

**An Investigation of Customer Intentions Influenced by Service
Quality Using the Mediation of Emotional and Cognitive Responses**

Abstract

Purpose: This study investigated the effects of customer perceptions of service quality on eWOM (electronic word of mouth) and switching intentions through cognitive and emotional responses, specifically in the context of the Kingdom of Saudi Arabia's (KAS) telecom industry.

Design/ methodology/ approach: We have developed a theoretical framework based on behavioural theories to analyse the environmental aspects of relationships that affect customer behavioural intentions. We adapted quantitative methodology along with the positivist philosophical approach to investigate our hypotheses within the theoretical framework. We applied a protracted stimuli-organism-response (SOR) model to highlight the peripheral reliability, responsiveness, tangibility, empathy, assurance, and the impact of the customer's feelings while simultaneously linking the elements to each other. In addition, we apply theory of reason action (TRA) to reflect the marginal elements of subjective norms, attitude, and customers' behavioral intentions. A survey with 601 responses has been used in this study.

Findings: In the setting of KSA's mobile telecom industry, we confirm that there is a positive effect of customer perceptions of service quality on their eWOM and switching intentions through their cognitive and emotional responses.

Originality and value: The framework of this study enhances our understanding of the role of service quality as an environmental influence on an individual's intentions to switch and eWOM. This conceptual framework is essential in evaluating the mediating roles of attitude and emotions in relation to eWOM and intention to switch.

Keywords: *service quality; customer emotions; attitude; switching intention; eWom*

1. Introduction

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Customer retention is fundamental for all firms, more particularly for high-tech services such as mobile service providers. The providers of such services need to compete with several service performance and delivery aspects to retain their customers. There is a tremendous growth across the globe in the mobile service industry (Khorshidi et al., 2016; Izogo., 2017). Therefore, in order to retain customers and remain competitive, mobile service providers have to ensure offering a range of services as well as excellent service delivery (Quachwt et al., 2016; Khorshidi et al. 2016). Nevertheless, in high-tech services there is limited information concerning customer's behaviour (Vlachos and Vrechopoulos, 2008; Thaichon et al., 2012). It is logical to assume that service quality has an significant role in influencing a customer's behavioural intentions, there has been few academic studies to evaluate the impact of providers' service quality dimensions on customer's emotions in the mobile service providers market (He and Li, 2010; Thaichon et al., 2014; Quachwt et al., 2016). Over the recent decades, the attention of researchers has been directed towards the evaluation of services by customers in services literature (Cronin and Taylor, 1994; Gro'nroos, 2001; Oliver, 1977; Duman and Atrek, 2012; Quach et al. 2016). Edvardsson (2005) has noted that majority of these researches have theorized the satisfaction of customers as a rational process where their expectations of services are compared the actual service result. Marketer's researchers have tended to highlight on the service quality on functional dimensions or cognitive cause, with little focus on emotional or affect 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.

Applying the S-O-R model, various researchers (for example, Cui and Lai, 2013; Eroglu et al., 2003; Jeong et al, 2009; Peng and Kim, 2014; Heo et al., 2015; Wu et al., 2008) have investigated the influences environments of the retail stores on customers emotional responses (e.g., pleasure and arousal) that then leads to different of shopping outcomes 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 pointed out by Ladhari (2017), it is not entirely clear which service quality dimensions effect on customer's emotions still, investigation in this area is growing. Additionally, the research to date has not

dealt with investigation of customer intentions influenced by service quality using the mediation of emotional and cognitive responses.

Over the recent years, innovations in web technology and communications have advanced rapidly. This has allowed customers to shift from being passive information receivers to become content generators (Shuang, 2013). Therefore, there is no doubt that communication through eWOM influences consumer's purchasing behaviour (Hussain et al., 2017). A significant gap still exists with comprehension of how customer's emotions are linked to the perceptions of service quality, and how in turn these emotions would influence eWOM (Ladhari, 2017). This study established the role of emotions as a fundamental mediator in the relationship between service quality and eWOM intentions. Indeed, more empirical studies on customer's behaviour are needed in order to demonstrate whether customer reactions are prominent indications of how they feel (Chen and Chen, 2010; Ladhari, 2009; Ladhari et al, 2017; Su, Swanson, and Chen, 2016). To fill this gap, therefore, this research aims to investigate the effects of customer perceptions of service quality on their eWOM and switching intentions through their cognitive and emotional responses.

This study contributes to the service-quality literature in several ways. First, by using the TRA and SOR theories, the suggested framework fills existent gaps in the literature on service quality. Specifically, in the example of the KSA mobile operator market, the suggested framework consists of 11 factors that directly or indirectly relate to explain the relationship between service quality and eWOM in gaining loyal customers. This is the first study to include the elements of the, service quality, subjective norms, switching intention and eWOM in one conceptual model with the mediation of cognitive and emotional responses. The second contribution is that Subjective norms are employed to understand the influence of social pressures on customers' behavioral intentions with the mediation of customer emotional responses. To the best of researcher's knowledge, there is no study invested the impact of perceived subjective norms on customers' emotional or behavioral intentions in telecom context. This study found that customers' behavioral intentions were directly and indirectly affected by subjective norms through customers' emotional responses. The third contribution is unlike previous studies, this study proposed customers' emotional responses as a mediation factor on the impact of service quality on customers' behavioral intentions. Moreover, customers' emotions responses had both direct and indirect effects on the behavioral intentions in the same proposed framework. This study discovered that emotional response plays a

significant mediating role with behavioral intentions. Therefore, is the first of its kind to present such empirical evidence in a telecom context.

This paper is organised as follows: First, we present a theoretical background to focus on the effects of service quality. We review the stimuli-organism-response (SOR) theory, the theory of reasoned action (TRA), and switching and eWOM intentions. We then establish the research model and the research hypotheses. This is followed by a clarification of the research methodology and the analysis in this study. We end the paper with a discussion of the results of our analysis and finally, we address the limitations of the study and offer recommendations for future research.

2. Theoretical background

2.1 Service quality

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. Also, 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 as previous research studies have failed to reach a general consensus on how to interpret and measure service quality (Wisniewski, 2001).

The criteria that customers use to judge service quality have been defined in a 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 is still some disagreement as to how these dimensions should be described (Brady and Cronin, 2001). The study by 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 dealing with customers, and understanding customers. In a subsequent study, Parasuraman et al. (1988) merged these 10 service quality dimensions into five: assurance, empathy, reliability, responsiveness, and tangible aspects. Tangibles pointed the physical appearance of a facility. Reliability described to the ability to execute a promised

service faithfully and precisely. Responsiveness related to the willingness to help customers and give prompt service. Assurance indicated to the knowledge and courtesy of employees and their ability to inspire trust as well as confidence. Empathy described as the caring and individualised attention that the firm provides to its customers.

