

# IMPACT OF RESPONSIVENESS ON CUSTOMER SATISFACTION CROSS BUYING BEHAVIOUR REVISIT INTENTION AND REFERRAL BEHAVIOUR

## Abstract

The rapid pace of information technology development was the only factor in the subsequent paradigm shift in cultural norms. Customers began doing more of their purchasing online as opposed to at conventional brick-and-mortar stores. Traditional businesses are using e-commerce as a medium for customer interaction in an effort to gain a competitive edge. Even though the topic of customer satisfaction has been a contentious one in the profession of marketing for more than three decades, there is still no universally accepted definition of it. Customer satisfaction is crucial to an organization's performance since it directly affects how well-satisfied its customers are and how profitable and successful the business is. Many businesses found that it was challenging to establish a strong link between the frequency of repeat purchases and consumer satisfaction; even when they were successful, the link was occasionally shaky. An creative way to address these demands is to adopt a fresh strategy for modifying the concepts of customer value, customer satisfaction, and behavioural objectives to the unique needs of diverse consumer types, as indicated by the manner in which they seek out information. In contrast to clients who were passive, those who were relationally dependent and rationally active showed a higher link between perceived value and contentment as well as a stronger link between satisfaction and behavioural intentions. As opposed to clients who were passive, this.

**Keywords:** Customer, Satisfaction, Cross Buying Behaviour, Revisit, Intention

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## I. INTRODUCTION

According to Pires et al. (2006), customers have been increasing their power through the usage of the Internet for more than ten years. Brick-and-mortar businesses are collapsing at an alarming rate as a direct result of the growth of online shopping and other forms of e-commerce. Traditional businesses can't compare to the level of convenience offered by online retailers to their clientele.

The rapid expansion of information technology was completely responsible for the shift that it brought about in cultural norms. In terms of popularity, online sales started to overtake those at conventional stores with brick-and-mortar locations. It would appear that traditional businesses have been exploring the use of e-commerce as a tactic to increase the size of their customer base in an effort to get a competitive edge. As a result of the lower barriers to entry for online businesses, new rivals may enter the market more rapidly and with less difficulty. According to research that was conducted by Mutum et al. (2014), customers spend relatively little more money when they switch between different online retailers when they are shopping online. Customers' prior experiences with making purchases in-person and online have an influence on their future purchasing decisions, the frequency of their shop visits, and the amount of positive word-of-mouth (WOM) they disseminate.

## II. CONSUMER BEHAVIOUR TYPOLOGY

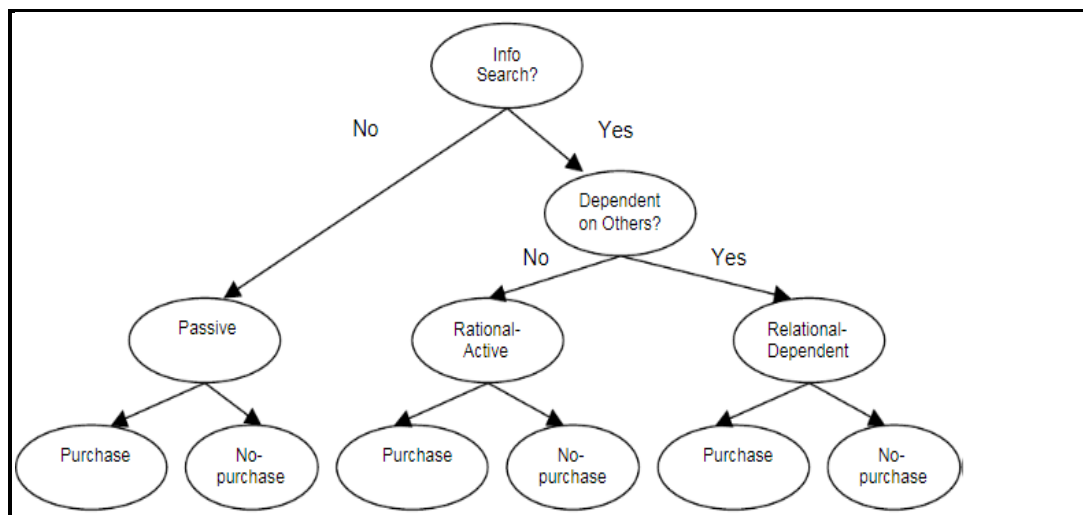
It is not a new habit to do research on the connections between customer value, customer satisfaction, and consumer behaviour. In the context of choosing a healthcare provider, Choi et al. (2004) looked at the interactions between value, satisfaction, and behavioural objectives. Hutchinson et al. (2009) analyse how golf tourists' value, satisfaction, and behavioural aims interact with one another in a research that is quite similar to this one. The interrelationships between value, satisfaction, and behavioural intentions in commercial markets have been studied by Eggert and Ulaga (2002). These early studies did not concentrate their study on any specific consumer category; rather, they looked at interactions between the three sorts of consumers (value, satisfaction, and behaviour intentions). Through the use of its results, this study aims to close a gap in the body of knowledge on the connections between the value-satisfaction-behavioral intents model and the segmentation of the consumer market. The material continues in the part after that. We shall now define the phrases "customer value," "customer satisfaction," and "behavioural intentions," after briefly summarising each of these ideas. The impact of consumer search on value, satisfaction, and behavioural intentions will be discussed in the next section.

