H0: Tangible has no significant positive effect on customer Pleasure. Alternative hypothesis H1: Tangible has a positive effect on customer Pleasure. Estimated regression coefficient is  $b = 0.066$ . The t test results indicate that the null hypothesis of no significant effect cannot be rejected at 0.05 level of significance ( $b = 0.066$ ,  $t = 1.258$ ,  $p = 0.209$ ). This means that the research hypothesis H4a is not supported.

**Hypothesis H4b: Tangible has a positive effect on customer Arousal.**

Null Hypothesis H0: Tangible has no significant positive effect on customer Arousal. Alternative Hypothesis H1: Tangible has a positive effect on customer Arousal. Estimated regression coefficient is  $b = 0.134$ . The t test results indicate that the null hypothesis of no significant effect cannot be rejected at 0.10 level of significance ( $b = 0.134$ ,  $t = 2.010$ ,  $p = 0.044$ ). This means that the research hypothesis H4b is supported at 0.05 level of significance.

**Hypothesis H5a: Empathy has a positive effect on customer Pleasure.**

Null hypothesis H0: Empathy has no significant positive effect on customer Pleasure. Alternative hypothesis H1: Empathy has a positive effect on customer Pleasure. Estimated regression coefficient is  $b = 0.080$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of significance ( $b =$

0.080,  $t = 2.624$ ,  $p = 0.009$ ). This means that the research hypothesis H5a is supported.

**Hypothesis H5b: Empathy has a positive effect on customer Arousal.**

Null Hypothesis H0: Empathy has no positive effect on customer Arousal. Alternative Hypothesis H1: Empathy has a positive effect on customer Arousal. Estimated regression coefficient is  $b = 0.165$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of significance ( $b = 0.165$ ,  $t = 4.089$ ,  $p < 0.001$ ). This means that the research hypothesis H5b is supported.

**Hypothesis 6a: Subjective norms have a positive effect on customer Pleasure**

Null hypothesis H0: Subjective norms have no significant positive effect on customer Pleasure. Alternative hypothesis H1: Subjective norms have a positive effect on customer Pleasure. Estimated regression coefficient is  $b = 0.162$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of significance ( $b = 0.162$ ,  $t = 5.906$ ,  $p < 0.001$ ). This means that the research hypothesis H6a is supported.

**Hypothesis 6b: Subjective norms have a positive effect on customer Arousal**

Null Hypothesis H0: Subjective norms have no significant positive effect on customer Arousal. Alternative Hypothesis H1: Subjective norms have a positive effect on customer Arousal. Estimated regression coefficient is  $b = 0.111$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of significance ( $b = 0.111$ ,  $t = 2.317$ ,  $p < 0.020$ ). This means that the research hypothesis H6b is supported.

**Hypothesis 6c: Subjective norms have a positive effect on customer eWOM intentions.**

Null Hypothesis H0: Subjective norms have no positive effect on customer eWOM intentions. Alternative Hypothesis H1: Subjective norms have a positive effect on customer eWOM intentions. Estimated regression coefficient is  $b = 0.383$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at



0.05 level of significance ( $b = 0.383$ ,  $t = 8.264$ ,  $p = <0.001$ ). This means that the research hypothesis H6c is supported.

**Hypothesis 6d: Subjective norms have a positive effect on customer Switching intentions.**

Null Hypothesis H0: Subjective norms have no significant positive effect on customer Switching intention. Alternative Hypothesis H6d: Subjective norms have a positive effect on customer Switching intentions. Estimated regression coefficient is  $b = 0.387$ . The t test results indicate that the null hypothesis of no significant effect cannot be rejected at 0.05 level of significance ( $b = 0.387$ ,  $t = 6.268$ ,  $p = < 0.001$ ). This means that the research hypothesis H6d is supported.

**Hypothesis H7a Pleasure has a positive effect on customer eWOM intentions.**

Null Hypothesis H0: Arousal has no significant positive effect on customer eWOM intentions. Alternative Hypothesis H1: Pleasure has a positive effect on customer eWOM intentions. Estimated regression coefficient is  $b = 0.162$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of significance ( $b = 0.162$ ,  $t = 5.906$ ,  $p = <0.001$ ). This means that the research hypothesis H7a is supported.

**Hypothesis 7b: Pleasure has a negative effect on switching intentions.**

Null Hypothesis H0: Pleasure has no significant negative effect on switching intentions. Alternative Hypothesis H1: Pleasure has negative effect on switching intentions. Estimated regression coefficient is  $b = -.0368$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of significance ( $b = -0.368$ ,  $t = -2.772$ ,  $p = 0.006$ ). This means that the research hypothesis H7b is supported.

**Hypothesis H8a: Arousal has a positive effect on customer eWOM.**

Null Hypothesis H0: Arousal has no significant positive effect on customer eWOM. Alternative Hypothesis H1: Arousal has positive effect on customer eWOM. Estimated regression coefficient is  $b = 0.077$ . The t test results indicate that the null hypothesis of no significant effect cannot be rejected at 0.05 level of significance ( $b =$

0.077 ,  $t = 0.743$ ,  $p = 0.457$ ). This means that the study's hypothesis H8a is not supported.

**Hypothesis H8b: Arousal has a negative effect on switching intentions.**

Null Hypothesis H0: Arousal has no significant negative effect on switching intentions. Alternative Hypothesis H1: Arousal has a negative effect on switching intentions. Estimated regression coefficient is  $b = 0.077$ . The t test results indicate that the null hypothesis of no significant effect cannot be rejected at 0.05 level of significance ( $b = -.067$ ,  $t = -1.332$ ,  $p = 0.183$ ). This means that the research hypothesis H8b is not supported.

**Hypothesis H7c: Pleasure has a positive effect on customer attitude.**

Null Hypothesis H0: Pleasure has no significant positive effect on customer attitude. Alternative Hypothesis H1: Pleasure has a positive effect on customer attitude. Estimated regression coefficient is  $b = 0.412$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at .05 level of significance ( $b = 0.412$ ,  $t = 5.232$ ,  $p = <0.001$ ). This means that the research hypothesis H7c is supported.

**Hypothesis H8c Arousal has a positive effect on customer attitude**

Null Hypothesis H0: Arousal has no significant positive effect on customer attitude. Alternative Hypothesis H1: Arousal has a positive effect on customer attitude. Estimated regression coefficient is  $b = 0.213$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of significance ( $b = 0.213$ ,  $t = 3.340$ ,  $p = <0.001$ ). This means that the research hypothesis H8c is supported.

**Hypothesis H9a Attitude has a positive effect on customer eWOM intention.**

Null Hypothesis H0: Attitude has no significant positive effect on customer eWOM intention. Alternative Hypothesis H1: Attitude has a positive effect on customer eWOM intentions. Estimated regression coefficient is  $b = 0.166$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of significance ( $b = 0.166$ ,  $t = 2.419$ ,  $p = 0.016$ ). This means that the research hypothesis H9a is supported.

**Hypothesis H9b Attitude has a negative impact on customer Switching intention.**

Null Hypothesis H0: Attitude has no significant negative effect on customer Switching intention. Alternative Hypothesis H1: Attitude has a negative effect on customer Switching intention. Estimated regression coefficient is  $b = -0.370$ . The t test results indicate that the null hypothesis of no significant effect must be rejected at 0.05 level of significance ( $b = -0.370$ ,  $t = -4.024$ ,  $p = <0.001$ ). This means that the research hypothesis H9b is supported.

**5.12 Conclusion**

This chapter has shown the analytical procedures and the results obtained from them. In total, 601 responses have been subjected to a set of statistical tests using the SPSS version 20.0 and SEM, based on Analysis of Moment Structures (AMOS) version 23.0.

A description of demographic profiles of the participants was subsequently provided. This includes characteristics such as gender, age, education level, and occupation. In addition, a set of tests was employed to check the reliability and validity of the measurement scales used in this study. The values of Cronbach's alpha suggested that all constructs are reliable, as they achieved a score of greater than 0.70.

Confirmatory factor analysis (CFA) using AMOS 23.0 was also performed to evaluate the convergent validity. The results of factor loadings of the items, AVE, and CR confirmed the convergent validity of the measures. Additionally, the analysis provided support to discriminant validity of the measurement scales. The results of Harman's single factor test and CFA statistically showed that common method bias was not a major issue in the collected data. Assessing the model fit based on several indicators, which provided a good fit for the proposed framework.

Finally, structural models using AMOS 21.0 were run in order to test all proposed hypotheses. The research final results stated that its 19 hypotheses were supported from 22 hypotheses. The subsequent chapter will discuss the results generated from this part, providing a link between these results and previous findings.

## **Chapter 6: Discussion**

### **6.1 Introduction**

The present research examines the effect of five components of service quality dimensions (reliability, responsiveness, tangible, empathy and assurance) in addition to subjective norms on eWOM and switching intention through the influence of emotional responses (pleasure and arousal) and cognitive responses (attitude). This research has developed a framework that clarifies the influence of service quality on eWOM and switching intention. Moreover, the proposed framework was developed on the bases of the stimulus-organism-response (S-O-R) theory and the theory of reasoned action (TRA).

Based on path analysis using structured equation modelling, the results in Chapter 5 present hypothetical relationships of service quality and subjective norms in understanding customer eWOM and switching intentions via cognitive and emotional response as a mediator. Hence, 19 hypotheses are derived from 22 hypotheses. This chapter summarized the hypotheses and cited whether the data assessment supported or rejected them with justification from the related literature review. This chapter highlighted the validation and revision of the research framework variables.

### **6.2 Discussion Regarding Research Hypotheses**

The current research attempts to provide a better understanding of the influence of service quality dimensions on customer intention in the telecom sector. Throughout using the stimulus-organism-response (S-O-R) model, the theory of reasoned action (TRA) and the service quality literature, the research theoretically constructs and statistically examines a framework advancing the claim that service quality influences customer intention (eWOM and switching) by boosting customer emotional and cognitive responses. More specifically, this research focusses on the effect of elements of service quality (reliability, responsiveness, empathy, tangible and assurance) on consumer intention through the influence of customer feelings (pleasure and arousal) and attitude.

The proposed framework was examined in a controlled setting with 601 telecom customers. This research develops 22 hypotheses clarifying the direct associations between dependent and independent variables suggested in the research framework (Figure 3.3).

The hypotheses suggested in Chapter 3 are summarized, and the chapter cites whether the data assessment supports or rejects them. Table 6.1 shows that this research evaluated 22 research hypotheses to assess whether the independent factors critically determined the dependent factors. Nineteen research hypotheses were accepted. These hypotheses were shown to be significant via the data analysis.