2.2 Mehrabian and Russell's Stimuli - Organism - Response (SOR)

In their SOR model, Mehrabian and Russell (1974) suggest that environmental stimuli impact customer emotional states. This implies that the influence of atmosphere (the stimulus) on customer behaviour is mediated by the customer's emotional state. Furthermore, they add that emotional states include three basic domains: pleasure, arousal, and dominance. Their theory declares that, on the basis of environmental psychology, the three dimensions of touch apparent in the form of pleasure, arousal, and dominance (PAD) are captured in every emotional response to the physical and social environment. Mehrabian and Russell contend that any emotional state can be seen as having a place among these three dimensions. This implies that it is possible for different combinations of pleasure, arousal, and dominance to act as representative of all the various human emotional reactions to physical and social environments. An individual's feelings can thus be defined by these three emotions, which act on and influence the individual's behaviour.

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

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). The contrast at the other end of the spectrum would be individuals who are bored, tired, or sleepy. Table 1 presents of the previous study adopted SOR theory.

Table 1: Previous studies adopting SOR theory in different area

Authors	Industry	Stimulus	Organism	Response
Walsh et al (2011)	Coffee Shops	In store Music In store Aroma Merchandise Quality Service Quality Price	Pleasure Arousal	Store satisfaction Store Loyalty
Hsieh et al (2014)	Website atmosphere	Informativeness Navigational Cues Perceived Organization Entertainment	Pleasure Arousal Dominance	Purchase Intention
Kim et al (2009)	Website Atmosphere	Product Presentation Music	Pleasure Arousal Dominants	Purchase Intent
Kim and Moon (2009)	Restaurant	Facility Aesthetics Layout Electric Equipment Seating Comfort Ambient conditions	Pleasure-feeling Perceived Service Quality	Revisit Intention
Jang and Namkung (2009)	Restaurants	Product Quality Atmospheric Service Quality	Positive Emotion Negative Emotion	Behavioral Intention
Lee et al (2011)	Online Shopping	Performance - Usefulness - Ease of use - Innovativeness of technology Appearance - Visual appeal - Prototypically Communication - Self-expression	Attitude Pleasure Arousal	Approach-Avoidance Behavior
Kaltchev and Weitz (2006)	Store environment	Environment characteristics	Arousal Pleasantness	Shopping behavior
Vieira (2013)		The Environment Characteristic	Emotional Pleasure Arousal Dominance	Shopping Behavior

Commented [B2]: We add table for previous study using SOR

The factors that influence retailers’ success are described in the SOR model. Nonetheless, it has been asserted by Bhardwaj et al. (2008) that the environmental factors in service may be different for different cultures, and so, a distinct SOR model may be required to help service providers. In addition, the SOR model may provide more extensive knowledge regarding 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 as to why a person behaves in a particular manner, and hence, it is very important with respect to behaviour-related matters. Our behaviour is mostly influenced by our emotional states, which is majorly affected by how we think about a certain stimulus. This means that if we want to deal with certain behaviour, we need to comprehend how the stimulus influences the customers’ mental position and how to alter this association.

Commented [B3]: Reason for adopting SOR

Thus, introduces the switching intention and eWOM by Incorporating pleasure and arousal from S-O-R to the investigating the role of emotional reactions to service quality in the context of mobile services. To address the limitations regarding the gap between service quality, customer emotion, and customer behavior intentions

2.3 Theory of reasoned action

Numerous studies have confirmed the adoption of the TRA as shown in table 2 because it demonstrates a strong and real predictor of customer behaviour in a variety of situations. It is possible that the TRA can account for all types of behaviours. A number of researchers have utilised the TRA in their studies (Bidin and Shamsudin 2013). The TRA, created by (Fishbein and Ajzen, 1975), is considered a widely applicable model in social psychology (Ramayah, Nasurdin, Noor, and Sin, 2004) and in marketing (Thorbjørnsen, Pedersen, and Nysveen, 2007). The TRA focuses on intention as preliminary to behaviour. There is an assumption that such intentions capture the motivational factors that influence behaviour (Bidin and Shamsudin, 2013). Intentions are indications of the level of effort individuals are willing to exert in behavioural performance (Ajzen, 1991). The TRA hypothesises two independent determinants of intention in the form of attitude towards behaviour and subjective norms. Ajzen and Fishbein (1980) defined attitude as the extent to which an individual’s evaluation of a specific behaviour is either good or bad. The behavioural belief involving the evaluation of a specific behaviour’s significance or possible results is among the factors determining attitude (Ajzen and Fishbein, 1980). Subjective norms refer to social pressures that weigh on an individual in terms of whether the individual should act based on his or her beliefs about the person or group referred to (Ajzen, 1991).

Table 2: Previous studies using TRA in different place and different area of interesting

authors	Year	Result
Summers et al.	2006	TRA has not been focused enough on external factors in past studies.
Candan et al.	2008	Strongly suggested external variables to improve the power of the TRA theory.
Sheppard et al.	1988	Strongly stated that TRA predicts consumer intentions and behavior and the change in consumer behavior.
Kim et al.	2011	Direct significant relationship between attitude and behavior.

Commented [B4]: TRA Theory Table

Song et al.	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 et al.	2010	That a consumer's attitude subjective norm and the salesperson's expertise will facilitate the purchase intention.
Al-Nahdi et al.	2015	Results show that there is a positively significant relationship between Attitude, Children influence, Reference group and toward the intention to purchase real estate.

This model 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 take into account the opinions of other people who they are close to, especially those consumers who come from a collective culture. To state it more openly, individuals do not behave only according to their personal choices; rather, their social surroundings have an effect on their behaviours. A person's behavioural intention may be strongly affected by the acceptability or approval of a particular action shown by the people close to the person. Secondly, even though it was shown in earlier studies that attitude is a significant factor of customer's behaviour intentions, there have been very few studies that assess the impact of attitude on changing intentions when subjective norm and attitude were gauged together in a model (also refer to Blodgett et al., 1993).

As already stated, we conduct this research by using a TRA framework and our main goal is to investigate the quality of service affecting the customer's behaviour in relation to the intension of switching, eWOM intentions, the subjective norms, attitude, and the manner in which, eventually, all these factors have direct or indirect effects on the switching and eWOM intentions.

2.4 Electronic word of mouth

WOM is notably one of the most influential industry marketing tools. In particular, WOM is important in service industries and especially in those dealing with specialised services such as accounting, law, and banks in the financial service sector (Zeithaml, 1985). The growth of Internet technologies has enhanced the presence of web-based WOM also known as eWOM.

Commented [B5]: Reasons for adopting TRA theory

Litvin, Goldsmith, and Pan (2008) conceived the following interpretation of eWOM from the existing notion of WOM. All informal communications, channeled to customers via Internet-based technology, relate to usage features or the quality of specific goods and services. Today, it is considered vital that service providers understand how eWOM influences many customer choices (Mazzarol et al., 2007). Customers, who are dependent on information from online platforms, hold solid opinions that the information shared by their colleagues in regards to goods and services is extremely useful, more so than information from marketers (Ahrens, Coyle, and Strahilevitz, 2013). According to Tsimonis and Dimitriadis (2014), followers on social media are motivated by activities such as the announcement of new products and services, a firm's awareness of their needs, good advice, and useful information. Hence, such activities lead to an increase in a firm's sales and profits.

According to Parasuraman et al. (1988a, 1991b), there is a definite connection between a customer's comprehension of service quality and his or her readiness to endorse a particular firm. On the same topic, Boulding et al. (1993) started a conceptual model to reveal the effects of service quality on specific behaviours such as WOM. They established that customers were more likely to engage in positive WOM when they recognised that a service was of good quality. O'Leary (2011) stated that parallel to the increase in social media, the online posting of customer viewpoints means that social media has evolved into a massive source of information.

2.5 Switching intention

There is an existing relationship between switching intentions, customer loyalty, customer retention, and repurchase intention (Bansal and Taylor, 1999; Han et al., 2009). Accordingly, there are indications that favourable results in term of perceptions for a service provider are brought about by customer loyalty, retention, and repurchase intention, while switching intention is indicator of unfavourable results (Bansal and Taylor, 1999; Han et al., 2009). Switching and repurchase intentions are specifically encompassed in 'behavioural intentions' (Keaveney, 1995). Positive outcomes stem from repurchase intention, while negative outcomes stem from the intention to switch. Oliver (1997, p. 28) described behavioural intention as the 'specified possibility of becoming involved in behaviour'. In a similar manner, in this research study, we state that for a service firm, switching is an indicator of a negative outcome and a reference point to the declared possibility of being replaced by another service provider.

3. Research model and hypotheses

3.1 Research model

In this section, we develop a conceptual model to enhance our understanding the impact of the elements of service quality, such as reliability, response, tangibility, empathy, assurance, and subjective norms, on consumer eWOM and switching intentions. Moreover, we attempt to explore whether or not emotions and attitudes mediate the relationships in our model. Based on the research gaps specified in our literature review, our proposed research model is notable as it will help researchers and marketers understand how service quality affects customer behaviours and loyalty in a service environment where attention to telecom service is very low.

The development of most research models depends largely on theoretical background and related literature. Today, more than at any previous time, the situation regarding intensified competition and customer emotions has become increasingly significant. Thus, in recent years, there have been a series of studies that explore customer emotions (Ladhari et al, 2017). According to Cronin and Taylor (1992), the link between service quality and customer emotion has a direct effect on customer loyalty in the form of a common acknowledgement that the firm's profits result more from maintaining customer loyalty than from attracting new customers. Zeithaml et al. (1996) discovered that the close relationship between customer perceptions of service quality and behavioural intentions determined customer tendencies to speak positively and recommend the firm while remaining loyal. As suggested by Gronroos (1982), the apparent quality of a service stems from an evaluation process, bearing in mind customers compare their expected perceptions of service quality with the service they actually receive. Over the past 30 years, researchers have consistently paid close attention to the concept of emotion and the role it plays in customer processing of information and decision-making. They conclude that emotions are evoked through the perceived quality of environmental attributes, which has a significant influence on customer appraisal and behavioural intentions (Donovan and Rossiter, 1982; Lee et al., 2008; Sweeney and Wyber, 2002).

The TRA is a popular, known model applied in social psychology (Ramayah et al., 2004) and marketing (Thorbjørnsen, Pedersen, and Nysveen, 2007, Fishbein and Ajzen, 1975). The TRA reiterates that using free will, individuals exert control (Ajzen and Fishbein, 1977) by making decisions systematically on the basis of the available, rational information (Chang and Chen,

1998). In studying an individual's behavioural intentions, Fishbein and Ajzen suggested that the behavioural intention determinants are acquired sequentially from attitudes and subjective norms. In the marketing field, the application of the TRA is used to explain customer purchase behaviours determined by purchasing attitudes as well as attitudes and subjective norms that affect such intentions.

As explained above, the TRA model defines the attitudes that customers of a service exhibit as part of their total assessment of the service quality. Simultaneously, the TRA utilises subjective norms to understand customers' expectations or desires regarding the people important to them in switching mobile service providers. At the same time, eWOM intentions affect the customers' subjective norms in terms of their emotions and attitudes when it comes to behavioural intention. Previous literature has never denied that the TRA model has been influenced by Mehrabian and Russell's PAD theory. Generally, the SOR model consists of 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 (Turley and Milliman, 2000; Yoo et al., 1998; Vieira, 2013). With the exception of Daunt and Harris (2012), Lin (2004), and Wong et al. (2012), there is a consensus among the previous research studies regarding the three basic variables in each model. For this reason, Turley and Milliman (2000) reviewed the literature between 1975 and 1997 to find out how atmosphere affected purchasing behaviour. After 1997, Daunt and Harris (2012), Dong and Siu (2013), Kim and Moon (2009) and Walsh et al. (2011) conducted further reviews of previous literature in relation to service industry adoption of the SOR model. Despite the fact that there were a number of studies about service industry adoption of this model, few have focused on a particular service industry.

It is suggested in environmental psychology that atmospherics developed by environmental stimulus have an effect on the purchasing decisions of customers (Kotler, 1974). Three kinds of emotions have been put forward by Mehrabian and Russell (1974), pleasure, arousal and dominance (PAD), and the goal of these is to acquire the emotional dimensions of these kinds 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 on the significance of the environmental stimuli, for example, it is important to observe the emotional reaction of shoppers to those stimuli. Shoppers normally like to go to stores that are pleasant and stimulating, and in such stores, approach behaviours are demonstrated by these

Commented [B6]: Reason for adopting PAD standards

shoppers (Vieira, 2013). The present literature not just emphasizes on the mediating function of the PAD emotions between environmental stimuli and consumer behaviour, but also suggests that retailers should use service environmental stimuli as marketing tools so as to attain market differentiation (Vieira 2013).

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Consequently, in our study, we adopt the PAD standard of two dimensions: namely, pleasure and arousal. Pleasure is defined as ‘the degree to which a person feels good, joyful, or happy’, while arousal is defined as ‘the degree to which a person feels excited, stimulated, alert or active’ (Mehrabian and Russell, 1974). The reasons why we adopt pleasure and arousal are the frequent implementation of the PAD standard, the environmental nature of this study, and the customer emotional input (Ethier et al., 2006; Koo and Ju, 2010; Lee and Yi, 2008). Nonetheless, when considering whether pleasure and arousal sufficiently capture the range of suitable emotional responses (Russell, 1979; Koo and Ju, 2010), some researchers suggest that dominance should be excluded as an emotional component in future studies about consumer behaviour. In addition, pleasure and arousal are considered to be customers’ experientially oriented key motivations (Holbrook and Hirschman, 1982). However, the majority of these studies adopt Russell and Pratt’s (1980) suggestions that dominance be eliminated and that when evaluating customers’ emotional states, the focus be directed to pleasure and arousal dimensions (Ha and Lennon, 2010; Wu, Cheng and Yen, 2008).