Table 6.1: Results of Research Hypotheses

| <b>HN</b> | <b>Description</b>   | <b>Results</b> |
|-----------|--|----------------|
| H1a       | Reliability has positive effect on customer Pleasure                   | Supported      |
| H1b       | Reliability has positive effect on customer Arousal                    | Supported      |
| H2a       | Responsiveness has positive effect on customer Pleasure                | Supported      |
| H2b       | Responsiveness has positive effect on customer Arousal                 | Supported      |
| H3a       | Assurance has positive effect on customer Pleasure                     | Supported      |
| H3b       | Assurance has positive effect on customer Arousal                      | Supported      |
| H4a       | Tangible has positive effect on customer Pleasure                      | Not Supported  |
| H4b       | Tangible has positive effect on customer Arousal                       | Supported      |
| H5a       | Empathy has positive effect on customer Pleasure                       | Supported      |
| H5b       | Empathy has positive effect on customer Arousal                        | Supported      |
| H6a       | Subjective norms have positive effect on customer Pleasure             | Supported      |
| H6b       | Subjective norms have positive effect on customer Arousal              | Supported      |
| H6c       | Subjective norms have positive effect on customer eWOM intention       | Supported      |
| H6d       | Subjective norms have positive effect on customer Switching intention. | Supported      |
| H7a       | Pleasure has positive effect on customer eWOM intention                | Supported      |
| H7b       | Pleasure has negative effect on switching intention                    | Supported      |
| H7c       | Pleasure has positive effect on customer attitude                      | Supported      |
| H8a       | Arousal has positive effect on customer eWOM                           | Not Supported  |
| H8b       | Arousal has negative effect on switching intention                     | Not Supported  |
| H8c       | Arousal has positive effect on customer attitude                       | Supported      |
| H9a       | Attitude has positive effect on customer eWOM intention                | Supported      |
| H9b       | Attitude has negative effect on customer Switching intention           | Supported      |

### 6.2.1 Reliability

Parasuraman *et al.* (1988) described the word ‘reliability’ as the capability to execute the undertaken service or activity dependably and correctly. Additionally, Dabholkar (2000) defined the concept of reliability as the employee’s ability to execute a service dependably and professionally, signifying the intended service quality. Lemmink and Mattsson (2002) discovered that the terms, attitudes, facial expression and employee abilities affected customers’ feelings. Lin and Mattila (2010) also cited that in the context of service quality, the communication between customers and service employees had a positive effect on the customers’ feelings.

This research highlights specifically the study of the association between reliability and feelings (pleasure and arousal); nonetheless, mobile service suppliers should also consider the significance of reliability because it can become a major determinant for mobile service providers. This research outcome confirmed the hypothesis that with coefficient values of 0.201,  $P < 0.001$ , reliability has a significant positive effect on customer pleasure (H1a). Additionally, with a coefficient value of 0.175 and  $p < 0.001$ , reliability has a significant effect on arousal. This research outcome indicates that reliability had a significantly positive effect on both pleasure and arousal. Various academics stated that the reliability of service in a retail store caused customers to like other brands associated with it (Collins-Dodd and Lindley, 2003; Semeijn *et al.*, 2004; Lo, Wu and Tsai, 2015). Several past studies stated that the significance of service quality in producing emotions endured over time (Krishna *et al.*, 2011; Aaker, 1992; Schoefer and Ennew, 2005). Therefore, by researching the effect of reliability on customer pleasure and arousal, this research augmented the literature. The customers feel pleasure and arousal when the firm provides them with the assured correct service. Additionally, by providing customers with the assured correct service, the mobile service suppliers enhance their customers’ emotion positively, which leads to loyalty.

### **6.2.2 Responsiveness**

Responsiveness means the availability and honesty of an employee at a service firm to give customers fast service. Hart et al. (1990), Dabholkar et al. (1996), Swanson and Kelley (2001) and Nelson and Chan (2005) also stated that the value of services was affected by responsiveness and resolving issues once they begin to arise. In fact, Andreassen and Lindestad (1998) stated that customer dissatisfaction can survive the negative effects of a service failure. Although there were fewer research studies concerning this domain, service-recovery efficacy affected customers' feelings (Schoefer and Ennew, 2005). The existing research noted that responsiveness has strong effects on customer pleasure (H2a), with coefficient values of 0.143,  $P = 0.001$ . Additionally, the existing research noted that responsiveness has a strong effect on arousal (H2b), with coefficient values of 0.219,  $P < .0001$ . Responsiveness directly affects customer feelings through their interactions with the service supplier. Various academics noted that responsiveness influenced customer perceptions of service value or quality (Galloway and Ho, 1996; Lo, Wu and Tsai, 2015). Thus, it is possible that such associations occur amongst responsiveness, pleasure and arousal. Lo, Wu and Tsai (2015) found that in a service background, academics were focussing more on studying the effect of service quality on customers' emotions. Essentially, the current research extends our knowledge by providing confirmation suggesting that responsiveness has a positive effect on customer's feelings (e.g., pleasure and arousal).

### **6.2.3 Assurance**

Assurance points to staff knowledge, politeness and courtesy to instil trust and confidence (Lin, 2012; Wong and Sohal, 2003). Some service quality researchers found that service assurance was linked positively to customer loyalty (Hazra and Srivastav, 2009; Wong and Sohal, 2003; Wong *et al.*, 1999). Baker *et al.* (1992) noted that the more the employees made themselves accessible to customers, the more they were perceived as welcoming and had the ability to show knowledge about the product or service to help the customers. This research noted that assurance has a positive effect on customer emotions. This research



also noted that assurance has a major effect on pleasure, with coefficient values of 0.292,  $P < 0.001$ .

Moreover, this research noted that assurance had a major effect on arousal (H3b) with coefficient values of 0.267,  $P < 0.001$ . Its outcomes showed that assurance could affect customers' feelings. In other words, the greater the employee's ability to gain the trust and loyalty of their consumers, the greater is the chance that a customer would be happy and excited about his or her experience. This research noted that assurance has a positive effect on customer pleasure and arousal. Assurance was also noted as a prime factor influencing customer feelings (Baker, Levy and Grewal, 1992; Ryu and Jang, 2007; Menon and Dube, 2000). Therefore, service assurances are consistent with promised performance. Unless promises were satisfied and customers identified it as a pleasant experience, they would most likely show attitudinal behaviour.

#### **6.2.4 Tangible**

Parasuraman *et al.* (1988) explained that the word 'tangible' was physical cues, devices and the employee's appearance. Few other studies mentioned it as an element, utilizing dissimilar terminology, such as servicescape or environment. Bigne and Andreu (2003) noted that it was a direct association between customer feelings and the physical environments in which the service was provided. Various academics, such as Baker *et al.* (1992) and Sweeney and Wyber (2002), indicated that a customer's cognitive assessment of the environment affected his or her individualistic emotions of pleasure and excitement. The existing research noted that there was no significant effect between tangible and pleasure, with coefficient values of 0.066,  $P = 0.209$ . However, the tangible had a significant effect on arousal (H4b), with coefficient values of 0.134,  $P = 0.044$ . It was discovered that there was a positive association between service physical environment and customer feelings (Bigné and Andreu, 2004; Ng and Dagger, 2008; Lin and Mattila, 2010; Sweeney and Wyber, 2002). Customer individualistic emotions of pleasure and arousal are affected by their cognitive assessment of the service environments. It can be presumed that the physical and

tangible elements of a service environment can affect customer perceived excitement, but it does not influence customer happiness about the service quality. The outcomes of this research agree with those of Hou *et al.* (2013). In contrast, the outcomes of this research and other studies do not support the results of previous studies, which cited that the environment had a major effect on customer happiness (Yuksel, 2007; Sweeney and Wyber, 2002). Moreover, the current research extends our knowledge by providing empirical evidence suggesting that tangible elements positively affect customer arousal but do not significantly affect customer pleasure in the telecom sector.

### **6.2.5 Empathy**

Parasuraman et al. (1988) explained that ‘empathy’ was the caring and personalized attention that the company afforded to its consumers. Norazah (2013) found that empathy was linked to the manner in which the company demonstrated its attention and provided individualized courtesy to its customers to make them feel important and special. As an outcome, the customers’ feelings are affected. Those feelings therefore can affect the positive perceptions of the goods and service that the company delivers. Currently, customers are much more knowledgeable and educated than ever (Mouawad and Kleiner, 1996). Thus, they want better and individualized services and considerations from the company’s employees (Donthu and Yoo, 1998), whose presentations in turn have a major effect on the quality of a service (Jabnoun and Al-Tamimi, 2003).

In measuring the pleased feeling of a customer, the customer can experience either negative emotions (e.g., sadness or regret) or positive emotions (e.g., joy or pleasure). This research noted that empathy had a major effect on pleasure, with coefficient values of 0.080,  $P = 0.009$ . In addition, this research noted that empathy had a significant link with arousal (H5b), with coefficient values of 0.165,  $P < 0.001$ . This research shows that customers want more consideration from the company’s employees and more individualized services. Previous studies demonstrated that empathy had a positive effect on customers’ feelings (Suki, 2013; Richins, 1997; Schneider and Bowen, 1995). Therefore, service is more important to a customer when it is linked with greater pleasure (Ngo and

Nguyen, 2010). Our outcomes and claims of previous studies about customer's feelings were linked to service (Kumar *et al.*, 2010; Ahmed *et al.*, 2010; Suki, 2013). In the context of mobile telecom services, the outcomes of this research indicate a positive association between empathy and customer pleasure and arousal. In other words, this research notes that empathy has a significant effect on customer emotional responses (pleasure and arousal), which has a significant effect on customer behaviour intention.

A previous investigation of service industry states that perceived service quality raises the positive emotional satisfaction of customers, which in turn contributes to likelihood, customer intention and high recommendations (Bigné *et al.*, 2008; Ladhari, 2009; Ladhari *et al.*, 2017). In agreement with previous investigation, the final results of this study verify the essential role of pleasure and arousal as emotional responses in the service industry. Furthermore, the final results of perceived service quality on customer emotions indicate that the atmosphere dimension can be proven to have the least significant effect compared with the effect of other dimensions of service quality on customer emotions. Therefore, in the service industry, administrators must attribute higher value to empathy, reliability, assurance, and responsiveness than to tangibility and the atmosphere of the mobile service provider. Due to the possibility that emotions differ based on various utilitarian service industries (Machleit and Eroglu, 2000), the generalizability of the current study's outcomes could be improved by obtaining data from diverse service industries. Therefore, upcoming studies are suggested to evaluate the effects of service environment on customer emotions of several service industries.