Nonetheless, these studies present evidence of service quality and subjective norms demonstrating the effects of customer emotions and attitudes on behavioural intentions. Thus, in this study, we assess the effects that service quality and subjective norms have on switching intentions and eWOM, taking into account the mediating role of emotions and attitudes.

3.2 Hypotheses development

Service quality

Berry et al. (2002) emphasised the importance of managing the total customer experience. They based their views on two categories of clues to service quality: namely, clues of experience connected to functionality; and, experience connected to emotions. According to Pine and Gilmore (1999), pleasant and positive customer experiences equate to customer happiness and customer loyalty; these are then reflected in a firm’s profits. Frequently, the difference between an outstanding firm and an average one has to do with these customer experiences rather than a monetary value or a cognitive evaluation (Johnston and Clark, 2001). An emotional response is a natural part of a reaction to service quality and the experience with goods (Cronin, 2003;

Sherry, 1998). This is in line with Mano and Olivier's (1993) research on utilitarian and hedonic consumption judgments. They argued that fulfilment was naturally attached to emotional reactions and cognitive judgments evoked by the consumption experience. According to Oliver (1977), there was an increasing focus on the role of emotions as the main component in service quality management. Nonetheless, the literature since then does not provide a logical representation in support of this view (Gronroos, 2001). There are few current studies that indicate that feelings are a basic attribute of satisfaction, which should incorporate a different emotional component (Cronin et al., 2000). Stauss and Newhaus (1997) asserted that studies on satisfaction focused on the cognitive element and that poor consideration had been accorded to the emotional element of service quality. As noted by Wong (2004, p. 366), when compared to positive feelings, negative feelings have stronger effects on contentment with service quality. Usually, customer feelings are determined by service procedures, service environments, and communication between customers and service personnel in relation to the consumption experience (Gardner, 1985, Jang and Namkung, 2009). Perceptions of better service lead to favourable experiences, which, in turn, raise positive emotions and reduce negative ones. Consequently, we put forward the following hypotheses:

Hypothesis 1a: Service quality has a positive impact on customer pleasure.

Hypothesis 1b: Service quality has a positive impact on customer arousal.

Subjective norms

Subjective norms are among the factors that also have a significantly favourable impact on customer emotions while experiencing consumption (Liz and Chen, 2012). People who have important roles and prominence in a community consider that their connections provide them with greater associations and increased societal utility. Hence, such people have higher emotional bonding and are motivated to participate in shared experiences (Hsu and Lin, 2008). Latané (1981) stated that the presence of social factors impacts customer emotions and behaviours. Favourable emotions are aroused when a customer follows others' likes and opinions (Aertsens et al., 2009; Bamberg et al., 2007). Furthermore, such people exert a very profound influence if they have the authority to accept or reject the individual's actions; this is known as normative influence. On the other hand, Hynie et al. (2006) confirmed the impact of subjective norms on the individual's emotions and actions. Consequently, we put forward the following hypotheses:

Hypothesis 2a: Subjective norms have a positive impact on customer pleasure.

Hypothesis 2b: Subjective norms have a positive impact on customer arousal.

In discussing subjective norms, various researchers regard them as the assumed pressure from society to or not to undertake a certain activity. Further, such research indicates that subjective norms have a significant effect on behavior (Ajzen, 1991; Al-Nahdi et al, 2015; Han and Kim, 2010; Kim and Han, 2009; Tonglet et al., 2004). Phungwong (2010) stated that customers' perceptions of social pressure had an impact on their purchase intentions and decisions. Kalafatis et al. (1999) discussed the sources of pressure such as family, friends, and even political parties. Furthermore, even the general attitudes of society as a whole influence a customer's intentions and decisions related to a purchase. It is important to note that current studies conclude that subjective norms can be used to predict customer intentions (Gupta and Ogden, 2009; Han and Kim, 2010; Iakovleva et al., 2011). For instance, in the context of using mobile phones, Nysveen et al. (2005) discussed the role of normative pressures. Nysveen et al. (2005) stated that when it comes to technology, people often place greater weight on the opinions of others. Consequently, we put forward the following hypotheses:

Hypothesis 2c: Subjective norms have a positive impact on eWOM intentions.

Hypothesis 2d: Subjective norms have a positive impact on switching intentions.

Emotion

Studies related to emotions have also discussed the aspect of the inside of the store and its respective displays of emotions on the customer purchase decision (Dawson, Bloch, and Ridgway, 1990; Donovan and Rossiter, 1982; Swinyard, 1993). Gountas and Gountas, (2007) also stated that psychology experts had endorsed the impact of emotions on attitude. The cognitive method is one approach that is widely used to evaluate the impact of consumption emotions and its consequential impact on customer behaviour (Nyer, 1997). In addition, it is an undeniable fact that the two dimensions of cognition and emotions are critical to understanding customer needs and their respective responses to such needs (Eroglu et al., 2003). For a better understanding of this here, we focus on the distinct aspect that produced an impact on cognitive evaluation in addition to the affective or emotional reactions as the prime aspects of the impact (Bigné et al., 2008). The state of being delighted, which a user enjoys

while making a purchase, is a step towards a favourable attitude for a plan, actions (Penz and Hogg, 2011). Consequently, we put forward the following hypotheses:

Hypothesis 3a: Pleasure has a positive impact on attitude.

Hypothesis 4a: Arousal has a positive impact on attitude.

Mehrabian and Russell (1974) discussed that the customer's behaviour was driven by emotional feelings arising from a wide range of actions. These actions include intention to purchase (Ha and Lennon, 2010) and to recommend (Wu et al., 2008), and behaviours carrying different attitudes (Eroglu et al., 2003). In a similar vein, Ladhari et al. (2008) discussed that customer feelings played a prominent role in driving behaviour, and decisions. Therefore, it can be safely stated that customer emotions have the capacity to directly impact decisions to purchase (Ladhari, Brun, and Morales, 2008) as well as behavior intentions (Namkung and Jang, 2009; Lee, Ha, and Widdows, 2011). Various studies consider that different emotions affecting consumption serve as mediators between important factors in a customer's perceptions and resultant behaviour (e.g. Gracia et al., 2011; Han and Jeong, 2013; Kim and Moon, 2009; Namkung and Jang, 2010). Some studies, concluded that emotional reactions have a direct impact on customer behavioural intentions (Namkung and Jang, 2010; Han and Back 2007; Lin and Liang 2011). Consequently, we put forward the following hypotheses:

Hypothesis 3b: Pleasure has a positive impact on eWOM intentions.

Hypothesis 3c: Pleasure has a negative impact on switching intentions.

Hypothesis 4b: Arousal has a positive impact on eWOM intentions.

Hypothesis 4c: Arousal has a negative impact on switching intentions.

Attitude

Ajzen (2001) mentioned that attitude was the main component of human behaviour studies. The discussion of attitudes refers to favourability. Furthermore, when defining attitude, Ajzen and Fishbein (1980) considered it as either the liking or disliking of an object. Dabholkar (1994) highlighted the importance of attitude in driving certain behavioural intentions along with its role in defining the choices. Zanna and Rempel (1988) considered that attitude was formed by the combination of affective feeling and cognitive belief. Fazio (2000) considered that once the process of attitude formulation was complete, it was saved in the human memory and, in turn, this stimulated and enhanced the decision-making process. Ajzen and Fishbein

(1980) and Barnes (2002) referred to an assumption of the TRA customer behavioural intentions resulting from attitude or evaluation. Oliver (1980) stated that the customer's attitude results from a pre- and post-experience with a product or service. Within the discipline of customer research, different studies, such as Burton and Creyer (2004), Burton et al. (2006), and Kozup et al. (2003), referred to the positive of attitude influenced the purchase decision. Similarly, Shih et al. (2013) discussed effected by social online platforms. Contributing to the literature, Yang and Yoo (2004) discussed that behavioural intentions were determined from attitudes. Further, they stated that attitude influenced the customer's readiness to adopt social media. Consequently, we put forward the following hypotheses:

Hypothesis 5a: Attitude has a positive impact on customer eWOM intentions.

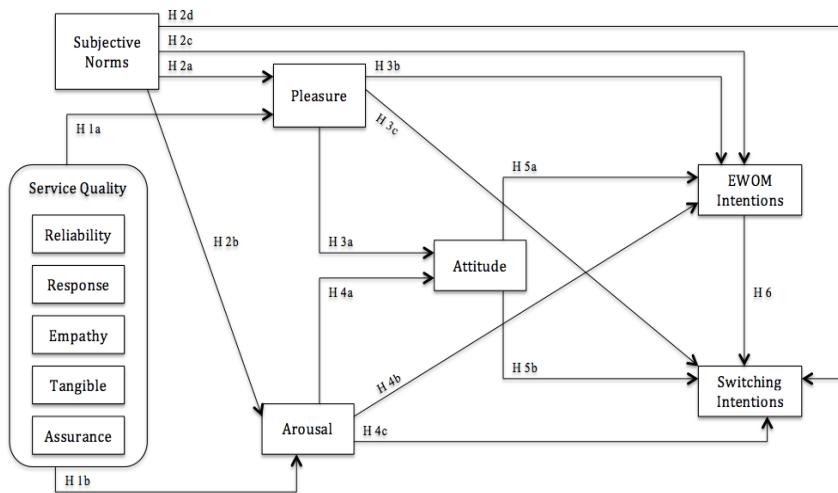
Hypothesis 5b: Attitude has a negative impact on customer switching intentions.

EWOM

WOM is influence on customer purchase intention. From their research study, Soderlund and Rosengren (2007) claimed that WOM impacted customer purchase intention. From their research, Lai and Chung (2007) concluded that the impact of positive WOM was more significant than negative WOM. Chevalier and Mayzlin (2006) also asserted that online communication had a great potential to increase the customer's purchase intention. In a similar vein. Chatterjee (2001) and Chen and Xie (2008) also reviewed the impact that online reviews had on customer decisions and behaviours. For example, Godes and Mayzlin (2004) considered whether the customer's purchase decision depended on the online information generated by another consumer. Further, Dellarocas (2003) considered that such purchase decisions, dependent on online information, spread across social media platforms. Gruen et al. (2006) and Lin et al. (2005) also discussed eWOM's role in influencing the customer purchase decision and loyalty. Consequently, we put forward the following hypothesis:

Hypothesis 6: eWOM has a positive impact on customer switching intentions

Figure 1: Research Model



4. Research methodology

4.1 Instrument and Procedure

To test proposed model, we generated a questionnaire that included initially 34 items with 15 items for Service quality dimensions, seven items for customer emotions, three items for subjective norms, three items for attitude, three items for eWOM intentions and three items for switching intentions. For all the items seven point Likert scale (1–7) was used, anchored by ‘1 strongly disagrees’ to ‘7 strongly agree’. Demographic data were also collected on the sampled customers. For this research, we based each and every construct on the results from primary exploratory research and from a thorough research of associated literature areas. As presented in Table 1, the questions determining every single construct replicated those in the primary research mentioned above.

Study participants qualified if they had a social media account and had an existing account with a telecom company. To achieve the goals of this study, we chose those who were customers of telecom providers and current users of social media in the (KSA). We used an online survey since it has several advantages over traditional paper based surveys (Tan and Teo, 2000). For instance, it is cheaper to conduct an online survey and, irrespective of geographical boundaries, it can reach the target population (Hsu and Lu, 2004). Such surveys have been widely used in recent years. We presented the online survey to KSA telecom and KSA social media users. This was done across several KSA telecom companies over a period of three months. In

addition, we sent the online survey to Facebook and Twitter using convenience sample technique. We received a final sample of 601 usable responses from Saudi customer who have account in social media and customers of telecom providers (cross community) .

Table 3: Summary of measurement scales

Construct	Item	Source
Reliability	<ul style="list-style-type: none"> - Truthfulness or keeping to promises - Perform services correctly the first time - Quick, easy and clear procedures to obtain the service. 	(Parasuraman et al 1985; Abu El Samen et al. 2013; Alangari, 2013)
Response	<ul style="list-style-type: none"> - Informing the customers about certain times of service delivery - The quick response to the customer’s problem and desires - How employees are willing to help customers in emergency situations 	
Empathy	<ul style="list-style-type: none"> - Employees giving attention to individual customers - Having operating hours convenient to all customers. - Apologizing for any inconvenience caused to customers. 	
Tangible	<ul style="list-style-type: none"> - Place suitability to deliver services - Service offices or branches numbers - Sales person number for customer service of. 	
Assurance	<ul style="list-style-type: none"> - Employees are consistently courteous with you - Employees have the knowledge to answer your questions - Honesty when dealing with customers 	
Subjective Norms	<ul style="list-style-type: none"> - My friends use it. - My family uses it. - Mass media report if it is popular. 	(Hung and Chang, 2005; Yu et al. (2004) ; Li et al. 2012).
Pleasure	<ul style="list-style-type: none"> - Unhappy 1-2-3-4-5-6-7 Happy - Annoyed 1-2-3-4-5-6-7 Pleased - Unsatisfied 1-2-3-4-5-6-7 Satisfied - Despairing 1-2-3-4-5-6-7 Hopeful 	(Donovan and Rossiter, 1994; Mehrabian and Russell,1974)
Arousal	<ul style="list-style-type: none"> - Relaxed 1-2-3-4-5-6-7 Stimulated - Calm 1-2-3-4-5-6-7 Excited - Dull 1-2-3-4-5-6-7 Bright 	
Attitude	<ul style="list-style-type: none"> - Choosing mobile operator service is a good idea. - I like using..... mobile operator service. - My general opinion about mobile operator service is favourable. 	(Kim et al. 2009)
eWOM intention	<ul style="list-style-type: none"> - I would share positive or negative things about my mobile provider on social media. - I would recommend my mobile provider to someone else through social media. - I would encourage friends on social media to use my mobile provider service. 	(Yoo, Sanders, Moon 2013).