#### **6.2.6 Subjective Norms**

Fishbein and Ajzen (1975) described the subjective norm concept as a perceived social pressure in the state of deciding whether to engage in a particular activity. A person can deliberate and follow other individuals' opinions to engage in a particular activity (Fishbein and Ajzen, 1975). Subjective norm is the apparent social pressure to either perform or not perform the behaviour; it emerges from how the person identifies with the perceived pressures placed on him/her

concerning whether to execute the action or behaviour (Ajzen, 1991; Tonglet *et al.*, 2004; Al-Nahdi *et al.*, 2014, 2015; Han and Kim, 2010).

Previous studies claimed that people who identified with larger groups perceived more connections to the community and higher social status from their interactions. Consequently, they experienced significantly greater emotional associations and tended to be more stimulated to reveal their behaviour or experiences (Algesheimer *et al.*, 2005; Hsu and Lin, 2008). Fischer *et al.* (2003) showed how either the social situation of other people or the role of other individuals as audience or as co-experiencers of the situation and the emotion of others could affect each of the experiences and expressions of feelings. This research discovered that subjective norms have a major effect on pleasure, with coefficient values of 0.162,  $P < 0.001$ . This research noted that subjective norms have an important effect on arousal (H6b), with coefficient values of 0.111,  $P < 0.020$ . The outcomes received approval from Baumeister *et al.* (1994) and Fischer *et al.* (2003). The outcomes show that individuals surrounding the customers have a positive effect on their positive emotions to utilize the mobile service suppliers. Hynie *et al.* (2006) stated that there is an effect of subjective norms on feelings and behaviour.

Some researchers found a vital link between subjective norm and intention (Taylor and Todd, 1995; Venkatesh and Davis, 2000; Ramayah *et al.*, 2003, 2004; Chan and Lu, 2004; Baker *et al.*, 2007; Teo and Lee, 2010). However, others found that there was no vital or significant connection between subjective norm and intention (Davis *et al.*, 1989; Mathieson, 1991; Chau and Hu, 2001; Lewis *et al.*, 2003). This research revealed that subjective norms had a positive effect on eWOM intention, with coefficient values of 0.383,  $P < 0.001$ . Moreover, this research noted that subjective norms had a positive effect on switching intention (H6d), with coefficient values of 0.387,  $P < 0.001$ . This research's findings add to the evaluation of the literature, which found that in the telecom setting, subjective norms have a positive effect on switching and eWOM intentions. Marketers should provide the customer with the necessary enthusiasm to welcome the customers' relatives or associates to the mobile service by affording the customers discounts, promo codes, points or paybacks. The findings support the association

between subjective norms with switching intention and subjective norms with eWOM intention. Thus, the findings of this research were supported statistically and theoretically. This research presented an association between subjective norms and eWOM intention and between subjective norms on switching intention with respect to the telecom setting in developing countries and eastern nations, in which there is no indication that such an association exists.

### **6.2.7 Pleasure**

Pleasure refers to the extent to which an individual feels pleased, satisfied, happy and relaxed in a given situation (Menon and Kahn, 2002, p. 32). The results of many psychological researchers indicated that encouraged pleasure related greatly to behaviour and a motivation to express greater arousal. Donovan and Rossiter (1982) assessed Mehrabian and Russell's (1974) framework in a retail context and noted that pleasure had a significant effect on customer behaviour. Nonetheless, others contended that the outcomes might rely on situational stimuli and the type of retail context (Turley and Milliman, 2000; Yalch and Spangenberg, 1990). This research noted that pleasure had a significant effect on eWOM, with coefficient value of 0.162,  $P < 0.001$ . Additionally, it noted that pleasure had a major effect on switching intention (H7b), with coefficient values of -0.368,  $P = 0.006$ . Lunardo and Mbengue (2009) statistically illustrated that pleasure had a positive effect on intention. These research findings add to the evaluation of the literature by assessing the pleasure on eWOM and switching intention in the mobile service setting. The outcomes of the research cited that the Mehrabian and Russell hypothesis improved our understanding of eWOM and switching intention. Previous research studies noted that customer feelings led to various behavioural responses (Mehrabian and Russell, 1974; Ha and Lennon, 2010; Wu *et al.*, 2008). Donovan and Rossiter's (1982) research found that pleasure was a significant predictor of retail context. Nonetheless, the associations between service quality, customer pleasure, and switching and eWOM intention were not researched in the context of mobile services.

### **6.2.8 Arousal**

Arousal was defined as the condition of alertness, willingness or awareness resulting from movement within the nervous system (Mehrabian, 1976). Previous research studies found that positive emotional reactions had a significant effect on behaviour intention (Jang and Namkung, 2009; Han and Back, 2007; Kincaid *et al.*, 2010; Lin and Liang, 2011). Previous research studies also found that arousal along with pleasure were fundamental elements describing differences in customer behaviour (Darden and Babin, 1994; Donovan and Rossiter, 1982; Hui and Bateson, 1991). This research noted that arousal has no positive effect on eWOM, with coefficient values of 0.077,  $P=0.457$ . It also noted that arousal had no major connection with switching intention (H8b), with coefficient values of  $-0.067$ ,  $P=0.183$ . Due to the time spent by customers on experiences, there was no significant relationship between arousal and eWOM. In other words, customers might gain a few minutes or hours of experience in service sectors such as hotels, restaurants or banks, whereas it might take customers years in the telecom sector. Therefore, in the context of telecom services, it appears that customers practice eWOM when they are not excited through their experience and that they do not share their comments online when they are excited. Conversely, even when these customers are not excited, they might not be willing to switch for several reasons. For example, their families and friends have SIMs for the same mobile provider, and it is less expensive for them to stay. Thus, the current study extends our knowledge by offering evidence suggesting that customer intention is affected not only by cognitive responses, for example, attitudes or beliefs but also by emotional responses (e.g., pleasure and arousal), which also play a major role in shaping customer intention and loyalty.

### **6.2.9 Attitude**

Many academics agreed that attitudes are directly affected by feelings (Gountas and Gountas, 2007). The cognitive assessment approach was used frequently to consider customer feelings and their effect on attitude (Nyer, 1997). This research noted that arousal had a positive effect on attitude, with coefficient values of 0.213,  $P<0.001$ . Furthermore, it noted that there was a positive link between

pleasure and attitude (H7c), with coefficient values of 0.326,  $P < 0.001$ . These findings add to the literature by exploring particular feelings in different settings, such as pleasure and arousal on customer attitude. This outcome corresponds with the findings of previous studies by Penz and Hogg (2011), White (2010) and Gountas and Gountas, 2007. These outcomes showed that both pleasure and arousal had important effects on attitude within a telecommunication service setting. Thus, this research finding supports both statistically and theoretically the association between pleasure, arousal, and attitude with respect to a telecom setting in which there is no indication that such an association exists.

Several researchers such as (Ajzen, 2001; Alsaggaf and Althonyan, 2018; Han, 2015; Wang *et al.*, 2016) studied the concept of attitude in the context of customer intention. The TRA theory suggested how a customer-selected behaviour depended upon cognitive decisions, which turned into the most suitable results (Ajzen and Fishbein, 1980; Barnes, 2002). Several previous marketing research studies noted that attitude was a precursor to customer intention (Bobbitt and Dabholkar, 2001; Lu *et al.*, 2003). This research noted that attitude has a positive effect on eWOM, with coefficient values of 0.166,  $P=0.016$ . Additionally, it noted that attitude has a significantly negative link with switching intention (H9b), with coefficient values of -0.370,  $P<0.001$ . This outcome links with previous research (Ajzen and Fishbein, 1980; Barnes, 2002, Bobbitt and Dabholkar, 2001; Lu *et al.*, 2003). In short, the statistical outcomes proved hypotheses H9a and H9b. Thus, the findings of this research support both hypothetically and statistically the association between attitude and customer intention in the setting of the telecom sector in developing countries. Consumers can employ social media to reflect and express their experiences and give assessments of good/service quality (Wang and Day, 2001). The findings of this research enable mobile providers to obtain their customers' comments, criticisms or questions and then work to address such questions and resolve the criticisms. Additionally, the response system helps the mobile service providers to acquire suggestions and recommendations concerning their goods and/or services.

### 6.3 The validation and revised of the research framework

This research used convergent and discriminant validity testing to ensure that the constructs' measurements represent the concept of interest accurately. This research analysed convergent validity by using factor loading, composite reliability (CR) and average variance extracted (AVE) (Hair *et al.*, 2014). As a guideline, factor loading must obtain all standardized regression values greater than 0.50; in addition, the critical ratio (t-value) must be greater than 1.96. An approximation to observe is that the AVE weight must be greater than 0.5, and CR should be greater than 0.70 (Hair *et al.*, 2010). This research's construct exceeded the smallest pre-requisite for factor loading and t weights, CR and AVE respectively. Therefore, all of the values suggested a great deal of convergent validity for the all of the items utilized in the measured framework. This research analysed discriminant validity by contrasting the AVE weights for any two items with the square of correlation amongst the two research variables (Hair *et al.*, 2014). Discriminant validity is vital when the AVE is greater than the squared correlation between constructs. These research outcomes illustrate a significant level of discriminant validity because, for all of the research constructs, the AVE values are greater than the squared correlation.

This research used Cronbach's alpha ( $\alpha$ ) to assess the reliability of the research items. As a rule of thumb, the value of  $\leq 0.90$  demonstrates outstanding reliability, 0.70–0.90 high reliability, 0.50–0.70 average reliability and  $\leq 0.50$  low value (Hinton *et al.*, 2004). The outcomes of the existing research show that all items have reliability greater than 0.70, thereby signifying excellent reliability for all of the items and illustrating the constancy of the scale. Therefore, this research constructs an illustrated high level of reliability and validity.

Most of these investigations have ignored the matter that intention to engage in eWOM and switching requires emotional and cognitive responses (Iyamabo, Ndukwe and Otubanjo, 2013; Ladhari *et al.*, 2017). Furthermore, a review of the literature does not classify any study as investigating the effect of service quality and subjective norms on eWOM and switching intentions through a blend of cognitive and affective responses. The present research fills this gap and contributes to the literature by developing a complete framework that demonstrates the effect of service quality on eWOM and switching intentions



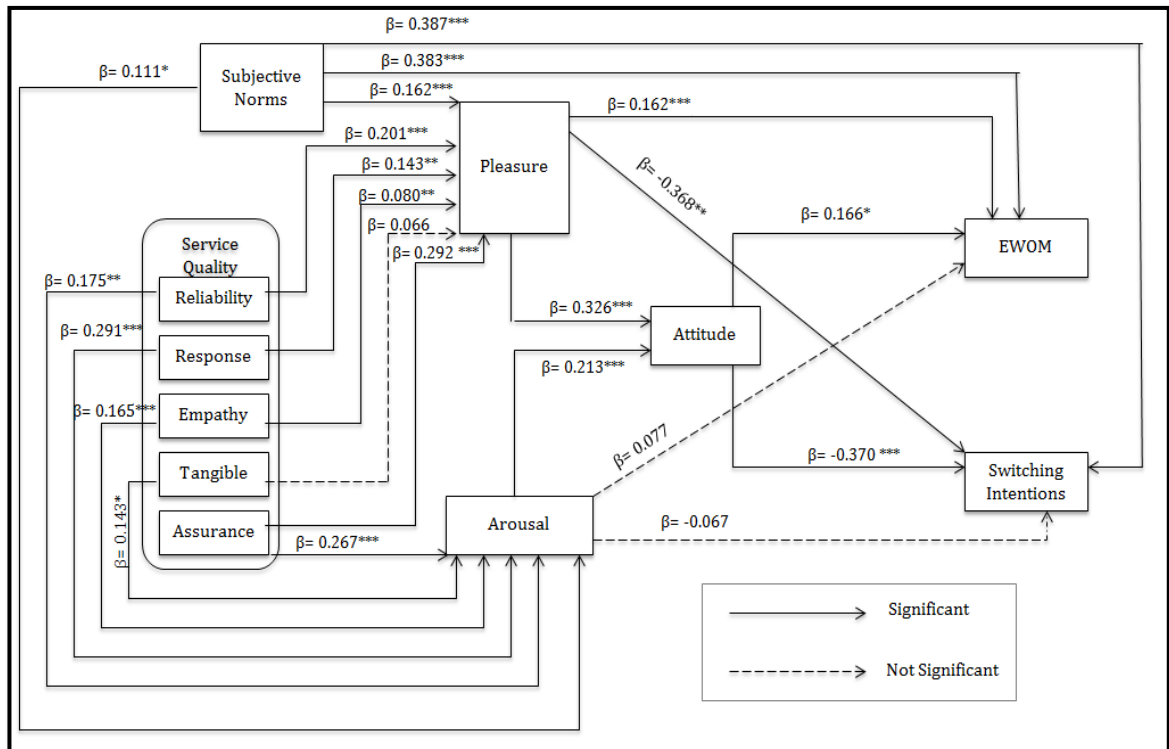
using cognitive and affective outcomes. The proposed research framework yields a better understanding of the effect of the service quality dimensions (reliability, response, empathy, assurance and tangible) on customer intention by applying the stimulus-organism-response (S-O-R) and the theory of reasoned action (TRA) theories. In the context of the telecom sector, examining the effect of service quality on eWOM and switching intentions through the indicators of cognitive and feeling reactions is essential for diverse reasons. First, previous studies have stated that attitude has a significant effect on customer intentions (Ajzen, 200, Shih *et al.*, 2013).

Quality perceptions of a product or service positively affect customer behavioural intentions (Ladhari *et al.*, 2017). Mano and Oliver (1993) argue that cognitive judgments and affective reactions that are produced by the customer during consumption are related to satisfaction with the service quality. According to Oliver (1977), emotions play a role in arousing attention, which is central to the management of service quality. However, Christian (2001) notes that no clear models of this are provided in the literature. Some studies indicate that emotion is a very significant attribute in customer satisfaction. Thus, a separate component in the satisfaction models should be set aside for emotion (Cronin *et al.*, 2000). The present research attempts to explain the effect service quality has on pleasure and arousal and on customer behavioural response in the mobile service sector.

Second, the incorporation of emotional responses in the research framework is also significant because current evidence advises that the theoretical frameworks of customer behaviour such as the theory of reasoned action (TRA) (Fishbein and Ajzen, 1975) have limited potential in predicting customer intention because they principally focus on the role of humans' cognitive responses in explaining customer intention, ignoring affective responses such as feelings or emotions (Ajzen, 2011). In this research, cognitive judgments are defined by customers' attitude and their attitudes towards the services provided by the telecom sector, whereas affective states are recognized by emotional pleasure and arousal.

Finally, the current studies of Guerreiro *et al.* (2015) and Lee *et al.* (2011) proposed that both cognitive responses and emotional responses (of pleasure and arousal) should be merged in the S-O-R model to improve our understanding of how external stimulus factors affect customer behaviour. Moreover, cognitive states and emotional reactions were found to play a significant role in shaping behavioural intention (Ha and Im, 2012).

In addition to this background, the results of the research revealed customer intention to be greatly affected by both cognitive and emotional outcomes. Therefore, the grouping of cognitive responses with emotional reactions in the proposed framework is essential, leading to a better understanding of the effect of service quality on customer eWOM and switching intentions in the telecom sector. Figure 6.1 presents the revised framework clarifying the relationships between the research framework constructs.



\*\*\*  $P < 0.001$ , \*\*  $P < 0.01$ , \*  $p < 0.05$

Figure 6.1: Revised framework of the relationships (overall framework)

Source: Researcher

The outcomes of the path analysis are summarized in figure 6.1; these outcomes indicate an established relationship between service quality dimensions and emotional responses. Our results show that reliability has a positive effect on customer pleasure ( $\beta$  0.201,  $p < 0.001$ ). Thus, H1a is established. H1b is also supported ( $\beta$  0.157,  $p = 0.005$ ), which indicates that reliability has a significant effect on arousal. Our results also show that responsiveness has a positive effect on customer pleasure ( $\beta$  0.143,  $p = 0.001$ ). Thus, H2a is established. Furthermore, H2b is supported ( $\beta$  0.219,  $p < 0.001$ ); that is, responsiveness has a significant effect on arousal. In addition, the relationship between tangible elements and customer emotion is also clarified. Our results show that tangible has no significant positive effect on customer pleasure ( $\beta$  0.066,  $p > 0.05$ ). Moreover, H4b is supported ( $\beta$  0.134,  $p < 0.05$ ); tangible has a significant effect on customer arousal. In terms of the relationship between empathy and pleasure, our results show that empathy has a positive effect on customer pleasure ( $\beta$  0.080,  $p < 0.01$ ). Furthermore, H5b is supported, which indicates ( $\beta$  0.165,  $p < 0.001$ ) that empathy has a significant effect on arousal. In terms of the relationship between assurance and pleasure, our results show that assurance has a positive effect on customer pleasure ( $\beta$  .292,  $p < 0.001$ ). Thus, H3a is established. In addition, H3b is supported ( $\beta$  0.267,  $P < 0.001$ ). There is a positive relationship between assurance and arousal.

As predicted, however, the results showed that subjective norms (SN) have a positive and significant effect on customer emotional responses and customer intention (SN  $\rightarrow$  Pleasure: estimate = 0.162,  $p$ -value  $< 0.001$ , SN  $\rightarrow$  Arousal: estimate = 0.111,  $p$ -value  $< 0.01$ , SN  $\rightarrow$  eWOM: estimate = 0.383,  $p$ -value  $< 0.001$ , and SN  $\rightarrow$  Switching: estimate = 0.387,  $p$ -value  $< 0.001$ ). In terms of the relationship between pleasure and customer intention, our results show that pleasure significantly affects eWOM ( $\beta$  0.162,  $p < 0.001$ ) and switching intention ( $\beta$  -0.368,  $p < 0.01$ ). In terms of the relationship between pleasure and attitude, our results show that pleasure has a positive effect on customer attitude ( $\beta$  0.326,  $P < 0.001$ ). Thus, H7c is supported. Furthermore, H8a, b are not supported ( $\beta$  0.077,  $p > 0.05$ ); arousal has no significant effect on eWOM or switching intention ( $\beta$  -0.067,  $p > 0.05$ ). Moreover, emotions have significant influence on customer attitude, pleasure ( $\beta$  0.326,  $p > 0.001$ ), and arousal ( $\beta$  0.213,  $p > 0.001$ ).

Finally, attitude significantly affects eWOM ( $\beta$  0.166,  $p > 0.01$ ) and switching intention ( $\beta$  -0.370,  $p > 0.001$ ). Based on the statistical results of the research, the mediating effect of emotional responses has a significant effect on customer service quality, subjective norms and customer behaviour intention. Figure 6-1 shows the revised research framework.

#### **6.4 Summary**

This chapter has reflected the outcomes of the research hypotheses presented in Chapter 5 using the structural equation model (SEM). First, it discussed the research hypotheses and the results that supported each hypothesis in prior studies. The discussion of the outcomes emphasized significant inputs to the domain of mobile service supplier. The path analysis shows that the three hypotheses were not significant. Moreover, service quality has a significant effect on customer emotional responses. Furthermore, customer emotional responses play a significant mediating role between service quality and customer behaviour intention in the telecom sector. In addition, the chapter considered the construct validity of the items utilized in the survey to gather data about mobile service customers in the kingdom of Saudi Arabia.

The results of this research also indicate that customer emotional responses (pleasure and arousal) have a positive effect on both customer attitudes towards eWOM and switching intentions. In the same vein, emotional arousal and pleasure significantly and directly affect attitudes towards the service and customer intention. Furthermore, consistent with previous research, the present investigation shows a positive direct connection between customer attitudes towards the service quality and their intention to switch and eWOM.

In the following chapter (Chapter 7), a summary of the key conclusions of this investigation will be provided. Moreover, Chapter 7 will focus on the practical and theoretical implications of the research and on possible limitations and recommendations for future studies.

## **Chapter 7: Conclusion**

### **7.1 Introduction**

The current study aim of this research is to investigate customer intentions influenced by service quality using the mediation of emotional and cognitive responses. In addition, develop a framework that advances our understanding of customer switching and eWOM intentions using the Theory of Reasons Action (TRA) and Stimuli- Organism- Responses (SOR) theories. This chapter formulates effective marketing strategies and recommendations for mobile operators that offer better understanding of the main motives for customer eWOM and switching intentions. Additionally, this chapter presents the theoretical and practical implications of the research. Finally, it summarizes the limitations of the thesis and offers suggestions for future research.