Switching intention	<ul style="list-style-type: none"> - I intend to switch my mobile provider. - If am planning to get new SIM, I shall need services of other mobile provider. - I would not continue with service from my current mobile provider. 	(Shin and Kim 2008)
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4.2 Demographic participant characteristics

Through social media, we obtained a total of 601 responses to the online questionnaire. We use descriptive statistics to present and summarize the data. Table 2 presents the frequency distribution of the respondent ages. The modal class of 36-45 year olds represents 28.5% of the sample. The distribution of ages ranged from 18 to over 65 years old. Additionally, 75.2% of the sample was male. The frequency distribution of the respondent education level. Of the respondents, 55.6% had a bachelor's degree, while 1% had less than a high school degree and 2.0% had a doctoral degree. Further, 69.3% of the sample was full-time employees. The frequency distribution of the respondent incomes. More than 75% of the respondents reported a fairly uniform distribution of income from 1000 to 4800 USD. In terms of the number of mobile phones used by respondents, 86.9% reported using only one mobile phone.

Table 4: Demographic characteristics of the participants

Demographic variable	Frequency	Percent
Age		
18 to 25	146	24.3
26 to 35	168	28.0
36 to 45	171	28.5
46 to 55	86	14.3
56 to 65	22	3.7
over 65	8	1.3
Gender		
Male	452	75.2
Female	149	24.8
Occupation		
Student	66	11.0
Employed, working part-time	41	6.8
Employed, working full-time	418	69.6
Not employed, not looking for work	54	9.0
Retired	22	3.7
Education		
Less than high school	6	1.0
High school or equivalent	51	8.5
Diploma	95	15.8
Bachelor's degree	336	55.9
Master's degree	101	16.8
Doctoral degree	12	2.0
Income		
Less than 3,000 SR	22	3.7
3,000–6,000 SR	64	10.6
6,001–9,000 SR	88	14.6
9,001–12,000 SR	119	19.8
12,001–15,000	123	20.5
15,001–18,000	72	12.0
More than 20,000 SR	47	7.8
Dependent on others (e.g., husband, parents)	66	11.0
Mobile line number		
1 line	522	86.9
2 lines	75	12.5
3 lines	3	.5
more than 3 lines	1	.2

4.3 Common method bias (CMB)

We used the Harman (1967) factor in order to observe a single factor test. The outcome of common method variance was not present in this study. Basically, this was because the total variance, clarified by one factor, was only 29.385%, which was not larger than 50% (Podsakoff et al., 2003). Therefore, there was no serious CMB that affected the study model's results.

4.4 Reliability, validity analysis and model fit

Cronbach's alpha test is widely used to review the reliability factor for a measurement scale that has multi-point elements (Hayes, 1998). The Cronbach alpha coefficient ranges from 0 to 1, showing a level of homogeneity within the items under review; further, a result above 0.70 is considered to be acceptable, providing reliability (Hair et al., 1995). In this study, we also, used the Cronbach test to assess the reliability of the constructs and set 0.70 as the assessment threshold. Table 4 below reports Cronbach's alpha for all the study constructs. For all the measures, the result was comfortably above the recognised lower limit of 0.70 endorsed by Nunnally and Bernstein (1978).

We applied a confirmatory factor analysis (CFA) to examine the model construct validity. As suggested by Jaccard and Wan (1996), we used the goodness of fit index (GFI), root mean squared error of approximation (RMSEA), fit measure χ^2/df (chi squared to df ratio), normed fit index (NFI), and comparative fit index (CFI) to assess the model's goodness of fit. Initially, after making appropriate revisions by dropping items with insignificant or low factor loadings, we performed the CFA on all the constructs in the model. This reported strong evidence that the model had adequate convergent and discriminant validity and, therefore, confirmed the construct validity of the model. Table 3 below reports the model fit measures for CFA.

Table 3: CFA model fit

Model Fit Statistic	Computed Statistic	Desirable cut off for acceptance
CMIN / DF	1.757	< 5.0 (Carmines and McIver, 1981)
Comparative Fit Index (CFI)	.964	> 0.90 (Browne and Cudeck, 1992)
goodness of fit index (GFI)	.925	>0.90 (Browne and Cudeck, 1992)
Parsimony Comparative Fit Index (PCFI)	0.801	> 0.8 (Hair et al, 2006)
Root Mean Squared Error of Approximation (RMSEA)	.036	< 0.08 (Browne and Cudeck, 1992)
90% Confidence interval for RMSEA	(.031, .039)	Upper limit < 0.08 (Browne and Cudeck, 1992)

All the measures of the final model reported a reasonably good fit. Furthermore, Fornell and Larcker (1981) recommended that the average variance extracted (AVE) for each construct be greater than 0.5 and that the construct reliability (CR) for each construct be more than 0.7 in order to provide strong evidence of the convergent validity of the model. Table 2 reports AVE and CR for each construct computed using the final fitted measurement model. All the constructs reported an AVE higher than 0.5 and a construct reliability higher than 0.7. Combined with these two measures, and the fact that all factor loadings were greater than 0.5, there was strong evidence of the model's convergent validity. Moreover, we conducted CFA analysis, AVE, and squared inter-construct correlation for each of the model's constructs. Divergent validity means that the AVE for a construct must be greater than the squared correlation of that construct with other constructs in the study. CFA indicated that the AVE for each construct was greater than its squared correlation with the model's other constructs. As shown in Table 4, this result was evidence of the divergent validity of the measurement model.