### **7.2 Meeting the Research Aim and Objectives**

This research aimed is to investigate customer intentions influenced by service quality using the mediation of emotional and cognitive responses. In addition, develop a framework that advances our understanding of customer switching and eWOM intentions using the Theory of Reasons Action (TRA) and Stimuli- Organism- Responses (SOR) theories. The SOR and TRA theories helped to investigate the relationships of the environmental aspects of service quality that affect customer behavioural intention. To achieve the aim, this research set a number of objectives. Table 7.1 indicates each objective and the chapters in which these objectives were addressed.

Table 7.1: Objectives and the chapters where these objectives were addressed

| Objective   | Chapter       |
|---|---------------|
| <b>Objective 1:</b> Identify the main constructs of this research by critically reviewing service quality dimensions, subjective norms, customer emotional responses, attitude, customer switching intention and online review.   | Chapter 2     |
| <b>Objective 2:</b> Validate a framework that investigates customer intentions influenced by service quality using the mediation of emotional and cognitive responses.  | Chapter 3     |
| <b>Objective 3:</b> Evaluate and analyse the hypothetical relationships of service quality and subjective norms in understanding customer eWOM and switching intentions via cognitive and emotional response as a mediator and validate the proposed framework.                                       | Chapters 4, 5 |
| <b>Objective 4:</b> Link the research result with the literature, drawing theoretical implications and developing recommendations for mobile operators that offer better understanding of the main motivations of customer eWOM and switching intentions followed by suggestions for future research. | Chapters 6,7  |

Source: The Researcher

### 7.3 Summary of the Study's Results

The study has developed a research framework for explaining how five elements of service quality (reliability, response, empathy, tangible and assurance) influence customer's emotional and cognitive responses, and contributes to eWOM and switching intentions in a telecom context. In particular, the framework proposed in this study attempted to address the following research questions: (1) “ *What are the*

*effects of service quality and subjective norms on customer's online recommendation and switching intentions using the mediations role of the influence of cognitive and emotional responses? ” and (2) “ How does emotion reaction (pleasure and arousal) influence directly or indirectly the online recommendation and switching intentions?”*

The proposed framework puts forward the claim that the influence of service quality on behavior intention is not only limited to the power of emotional responses, but that cognitive aspects (e.g. beliefs and attitudes) are also powerful factors in the process. The framework was tested with 601 telecom customers in the KSA. This study has several important findings that extend understanding of the impact of service quality on behavioural intentions in B2C environments.

The main results obtained from this study are summarised as follows:

- The results here confirm our hypothesis that reliability, as a dimension of service quality, has a significant and positive impact on customer pleasure. In addition, reliability has a significant impact on arousal. This demonstrates that reliability has a significant and positive impact on both pleasure and arousal. Various academics have stated that the reliability of a retail store caused customers to like other brands associated with it (Alsaggaf and Althonyan , 2018; Lo *et al.*, 2015). Therefore, our research finds that reliability's has a positive impact on consumer pleasure and arousal. Therefore our findings add to the literature on the topic.
- Our research notes that responsiveness, as a dimension of service quality, has strong effects on customer. Additionally, responsiveness has a strong effect on arousal. Responsiveness openly impacted customers' feelings through their dealings with the service supplier. Thus, it is possible that associations occur among responsiveness, pleasure, and arousal. Lo *et al.* (2015) found that in the context of a service industry, academics paid more attention to studying the impact of customer feelings on service quality.
- As a dimension of service quality, assurance has a positive impact on customer emotions. Specifically, assurance has a major effect on pleasure. Moreover, assurance has a major impact on arousal. The findings show that

assurance could impact customer feelings. The greater the employee's ability to gain the customer's trust and confidence, the greater the chance that the customer will be happy with, and excited by, his or her experience. In this study, we note that assurance has a positive effect on customer pleasure and arousal. We also note that assurance is a prime factor in influencing customer feelings.

- Our research also demonstrates that there was no significant effect between tangible aspects, as a dimension of service quality, and pleasure. Additionally, we note that tangibility had significant impact on arousal. Consequently, it could be presumed that physical and concrete elements have a major impact on customer emotions and perceptions of service quality. However, earlier studies discover that there is a positive association between the physical service environment and customer feelings. A customer's cognitive assessment of the service environment impacts his or her feelings of pleasure and arousal.
- From this study, we note that empathy, as a dimension of service quality, has a major effect on pleasure. In addition, we note that there is a significant link between empathy and arousal with . Our study shows that customers want greater consideration from service employees and more individualised service. Therefore, service is more important to a customer when it is linked to greater pleasure. The outcomes here also further those claims that customer feelings of arousal are linked significantly to service.
- On the basis of earlier investigation of service industry, this study states that perceived service quality raises the positive emotional responses of customers, which in turn contributes to likelihood, customer intention and high recommendations. The final results of this study verify the essential role of pleasure and arousal as emotional responses in the service industry. Furthermore, the final results of perceived service quality on customers' emotions indicate that atmosphere dimension can be proven to have the least significant impact compared to the effect of other dimensions of service quality on customers' emotions. Therefore, in the service industry, administrators need to attribute higher value to empathy, reliability, assurance, and responsiveness than to the tangibility and the atmosphere of the mobile



service provider. Due to the possibility that emotions differ based on various utilitarian service industries.

- From our findings, we discover that subjective norms have a major effect on pleasure. Additionally, We note that subjective norms have an important effect on arousal. The outcomes show that the employees surrounding the customer can have a beneficial impact on positive customer emotions to utilise the mobile service provider. Our study also reveals that subjective norms have a positive effect on eWOM intention. Moreover, we note that subjective norms have a positive impact on switching intention. Our findings add to the literature by demonstrating that in the setting of the KSA telecom industry, subjective norms have a positive impact on switching and eWOM intentions. Consequently, by providing the customer with markdowns on products or promotional codes or paybacks, marketers should encourage the customer enthusiasm to influence relatives or associates to utilise the mobile service.
- Our findings also indicate that pleasure has a significant effect on eWOM. Additionally, we note that pleasure has a major negative effect on switching intention. Statistically illustrated that pleasure had a positive effect on customer intentions. Our findings add to the literature review by assessing, in the setting of KSA's telecom industry, the impact of customer pleasure on eWOM and switching intentions.
- From this study, we note that arousal has no significant effect on eWOM. We also note that arousal has no major connection with switching intentions .The no significance in respect to the relationship between arousal and eWOM is due to the time spent by the customer on the experience in this instance. In other words, the customer may need to spend less time in service sectors such as hotels, restaurants, or banks to create this experiential association, while it may take years to have a similar experience in the telecom sector. In the context of KSA's telecom industry, it seems that customers posted eWOM when they had a negative experience, namely, they were not excited about their experience. On the other hand, they did not share their online comments when they had a positive experience, namely, they were excited by their experience. However, even if these customers were not excited, there may be several reasons why they were unwilling to switch providers. For example,

their families and friends had SIMs with the same mobile provider or, on the basis of cost, it was less expensive to stay with the existing provider.

- Our findings also show that arousal has a positive effect on attitude. Furthermore, we note that pleasure has a positive link with attitude. These findings add to the literature by illustrating that in diverse settings, particular feelings, such as pleasure and arousal, have an impact on customer attitude.
- Finally, we note that attitude has a positive effect on eWOM. We also note that there is a significantly negative link between attitude and switching intention.

Beside this background, the results of the research revealed that customer's intentions to be greatly affected by both cognitive and emotional outcomes. Therefore, the grouping of cognitive responses with emotional reactions in the proposed framework is essential, leading to a better understanding of the effect of service quality on customer eWOM and switching intentions in the telecom sector.

So far this section has focused on the findings that emerged from the study. The following section will discuss the main contributions of these findings, where theoretical and managerial implications are distinguished.

#### **7.4 Theoretical Implications**

The findings have the following theoretical implications:

- This research was based on the development of a framework (Section 3.4) that examined the influence of service quality on aspects of customer emotions. It also evaluated the direct and indirect influence of this relationship on customer switching intention and eWOM in the telecommunication service industry;
- By using stimulus-organism-response (SOR) theory, this research was essential in filling existing gaps (Section 2.12) in the literature on service quality. The proposed framework (Section 3.4) enhances our understanding of the service quality role as an environmental influence on customer intention to switch and engage in eWOM. The proposed theoretical framework is essential in evaluating the role of emotional responses in relation to eWOM and intention to switch. This research provides empirical evidence of service quality and customer intention through emotional responses within the context of the telecommunication sector. The literature review highlighted a few

significant concepts, namely, service quality, customer emotions, customer intention to switch and eWOM. This thesis sought to shed light on these concepts so that the gaps in the literature can be addressed. This research thus used SOR as a theoretical foundation to address the scope of service quality.

- This research helps improve our knowledge concerning the effects of emotional response that are provoked by service environment stimuli on the results of customer behaviour. Specifically, this research provides a detailed explanation of the relationship existing between service quality and emotional response, which subsequently has certain effects on attitudes and behavioural intention. Furthermore, it establishes a link between service quality and behavioural intention available through the improvement of essential cognitive response, thereby expanding the SO-R framework.
- The suggested framework uses theory of reason actions (TRA) to fill the existing gaps in the literature on service quality. Using the example of the KSA telecommunication sector, the suggested framework is consistent with several factors that relate directly or indirectly to explaining the relationship between attitudes, subjective norms and eWOM in gaining loyal customers. The research includes the elements of TRA, service quality dimensions, eWOM and switching intentions in one conceptual framework, with cognitive response as the mediating variable. Thus, the existing theories and models in the area of service quality and customer behaviour are enhanced.
- This research also provides answers to the recent call for research to be conducted on the role that cognitive, affective responses play in the formation of behavioural intention (Ledhari, *et al.*, 2017);
- This research investigates whether the loyalty of customers in KSA's telecommunication sector was influenced by service quality. The research then tested whether this effect was statistically significant. Existing studies on customer behaviour tend to concentrate on certain service sectors, such as banking, retailing and hotels. The present research differs from them by deviating from the focus on common service sectors and instead exploring the aspect of customer switching within the telecommunication sector. Additionally, this research tested and evaluated whether the mentioned relationships were statistically significant in Eastern cultures.

- Utilising a quantitative assessment of the mobile telecommunication sector, this research hypothetical framework facilitated an understanding of the relationship between service quality, subjective norms, attitude, emotional responses, and eWOM in attracting and retaining loyal customers. The quantitative assessment outcomes describe the cluster of important variables that affect service quality and customer responses. By utilising SEM (Chapter 5), this research ultimately develops a framework that illustrates the significant connections between service quality and its resultant effects on customer behaviour.

### **7.5 Implications for Practice**

The outcomes of this research provide several practical implications.

The main goal of this research was to present the customers' perspective using a service quality model based on several significant elements that define service quality in the telecommunication sector. As shown in the results of this research, the marketing management of firms must focus on improving customer relationships. KSA's telecommunication sector employees should establish positive and personal customer relationships. Customer service centres, where customers can enjoy service advantages and at which their complaints can be handled in a timely and effective manner, should improve their performance by using different channels to reach customers (Kotler and Keller, 2006; Lovelock and Wirtz, 2007).

Bansal *et al.* (2004) state that company employees must take major steps to establish and improve relationships with customers. Thus, customers' optimistic attitudes are elicited, and a bond is formed between customers and the telecommunication company. Nurturing a relationship characterized by open communication between the company and its customers can result in feelings of trust, reliability and conviction (Bansal, Irving, and Taylor, 2004; Pather and Usabuwera, 2010). A telecommunication service provider therefore must utilize several communication strategies with its customers and make them aware of its new products, services and promotions, and connection problems, late delivery of services and new prices of services. Employees are also expected to give attention to negative customer feedback and take appropriate actions to address such feedback through expert advice; thus, a

strong correlation between empathy, assurance and reliability can be established. The research results indicate that managers should give more attention to how employees interact with customers. Employees should be well educated and trained to fulfil customer needs. Training and special courses should be planned for employees to build their skills.

In terms of behavioural response, subjective norms tend to be a considerable element because such norms have a major influence on customer behaviour intention. Thus, management and employees should give priority to their loyal customers so that these customers can in turn bring more customers. Techniques to achieve this goal must be developed and implemented. The subsequent step is to reward existing customers when formulating a marketing approach that affects people's use of services.

The collection of audio/video/written testimonials can assist marketers in brand development, customer retention and empowerment; accordingly, brands will identify how they can maximize opportunities to boost the value of their products and services. This goal can be achieved with the use of social media channels to obtain customer responses. By doing so, a company can increase its profit.

The prospects of loyalty can be achieved by facilitating contests and providing prizes in social media to strengthen a telecom provider's social following. This technique will also make customers more attentive towards the company's products and services and encourage them to more frequently post content about such. Likewise, customers must be provided with opportunities to present their views, along with their names and the use of hash tags, through feedback on social media. These measures will definitely draw customer attention. These strategies are preferred because customers are given the opportunity to share their actual experiences that in turn act as a source of positive publicity; this result is something that businesses often cannot achieve by themselves in an efficient manner. Furthermore, the social websites and channels of a brand must be reviewed regularly. When customers post content or feedback, the company must act on it, which therefore draws further attention from people in social media. This activity functions as a user-generated campaign in which customers show their contributions, share their experiences readily and prove their loyalty to the telecom provider.

Dissatisfied customers should be empowered and given special attention by the service provider to transform them into loyal customers. Their concerns must be solved at the earliest opportunity, along with some reward given to them. This strategy will not only convert them to loyal customers. If they share their story on social media or in their social circle, they will also be transformed as convenient advocates for the service provider.

### **7.6 Research Limitations**

First, this research used convenience sampling (non-probability sampling) to determine the research sample and plan the data collection. Such an approach was restrictive because its outcome validation was used only on a small group rather than on a large population.

Second, this research investigated the suggested conceptual framework quantitatively only through a self-administered survey. This limitation in this methodology meant that no thorough analysis of the element of reliability was conducted when examining mobile users.

Third, this research was conducted only within the KSA's telecommunication sector. Thus, the results can be generalized to the Gulf Cooperation Council (GCC), which includes six Middle Eastern countries – Saudi Arabia, Kuwait, the United Arab Emirates, Qatar, Bahrain, and Oman – because these countries have the same culture. However, the results cannot be applied to Western culture.

Fourth, this research conducted data collection by using a quantitative research approach and cross-sectional methodology; therefore, the data collection was done solely in the KSA. Thus, this research was unable to perform a thorough investigation of customer views and insights. The attributes of a qualitative methodology were lacking despite the fact that the questionnaire created for data collection was sensibly disseminated among mobile customers and that a sound theoretical approach consistent with the literature was used. Nevertheless, considering these limitations in

resources, including the allotted time, this research considers its aim and objectives to have been achieved.

The research has obtained important empirical evidence in relation to several elements, such as subjective norms and service quality, from customer feedback within the telecommunication sector.

### **7.6 Future Research Directions**

The limitations of this research underlie the following recommendations for further research in this area:

A prospective study can further discover unexplored areas, aside from addressing the limitations of this research, and assimilate several more potential paradigms of customer behaviour and service quality, inclusive of accessibility, privacy, price, enjoyment and security related to mobile service. Likewise, gender and education differences within the research framework can be evaluated.

In addition, the research framework can be tested further with a qualitative approach that uses focus group or interview data collection and discussions. By doing so, the research will gain a better understanding of customer ideologies and develop more elements of value.

The data sample can be improved through a probability sampling technique that uses a prospective approach because doing so will enable each population unit to be selected as a part of the sample data.

There is a need for further studies on eWOM to fully understand its power to influence consumer buying behaviour. Social networking has become an important part of our daily lives and affects our choices because it provides valuable online suggestions. There is no doubt that communication via eWOM affects consumer purchasing behaviour.

Finally, a research framework that is applicable across different cultures and contexts should be developed so that the research framework can be implemented easily in other countries. By doing so, researchers can evaluate the strength and cogency of the

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research model across various cultural contexts. In this manner, the outcomes of the current research can also be evaluated in terms of other cultural context.



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# Appendix





## Welcome to my survey

I am a doctoral research student at Brunel University- London, UK. As part of my thesis, I am conducting a survey to investigate the factors that could affect customer emotion and responses with the mobile service providers in Saudi Arabia.

The questionnaire designed for this study consists of three parts. The first part asks about the respondent's demographics,. The second part measures different perceptions about the service quality in Saudi Telecom Companies. The third part asks about travel related habits and behavior intentions.

If you are a Saudi or lived in Saudi Arabia and over 18, Also you have an account in social media websites such as Facebook, Twitter ...etc. I would be very grateful if you fill out this questionnaire. Your participation is voluntary and all responses will be anonymous and treated as completely confidential and it will not be possible for anyone to identify the information you supply.

The questionnaire will only take 10-15 minutes of your time and it is recommended not to spend too long on any question. Your first thoughts are usually your best.

You can choose to supply your email address at the end of the survey if you would like to participate in further discussions about the results.

I hope you find completing the questionnaire enjoyable, and thank you for taking the time to help. If you have any queries or would like further information about this research, please feel free to contact me.

Thank you

Mohammed Ahmad alsaggaf

Doctoral Researcher  
Brunel Business School

Email: [Mohammed.Alsaggaf@brunel.ac.uk](mailto:Mohammed.Alsaggaf@brunel.ac.uk)  
Office Tel: +44 (0) 1895273116  
Brunel University

## General Information

### 1. How old are you? \*

*Mark only one oval.*

- 18 to 25
- 26 to 35
- 36 to 45
- 46 to 55
- 56 to 65
- over 65

### 2. Are you male or female? \*

*Mark only one oval.*

- Male
- Female

### 3. What is the highest level of education you have completed? \*

*Mark only one oval.*

- High school or equivalent
- Some college
- Bachelor's degree
- Master's degree
- Doctoral degree
- Professional degree (MD, JD, etc.)
- Other:

### 4. Which of the following best describes your current occupation? \*

- Mark only one oval.*
- Student
- Employed, working part-time
- Employed, working full-time
- Not employed, NOT looking for work
- Retired
- Disabled, not able to work
- Other:

### 5. What is your approximate average monthly personal income? \*

*Mark only one oval.*

- Less than 3,000
- SR 3,000 - 6,000 SR
- 6,001 - 9,000 SR
- 9,001 - 12,000 SR
- 12,001 – 15000 SR
- 15001 - 18000 SR
- 18001 – 20000 SR
- More than 20,000 SR
- Dependent on others (e.g. Husband, Parents)

**7. The following statements evaluate the quality of the reliability provided by your mobile operator \***

*Mark only one oval per row.*

|   | Strongly Disagree     | Disagree              | Somewhat Disagree     | Neither Agree nor Disagree | Somewhat Agree        | Agree                 | Strongly Agree        |
|---|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| truthful or keeping to promises   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| When you have a problem, my mobile operator shows a sincere interest in solving it. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| keeping the accurate files and records.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| perform services right the first time   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quick, easy and clear procedures to get your service                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**8. The following statements evaluate the response provided by your mobile operator \***

*Mark only one oval per row.*

|  | Strongly Disagree     | Disagree              | Somewhat Disagree     | Neither Agree nor Disagree | Somewhat Agree        | Agree                 | Strongly Agree        |
|--|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| Informing the customers with certain times of service delivery       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The quick response of the customers problem and desire               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| How employees' are willing to help customers in emergency situations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Speed of service delivery  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Employees' ability to communicate clearly to customers               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**9. The following statements evaluate the quality of customer care provided by your mobile operator \***

*Mark only one oval per row.*

|  | Strongly Disagree     | Disagree              | Somewhat Disagree     | Neither Agree nor Disagree | Somewhat Agree        | Agree                 | Strongly Agree        |
|--|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| Giving individual customer attention by employees                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Having operating hours convenient to all customers                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Having sound loyalty program to recognize you as a frequent customer | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Apologizing for inconvenience caused to customers                    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Efforts to understand specific customer needs                        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**10. The following statements evaluate the quality of physical facilities and communication materials of your mobile operator \***

*Mark only one oval per row.*

|  | Strongly disagree     | Disagree              | Somewhat Disagree     | Neither Agree nor Disagree | Somewhat Agree        | Agree                 | Strongly Agree        |
|--|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| Place suitability to delivery services     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Building and places layout                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Service offices or branches number         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The service employees look                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Number of customer service of sales person | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

11. The following statements evaluate the quality of employees in your mobile operator \*

Mark only one oval per row.

|  | Strongly Disagree     | Disagree              | Somewhat Disagree     | Neither Agree nor Disagree | Somewhat Agree        | Agree                 | Strongly Agree        |
|--|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| Employees are consistently courteous with you                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Employees have the knowledge to answer your questions              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Understand customer's conditions                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Honesty when dealing with customers                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sincerity and patience in resolving customers' complaints/problems | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

12. I would use ..... mobile service if: \*

Mark only one oval per row.

|  | Strongly Disagree     | Disagree              | Somewhat Disagree     | Neither Agree nor Disagree | Somewhat Agree        | Agree                 | Strongly Agree        |
|--|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| my friends use it                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| my family uses it                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| prestigious people (such as celebrity, experts) use it | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| mass media report its popularity                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

13. My mobile services provider .. \*

Mark only one oval per row.

|   | Strongly Disagree     | Disagree              | Somewhat Disagree     | Neither Agree nor Disagree | Somewhat Agree        | Agree                 | Strongly Agree        |
|---|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| .... offers new services that are not available from other providers            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| .... has cell phones to choose from that are not available from other providers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| ... is a cutting edge provider of new services                                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

14. The following questions are about your emotional level while using mobile service. Please rate the degree as to which you felt each scale of emotions. \*

(For example: in the first line, if you felt more unhappy than happy, mark the square that is closer to the word "unhappy", according to the extent that you felt unhappy. If you felt unhappy and happy to the same extent, mark the middle square).