Table 5: Results of the reliability and validity tests

construct	items	Factor loading	Composite reliability	AVE	α
Reliability	REL1	.687	0.783	0.550	0.792
	REL2	.876			
	REL3	.641			
Responsiveness	RES1	.738	0.868	0.688	0.827
	RES2	.833			
	RES3	.909			
Tangible	TAN1	.767	0.769	0.527	0.826
	TAN2	.728			
	TAN3	.680			
Empathy	EMP1	.858	0.791	0.568	0.776
	EMP 2	.524			
	EMP 3	.833			
Assurance	ASU1	.740	0.800	0.572	0.802
	ASU2	.820			
	ASU3	.725			
Subjective norms	SN1	.680	0.750	0.501	0.669
	SN2	.709			
	SN3	.733			
Arousal	AR1	.903	0.898	0.745	0.880
	AR2	.858			
	AR3	.827			
Pleasure	PL1	.807	0.903	0.700	0.903
	PL2	.858			
	PL3	.830			
	PL4	.851			
attitude	ATT1	.786	0.865	0.684	0.865
	ATT2	.857			
	ATT3	.837			
Switching intention	SW1	.758	0.751	0.503	0.749
	SW2	.732			
	SW3	.631			
Electronic word of mouth			0.875	0.701	0.849
	eWOM 1	.806			
	eWOM 2	.902			
	eWOM 3	.792			

4.5 Hypothesis testing

Following the CFA results, we developed the structural measurement model by adding arrows between exogenous and endogenous variables in the diagram to indicate hypothesised relationships. We used the maximum likelihood estimation method to examine the structural model. We used structural equation modelling (SEM) to connect the constructs based on the proposed conceptual model to reflect the entire study's hypotheses. All model fit statistics met the desirable cut off values to indicate a good fit: namely, CMIN/df 2.338 (cut off value 0.5; Carmines and McIver, 1981); RMSEA .047 (cut off value of < 0.08; Browne and Cudeck, 1992); CFI .934 (cut off value of 0.9; Browne and Cudeck, 1992); GFI .904 (cut off value of 0.9; Browne and Cudeck, 1992); and parsimony CFI (PCFI) .804 (cut of value > 0.8; Hair et al., 2006). Table 5 below shows the results of testing the hypotheses.

Table 6: Hypotheses assessments

5. Results, conclusion, and future research

	Hypothesis	Estimate	t- value	P	Results
Reliability	→ pleasure	.200	3.958	***	Supported
Reliability	→ Arousal	.155	2.481	.013	Supported
Response	→ pleasure	.143	3.218	.001	Supported
Response	→ Arousal	.220	3.924	***	Supported
Assurance	→ Pleasure	.252	4.431	***	Supported
Assurance	→ Arousal	.261	3.716	***	Supported
Tangible	→ pleasure	.059	1.110	.267	Not Supported
Tangible	→ Arousal	.124	1.881	.060	Not Supported
Empathy	→ Pleasure	.104	2.989	.003	Supported
Empathy	→ Arousal	.130	3.003	.003	Supported
Subjective norms	→ Pleasure	.273	8.287	***	Supported
Subjective norms	→ Arousal	.213	4.262	***	Supported
Subjective norms	→ eWOM	.355	7.479	***	Supported
Subjective norms	→ Switching	.305	4.386	***	Supported
Pleasure	→ eWOM	.273	8.287	***	Supported
Pleasure	→ Switching	-.374	-2.592	.010	Supported
Pleasure	→ Attitude	.412	5.232	***	Supported
Arousal	→ eWOM	-.155	-2.909	.004	Not Supported
Arousal	→ Switching	.066	.605	.545	Not Supported
Arousal	→ Attitude	.159	2.382	.017	Supported
Attitude	→ eWOM	.172	2.538	.011	Supported
Attitude	→ Switching	-.367	-4.013	***	Supported
eWOM	→ Switching	.155	2.415	.016	Supported

5.1 Results

The results here confirm our hypothesis that reliability, as a dimension of service quality, has a significant and positive impact on customer pleasure with a path constant value of 0.200, $P < .001$. In addition, reliability has a significant impact on arousal with path constant values of 0.155 and $p < .05$. 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 (Collins-Dodd and Lindley, 2003; Semeijn et al., 2004; Lo, Wu, and Tsai, 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 pleasure with a coefficient value of 0.143, $P = .001$. Additionally, responsiveness has a strong effect on arousal with a coefficient value of 0.220, $P < .001$. Responsiveness openly impacted customers' feelings through their dealings with the service supplier. Various academics have also noted that responsiveness influenced customers' perceptions of service value or quality (Galloway and Ho, 1996; Lo, Wu, and Tsai, 2015). Thus, it is possible that associations occur among responsiveness, pleasure, and arousal. Lo, Wu, and Tsai (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 with a coefficient value of 0.252, $P < .001$. Moreover, assurance has a major impact on arousal with a coefficient value of 0.261, $P < .001$. 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 (Baker, Levy, and Grewal, 1992; Ryu and Jang, 2007; Menon and Dube, 2000).

Our research also demonstrates that there was no significant effect between tangible aspects, as a dimension of service quality, and pleasure with a coefficient value of .059, $P = .267$. Additionally, we note that tangibility had no significant impact on arousal with a coefficient value of 0.124, $P = .060$. 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 (Bigné and Andreu, 2004; Lin and Mattila, 2010; Sweeney and Wyber, 2002). A customer's cognitive assessment of the service environment impacts his or her feelings of pleasure and arousal. The outcomes agree with those of Hou et al. (2013). In contrast, the outcomes of this study do not support the result of earlier research that states that environment has a major impact on customer feelings (Yuksel, 2007; Sweeney and Wyber, 2002).

From this study, we note that empathy, as a dimension of service quality, has a major effect on pleasure with a coefficient value of 0.104, $P = .003$. In addition, we note that there is a significant link between empathy and arousal with a coefficient value of 0.275, $P = 0.003$. Our study shows that customers want greater consideration from service employees and more individualised service. Earlier research demonstrated the positive effect that empathy had on consumer feelings (Richins, 1997; Suki, 2013). Therefore, service is more important to a customer when it is linked to greater pleasure (Ngoc and Nguyen, 2010). The outcomes here also further those claims that customer feelings of arousal are linked significantly to service empathy (Suki, 2013).

Earlier investigation of service industry, this study states that perceived service quality raises the positive emotional satisfaction of customers, which in turn contributes to likelihood, customer intention and high recommendations (e.g., 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 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 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 industry (Machleit and Eroglu, 2000), the generalisability 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 customers' emotions of several service industries.

From our findings, we discover that subjective norms have a major effect on pleasure with a coefficient value of 0.273, $P = <0.001$. We note that subjective norms have an important effect on arousal as well with a coefficient value of 0.213, $P < .001$. The outcomes are in accord with Baumeister et al. (1994) and Fischer et al. (2003). The outcomes show that the employees surrounding the customer can have a beneficial impact on positive customer emotions to utilise the mobile service provider. Hynie et al.'s (2006) study confirmed the impact of subjective norms on feelings and behaviours.

Our study also reveals that subjective norms have a positive effect on eWOM intentions with a coefficient value of .355, $P < .001$. Additionally, we note that subjective norms have a positive impact on switching intentions with a coefficient value of 0.305, $P < .001$. This thus confirms our hypotheses H2c and H2d.

Earlier research demonstrated the positive effect that subjective norms have on customer behaviour intentions (Tonglet et al., 2004; Al-Nahdi et al., 2015; Han and Kim, 2010). 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 with a coefficient value of 0.273, $P < 0.001$. This thus confirms our hypothesis H3b. Additionally, we note that pleasure has a major negative effect on switching intentions with a coefficient value of -.374, $P = 0.010$. Lunardo and Mbengue (2009) 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.