Mark only one oval.

|         |                       |                       |                       |                       |                       |                       |                       |       |
|---------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------|
|         | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |       |
| Unhappy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Happy |

15. \*

Mark only one oval.

|         |                       |                       |                       |                       |                       |                       |                       |         |
|---------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------|
|         | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |         |
| Annoyed | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Pleased |

16. \*

Mark only one oval.

|             |                       |                       |                       |                       |                       |                       |                       |           |
|-------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------|
|             | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |           |
| unsatisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | satisfied |

17. \*

Mark only one oval.

|            |                       |                       |                       |                       |                       |                       |                       |         |
|------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------|
|            | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |         |
| Despairing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Hopeful |

18. \*

Mark only one oval.

|         |                       |                       |                       |                       |                       |                       |                       |            |
|---------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------|
|         | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |            |
| Relaxed | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Stimulated |

19. \*

Mark only one oval.

|      |                       |                       |                       |                       |                       |                       |                       |         |
|------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------|
|      | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |         |
| Calm | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Excited |

20. Mark only one oval.

|            |                       |                       |                       |                       |                       |                       |                       |             |
|------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------|
|            | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |             |
| Controlled | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Controlling |

21. \*

Mark only one oval.

|      |                       |                       |                       |                       |                       |                       |                       |        |
|------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------|
|      | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |        |
| Dull | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Bright |

22. \*

Mark only one oval.

|      |                       |                       |                       |                       |                       |                       |                       |           |
|------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------|
|      | 1                     | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     |           |
| awed | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | important |

23. Please indicate how much you agree or disagree with the following statements \*

your attitude toward mobile service provider

Mark only one oval per row.

|   | Strongly disagree     | Disagree              | Somewhat disagree     | Neither agree or disagree | Somewhat agree        | Agree                 | Strongly agree        |
|---|-----------------------|-----------------------|-----------------------|---------------------------|-----------------------|-----------------------|-----------------------|
| Choosing ..... mobile operator service is a good idea               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like use ..... mobile operator service                            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| My general opinion about ..... mobile operator service is favorable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

## Behaviour

24. EWOM \*

Please indicate how much you agree or disagree with the following statements

Mark only one oval per row.

|  | strongly disagree     | Disagree              | Somewhat Disagree     | Neither Agree nor Disagree | Somewhat Agree        | Agree                 | Strongly Agree        |
|--|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| I would share positive or negative things about my mobile provider in social media | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would recommend my mobile provider to someone else through social media          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would encourage friends in social media to use my mobile provider service        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**25. Switching intention \***

*Mark only one oval per row.*

|  | strongly disagree     | Disagree              | Somewhat Disagree     | Neither Agree nor Disagree | Somewhat Agree        | Agree                 | Strongly Agree        |
|--|-----------------------|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|-----------------------|
| I intend to switch my mobile provider  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If am planning to get new SIM I shall need services of other mobile provider | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I would not continue to have service from my current mobile provider         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



## هذه دراسة حول سلوك عملاء مشغلي شبكات الهاتف الجوال من حيث استمراريتهم و ولاؤهم للشركة

السلام عليكم ورحمة الله وبركاته ...

انا باحث في احد جامعات المملكة المتحدة للحصول على درجة الدكتوراه وكجزء من بحثي أقتي اليوم بدراسة استطلاعية حول سلوك عملاء مشغلي شبكات الهاتف الجوال من حيث استمراريتهم و ولاؤهم للشركة.

الاستبيان الذي صُمم لهذه الدراسة يتألف من ثلاثة أجزاء، حيث أن الجزء الأول يحتوي على بيانات حول المواصفات الديموغرافية للشخص الذي يقوم بتعبئة الإستمارة بالإضافة إلى معلومات عامة عنه. الجزء الثاني فهو يقس المفاهيم المختلفة عن جودة الخدمة لمشغل شبكة الهاتف الجوال الذي يستخدمه. الجزء الثالث فهو يستفسر عن آراء و تقاضيات العميل في مواقع التواصل الإجتماعية.

إن كنت من مواطني المملكة العربية السعودية أو تعيش في المملكة وعمره يزيد عن 18 عاماً، ساكون ممتازا لك إذا اتحت جزءاً من وقتك للرد على هذا الاستبيان. طالما بأن مشاركتك طوعية (اختيارية) وجميع الردود ستظل مجهولة المصدر وسيم التعامل معها بسرية تامة ولن يكون من الممكن لأحد تحديد المعلومات التي قدمت بزيارتها. سوف يستغرق هذا من وقتك بين 8 إلى 15 دقيقة لاستكمال هذا الاستبيان .

أوصي بعدم قضاء وقت طويل للإجابة على أي سؤال حيث حدة ما تكون أرائك الأولى هي الأفضل. أتمنى أن تجد استكمال هذا الاستبيان ممتعاً، كما أتقدم لكم بخالص الشكر على المشاركة.

محمد احمد السقاف

طالب دكتوراه بجامعة برنيل - لندن

إيميل: Mohammed.Alsaggaf@Brunel.ac.uk

هاتفون +44 18952165188

Brunel University

Uxbridge, Middlesex

UB8 3PH

Required\*

معلومات عامة

يحتوي هذا الجزء على بيانات حول المواصفات الديموغرافية للشخص الذي يقوم بتعبئة الإستمارة بالإضافة إلى معلومات عامة عنه

1. العمر؟ \*

Mark only one oval

18-25

26-35

36-45

46-55

56-65

أكبر من 65

2. الجنس؟ \*

Mark only one oval

ذكر

أنثى

3. الجنسية؟ \*

Mark only one oval

سعودي

غير سعودي

4. المستوى التطبيقي \*

.Mark only one oval

- مثل الثانوية
- المدرسة الثانوية أو ما يعادلها
- دبلوم
- درجة البكالوريوس
- درجة الماجستير
- درجة الدكتوراه

5. المهنة \*

.Mark only one oval

- طالب
- موظف - دوام جزئي
- موظف - دوام كامل
- غير موظف ، لا أبحث عن عمل
- مفقود

6. ما هو متوسط دخلك الشخصي الشهري ؟ \*

.Mark only one oval

- أقل من 3000 ريال سعودي
- 3000 - 6000 ريال سعودي
- 6001-9000 ريال سعودي
- 9001 - 12000 ريال سعودي
- 12001 - 15000 ريال سعودي
- 15001 - 18000 ريال سعودي
- 18001-20000
- أكثر من 20000 ريال سعودي
- أحدد على أحد (مثل الزوج أو الأب)
- Other

7. كم عدد خطوط شبكات الهاتف المحمول التي تستخدمها شخصياً؟ \*

.Mark only one oval

- شريحة واحد .Skip to question 9
- شريحتين .Skip to question 8
- 3 شرائح .Skip to question 8
- أكثر من 3 شرائح .Skip to question 8

8. لماذا تستخدم أكثر من شريحة موبايل؟ \*

يمكنك اختيار أكثر من خيار  
Tick all that apply

مشغط للإحتفاظ بخطط قديم لمعرفة السابفة لدى الاخرين

توفير في التكلفة

خطوط منفصلة للعمل و الاستخدام الشخصي

تغطية أفضل للشبكة

Other:

9. بناء على تجربتك مع مشغلي شبكات الهاتف الجوال ، الرجاء التفضل بتقييم مستوى إغاثتك أو اختلافك مع كل من العبارات التالية بالنسبة إلى مشغل شبكة هاتفك الجوال الحالي: \*

بعض العبارات قد تبدو متشابهة أو مكررة ، لأغراض إحصائية قد يتوجب الإمتسار عن رأيكم بأكثر من سؤال  
Mark only one oval per row

| لا أوافق بشده         | لا أوافق              | لا أوافق حد ما        | لا أوافق ولا أحرجح    | لا أوافق إلى حد ما    | لا أوافق              | لا أوافق بشده         |   |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | مشغل شبكة هاتفك الجوال الحالي صادق ووثق بالوجود                                 |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | عندما تواجه مشكلة يظهر مشغل شبكة هاتفك الجوال الحالي اهتمام لحل هذه المشكلة     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | مشغل شبكة هاتفك الجوال الحالي يقوم بلزخفة و الإحتفاظ بسجلاتك                    |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | مشغل شبكة هاتفك الجوال الحالي يؤدي الخدمات بالشكل الصحيح منذ المرة الأولى       |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | مشغل شبكة هاتفك الجوال الحالي يستخدم إجراءات سريعة ، سهلة و واضحة لتقييم الخدمة |

10. بناء على تجربتك مع مشغلي شبكات الهاتف الجوال ، الرجاء التفضل بتقييم مستوى إغاثتك أو اختلافك مع كل من العبارات التالية بالنسبة إلى مشغل شبكة هاتفك الجوال الحالي: \*

بعض العبارات قد تبدو متشابهة أو مكررة ، لأغراض إحصائية قد يتوجب الإمتسار عن رأيكم بأكثر من سؤال  
Mark only one oval per row

| لا أوافق بشده         | لا أوافق              | لا أوافق حد ما        | لا أوافق ولا أحرجح    | لا أوافق إلى حد ما    | لا أوافق              | لا أوافق بشده         |   |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | مشغل شبكة هاتفك الجوال الحالي يخبرك عن أولات تلقي الخدمة بظة                                  |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | مشغل شبكة هاتفك الجوال الحالي يستجيب بسرعة لمشاكله و رغباتك                                   |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | رأس عن مستوى استعداد موظفي مشغل شبكة هاتفك الجوال الحالي أثناء مساعدتهم لك في الحالات الطارئة |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | مشغل شبكة هاتفك الجوال الحالي على استعداد دائم للتعاون معك و مع العملاء الاخرين               |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | موظفي مشغل شبكة هاتفك الجوال الحالي لثرون على التواصل بوضوح معك ومع العملاء الاخرين           |