Earlier researchers have found that arousal along with pleasure are fundamental elements explaining differences in customer behavioural intentions and decision making (Babin and Darden, 1994; Donovan and Rossiter, 1982; Hui and Bateson, 1991). From this study, we note that arousal has a negative effect on eWOM with a coefficient value of -.155, $P = .004$, thereby

rejecting our hypothesis H4b. We also note that arousal has no major connection with switching intentions with a coefficient value of 0.066, $P = 0.545$, thus hypothesis H4c is also not confirmed. The negative 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 with a coefficient values of 0.159, $P = 0.017$ (confirming H4a). Furthermore, we note that pleasure has a positive link with attitude with a coefficient value of .412, $P < 0.001$. 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. This outcome corresponds with the findings of previous studies by Penz and Hogg (2011), White (2010), and Gountas and Gountas (2007).

Furthermore, we note that attitude has a positive effect on eWOM with a coefficient value of .172, $P = .011$, thus confirming hypothesis H13. We also note that there is a significantly negative link between attitude and switching intention with a coefficient value of -.367, $P < .001$, which confirms our hypothesis H14. This outcome corresponds to the findings of previous research studies by Ajzen and Fishbein (1980), Barnes (2002), Bobbitt and Dabholkar (2001), and Lu et al. (2003).

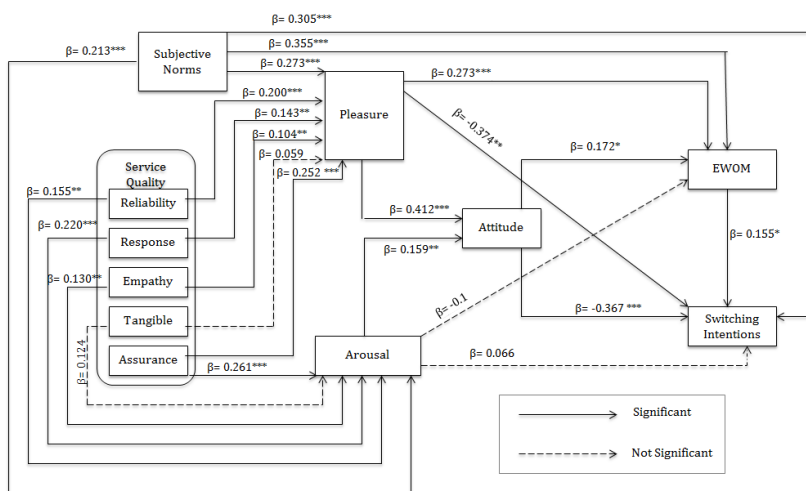
Ying and Chung (2007) showed that unlike adverse WOM, positive WOM led to a customer's higher intention to buy a particular good or service. Gruen et al. (2006) pondered over digital information platforms and ascertained that digital WOM affected not only the customers' presumed value of a firm's goods but also their loyalty.

Here, we note that eWOM has a positive effect on switching intentions with a coefficient value of 0.155, $P = .016$, confirming our final hypothesis H6. Our findings agree with earlier research, which cited that eWOM had an affirmative effect on conduct. In the setting of KSA's mobile telecom industry, this study confirms that there is a positive relationship between eWOM and switching intention. Adverse criticisms or suggestions in digital social forums encourage individuals to shift to other service providers. Thus, telecommunication firms should pay close attention to digital social forums and, as part of their marketing efforts, motivate customers to post positive statements about their providers.

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 intention in telecom sector. Figure 2 presented the revised framework clarifying the relationships between the research framework constructs.

Commented [B7]: Revised framework

Figure 2 Revised Framework



Research contribution and practical implication

Commented [B8]: Research contribution and practical implications

The findings from this study are theoretical contributions a cross two line of research. One, this research helps in improving our knowledge regarding the effects of emotional response that are provoked by service environment stimuli on the results of the customer's behavior.

Precisely, this study provides a detailed explanation of the relationship existing between service quality and emotional response which subsequently have certain effects on attitudes and the behavioral intentions. Furthermore, it makes a link between service quality and behavioral intention available through the improvement of essential cognitive response, thereby expanding the SO-R model. In addition, Subjective norms are employed to understand the influence of social pressures on customers' behavioral intentions with the mediation of customer emotional responses. This research found that customers' intentions are directly and indirectly affected by subjective norms through customers' emotional responses. This research also finds that emotional response plays a significant mediating role with behavioral intentions. This study, therefore provide evidence in a telecom context.

As for the practical implications, Managers may give more attention to the employees' qualification in dealing with customers. Also, employees should be well trained and knowledgeable about all the services and promotions to fulfil customer's needs. In addition, Marketer in telecom sector should recognize the significant value of online review. Managers should frequently pay attention to the online reviews from customers and resolve all related problems. In addition, reading the client's review. This research advises that administrators should be actively replying to the company customer's reviews online and continually involves customers on their social media.

Conclusion, limitation and future study

This work presents the influence of service quality and subjective on customer's behaviours. This paper enhances our understanding of the role of service quality as an environmental influence on an individual's intentions to switch and eWOM. This research proposed an essential conceptual framework in evaluating the mediating roles of attitude and emotion in relation to eWOM and intention to switch. As such, this study plays a pioneering role in the provision of empirical evidence within the context of KSA's telecommunication services. This study seeks to address these concepts in order to fill the gaps in the existing literature. Hence, we used SOR and TRA as the empirical and theoretical approaches to address the scope of service quality.

The results of this research indicated that empathy; reliability, assurance, and responsiveness have positive effect on customer pleasure and arousal more than to the tangibility and the atmosphere of the mobile service provider. In addition, the outcomes show that individuals

surrounding the customers have a positive impact on their positive emotions to utilize the mobile service suppliers. This study investigated how the loyalty of customers in KSA's telecommunications sector was influenced by environmental factors; namely: service quality and subjective norms. The research then tested whether this impact was statistically significant. Existing studies on customer behaviour tended to concentrate on certain service sectors, such as banking, retailing and hotels. The present study differed from them by deviating from the focus on common service sectors and instead exploring the aspect of customer switching within telecommunications sector. Additionally, this study tested and evaluated if the mentioned relationships were statistically significant in Eastern cultures.

We conducted this research specifically in the context of KSA's telecom industry. This is a limitation to the research since diversified mobile services have disparate features that are highly dependent on each other. However, we were unable to examine the outcomes of this research in other country telecom sectors and, therefore, we restricted our study to KSA.

By addressing this study's shortcomings, further studies can be carried out and we can suggest the following areas for future research. Future research could investigate unexplored areas and assimilate several more potential paradigms of customer behaviour and service quality inclusive of accessibility, privacy, price, enjoyment related to mobile services. Likewise, future research could evaluate the difference of gender and education in this research model along with making use of other contending SOR and TRA theories.

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