11. بناء على تجربتك مع مشغلي شبكات الهاتف الجوال . الرجاء التفضل بتقييم مستوى إتقانك أو اختلافك مع كل من العبارات التالية بالنسبة إلى مشغل شبكة هاتفك الجوال الحالي: \*
- بعض العبارات قد تبدو متشابهة أو مكررة . لأغراض إحصائية قد يتوجب الاستفسار عن رأيكم بكثير من سؤال .  
Mark only one oval per row

| لا أوافق بشده   | لا أوافق              | لا أوافق إلى حد ما    | لا أوافق ولا أعرض     | لا أوافق إلى حد ما    | أوافق إلى حد ما       | أوافق بشده            |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| مشغل شبكة هاتفك الجوال الحالي يتميز باختيار أماكن ملائمة لتقديم الخدمات             |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| مشغل شبكة هاتفك الجوال الحالي يتميز بتصميم وتكرار مناسب لتقديم الخدمات التي تحتاجها |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| مشغل شبكة هاتفك الجوال الحالي لديه عدد مناسب من المكاتب والفروع الخاصة به           |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| رأس من مظهر موظفي خدمة العملاء في مشغل شبكة هاتفك الجوال الحالي                     |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| رأس من عدد موظفي خدمة العملاء في مكاتب وفروع مشغل شبكة هاتفك الجوال الحالي          |                       |                       |                       |                       |                       |                       |

12. بناء على تجربتك مع مشغلي شبكات الهاتف الجوال . الرجاء التفضل بتقييم مستوى إتقانك أو اختلافك مع كل من العبارات التالية بالنسبة إلى مشغل شبكة هاتفك الجوال الحالي: \*
- بعض العبارات قد تبدو متشابهة أو مكررة . لأغراض إحصائية قد يتوجب الاستفسار عن رأيكم بكثير من سؤال .  
Mark only one oval per row

| لا أوافق بشده   | لا أوافق              | لا أوافق إلى حد ما    | لا أوافق ولا أعرض     | لا أوافق إلى حد ما    | أوافق إلى حد ما       | أوافق بشده            |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| أسلوب تعامل موظفي مشغل شبكة هاتفك الجوال الحالي دائما لطيف ومهذب                                  |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| موظفوا مشغل شبكة هاتفك الجوال الحالي لديهم المعرفة المتطوية للإجابة على أسئلتك                    |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| يحاول موظف مشغل شبكة هاتفك الجوال الحالي فهم ظروفك كعميل  |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| يتميز موظفوا مشغل شبكة هاتفك الجوال الحالي بالصدق في التعامل معك كعميل                            |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| يتميز موظفوا مشغل شبكة هاتفك الجوال الحالي بالإخلاص والصبر عند التعامل مع شكوايك أو مشكلاتك كعميل |                       |                       |                       |                       |                       |                       |

13. بناء على تجربتك مع مشغلي شبكات الهاتف الجوال . الرجاء التفضل بتقييم مستوى إتفاقتك أو اختلافك مع كل من العبارات التالية بالنسبة إلى مشغل شبكة هاتفك الجوال الحالي:
- بعض العبارات قد تبدو متشابهة أو مكررة . لأغراض إحصائية قد يتوجب الإضمار عن رأيكم بأكثر من سؤال  
Mark only one oval per row

| لا أوافق بشده  | لا أوافق              | لا أوافق إلى حد ما    | لا أوافق ولا أحرص     | أوافق إلى حد ما       | أوافق                 | أوافق بشده            |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| يعطيك مشغل شبكة هاتفك الجوال الحالي اهتماما قريبا لك كصديق   |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| لدى مشغل هاتفك الجوال الحالي ساعات عمل ملتزمة لك ولجميع العملاء                                      |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| يوفر مشغل شبكة هاتفك الجوال الحالي برنامج ولاء للتعريف عليك كصديق مكرر مثل ( برنامج نقاط وصيد السمك) |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| يعثر مشغل شبكة هاتفك الجوال الحالي عن أي إزعاج يسببه لك أو للعملاء الآخرين                           |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| يبدل مشغل شبكة هاتفك الجوال الحالي جهدا أنهم يحتاجوك المبتدئين                                       |                       |                       |                       |                       |                       |                       |

14. سوف أستخدم مشغل شبكة هاتف الجوال إذا كان \*  
Mark only one oval per row

| لا أوافق بشده  | لا أوافق              | لا أوافق إلى حد ما    | لا أوافق ولا أحرص     | أوافق إلى حد ما       | أوافق                 | أوافق بشده            |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| يستخدمه أصديقي   |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| يستخدمه أسرتي أو بعض أفراد عائلتي                                  |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| يستخدمه بعض الأشخاص المميزين مثل ( الخبراء أو المشاهير )           |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| له شهرة عالية و موثوق به في وسائل الاعلام ومواقع التواصل الاجتماعي |                       |                       |                       |                       |                       |                       |

- الأسئلة التالية هي حول رأيك وتفاعلك مع مشغل شبكة هاتفك الجوال الحالي (على سبيل المثال في السطر الأول، إذا كان احساسك أنك غير سعيد من مشغل شبكة هاتفك الجوال الحالي أكثر من احساسك بالسعادة اختر المربع القريب من كلمة غير سعيد . اما إذا كان شعورك باتفك غير سعيد بعدل شعورك بالسعادة اختر علامة على المربع الاوسط).

15. ماعدى سعادتك مع مشغل شبكة هاتفك الجوال الحالي ? \*  
Mark only one oval

| 7                     | 6                     | 5                     | 4                     | 3                     | 2                     | 1                     |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| غير سعيد              |                       |                       |                       |                       |                       | سعيد                  |

16. ما مدى انزعاجك وسرورك من مشغل شبكة هاتفك الجوال الحالي ? \*  
Mark only one oval

| 7                     | 6                     | 5                     | 4                     | 3                     | 2                     | 1                     |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| مزعج                  |                       |                       |                       |                       |                       | مسرور                 |

17. ما مدى رضاك من مشغل شبكة هاتفك الجوال الحالي ؟ \*  
 .Mark only one oval

|      |                       |                       |                       |                       |                       |                       |                       |      |
|------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------|
|      | 7                     | 6                     | 5                     | 4                     | 3                     | 2                     | 1                     |      |
| واحد | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | سبعة |

18. ما مدى تشجيعك من مشغل شبكة هاتفك الجوال الحالي ؟ \*  
 .Mark only one oval

|       |                       |                       |                       |                       |                       |                       |                       |     |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----|
|       | 7                     | 6                     | 5                     | 4                     | 3                     | 2                     | 1                     |     |
| ممتاز | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | ليس |

19. ما مدى تفاعلك مع مشغل شبكة هاتفك الجوال الحالي ؟ \*  
 .Mark only one oval

|              |                       |                       |                       |                       |                       |                       |                       |         |
|--------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------|
|              | 7                     | 6                     | 5                     | 4                     | 3                     | 2                     | 1                     |         |
| محفز للتفاعل | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | غير مهم |

20. ما مدى تفاعلك مع مشغل شبكة هاتفك الجوال الحالي ؟ \*  
 .Mark only one oval

|       |                       |                       |                       |                       |                       |                       |                       |           |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------|
|       | 7                     | 6                     | 5                     | 4                     | 3                     | 2                     | 1                     |           |
| مفاعل | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | غير مفاعل |

21. ما مدى استمتاعك مع مشغل شبكة هاتفك الجوال الحالي ؟ \*  
 .Mark only one oval

|       |                       |                       |                       |                       |                       |                       |                       |                |
|-------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
|       | 7                     | 6                     | 5                     | 4                     | 3                     | 2                     | 1                     |                |
| مبتعج | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | مائل إلى الملل |

22. يرجى الإشارة إلى أي مدى موافقتك أو الاعتراض على العبارات التالية \*  
 .Mark only one oval per row

| لا أوافق بشده         | لا أوافق              | لا أوافق حد ما        | لا أوافق ولا أحرج     | لا أوافق إلى حد ما    | لا أوافق              | أوافق بشده            |   |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | إختياري لمشغل شبكة هاتفي الجوال الحالي هي فكرة جيدة           |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | أنا أفضل استخدام مشغل شبكة هاتفي الجوال الحالي                |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | رأيي العام في خدمات مشغل شبكة هاتفي الجوال الحالي أنها ممتازة |

23. يرجى الإشارة إلى أي مدى موافقتك أو الاعتراض على العبارات التالية \*  
Mark only one oval per row

| لاوافق بشده   | لاوافق                | وافق إلى حد ما        | لاوافق ولا اعترض      | لاوافق إلى حد ما      | لاوافق                | وافق بشده             |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| أشارتك الآخرين عن الجوانب السلبية والجوانب الإيجابية الخاصة بمشغل شبكات الجوال في مواقع التواصل الاجتماعي |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| سأوصي الآخرين ( الإصدقاء و أفراد العائلة) بمشغل شبكة الهاتف الجوال عبر مواقع التواصل الاجتماعي.           |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| سأقوم بتشجيع أصدقائي في مواقع التواصل الاجتماعي على الإستمرار مع مشغل شبكة هاتفي الجوال الحالي            |                       |                       |                       |                       |                       |                       |

24. يرجى الإشارة إلى أي مدى موافقتك أو الاعتراض على العبارات التالية \*  
Mark only one oval per row

| لاوافق بشده  | لاوافق                | وافق إلى حد ما        | لاوافق ولا اعترض      | لاوافق إلى حد ما      | لاوافق                | وافق بشده             |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| أتوي التحويل أو التغير لإستخدام مشغل آخر من مشغلي شبكات الهاتف الجوال            |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| إذا كنت أخطط لشراء شريحة جديدة، فسوف أختار مشغل آخر من مشغلي شبكات الهاتف الجوال |                       |                       |                       |                       |                       |                       |
| <input type="radio"/>  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| لن أستمر في التعامل مع نفس مشغل شبكة هاتفي الجوال الحالي حيث أتوي تغييره قريباً  |                       |                       |                       |                       |                       |                       |