Marketers have a higher chance of accurately recognising and successfully catering to the needs and preferences of each segment by splitting target markets down into groups of clients. This viewpoint led Beckett and colleagues to construct a typology of consumer behaviour that divides consumers into the following four groups: Customers that make recurring purchases, are rationally active, relationally reliant, and don't make any purchases.

There are only three major forms of consumer behaviour, according to research done in 2000 by Beckett and colleagues: relationally reliant, rational-active, and passive. The results of this investigation support our assertion. The term "passive consumers" is taken from the "repeat-passive" consumer example given to the audience by Beckett et al. in 2000.

On the other hand, a consumer must have previously purchased the item in question in order for a transaction to be regarded as a repeat-passive one. By extending the study's purview to both recent and past clients, we increase its relevance. The study's conclusions state that consumers are classed as inactive if they don't actively try to learn more before making a purchase. Both brand-new and recurring consumers must adhere to this.

The "no-purchase" consumers are not even included in the research that Beckett and colleagues did in 2000. The empirical analysis of consumer behaviour categories like repeat-passive, rational-active, and relational-dependent is where they focus their efforts. We contend that this is true as "no-purchase" customers fall under one of the three types of consumer search (passive, rational-active, and relational-dependent), rather than being a specific sort of client. This explains why things are the way they are, in our line of thinking. The method's steps are shown in Figure 1's flowchart.



**Figure 1:** Consumer Search Behaviour Types and how they Act

### III. OBJECTIVES OF THE STUDY

- To study on Responsiveness on Customer Satisfaction Cross Buying Behaviour.
- To study on Service Quality, Customer Satisfaction and Behavioural Intentions.

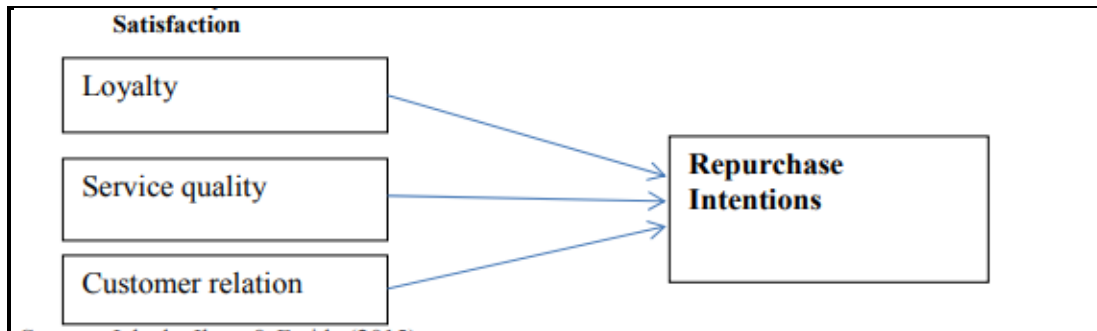
### IV. THE CONCEPT OF CUSTOMER SATISFACTION

According to Yi (2013), one of the most important questions about customer satisfaction is whether or not it is a process or a result. This question is especially important in the context of the service business. Even at this late date, it seems that there are primarily two different schools of thought. On the other side, Oliver (2017) and Churchill and Suprenant (1982) believe that the customer experience is what ultimately determines whether or not a consumer is happy. According to Hunt (2016), having a pleasurable experience is not the same as being satisfied; rather, being satisfied is coming to the realisation that an experience was, at the very least, outstanding and was in accordance with one's expectations. According to the school of thinking known as "satisfaction as a process," a person's perception of a product's traits and how those features connect to them personally determine

whether or not they are happy with the product. When customers' expectations of a service and their perceptual interpretations of that service interact with one another, a construct known as satisfaction, which is an individual trait, is generated. Satisfaction is formed as a consequence. As a consequence of this, distinct consumers will report varying degrees of enjoyment while having largely equal experiences.

- 1. Purchase Intention:** The concept of "purchasing intention" as stated by Spears and Singh (2004) is "the conscious plan of an individual to make an effort to buy a brand." The writers offered this definition. It's crucial for the buyer to have a clear idea of why they want to make the purchase because the stage of the decision-making process for a purchase that entails analysing potential alternatives is a hard one. The first factor to take into account when deciding what, if anything, will be purchased online is the objective of the transaction. Dodds et al. (1991) defined the phrase "purchasing intention" as the level of customer readiness to make a purchase. According to Meskaran et al. (2013), customers who are prepared to make an online purchase show that they have a desire to buy. Similar to this, Ariffin et al. (2018) defined online purchase intention as the client's desire to purchase goods and services online.
  
- 2. Repurchase Intention:** Many studies have been conducted on the concept of buybacks as well as the variables that may influence them. When a customer really acts in a way that leads to the purchase of the same goods or services again, this is referred to as "repurchasing," and the terms "repurchase" and "repurchasing" are interchangeable. Repeat purchases account for the great majority of all consumer transactions, which is all but obvious. The great majority of purchases follow patterns rather than being the result of a single event, and buyers frequently go back to the same suppliers and purchase the same items from those merchants again. Customer retention, also known as repurchase, is one of the most crucial components of relationship marketing, according to Fullerton (2005) and Morgan and Hunt (1994).

Repurchase is regarded as one of the relationship marketing strategy's most significant elements. The phrase "repurchase intent" describes a customer's choice to conduct further business with the same supplier or merchant in the immediate or distant future. While "repurchase intent" refers to a customer's intention to do so in the future, "repurchase activity" relates to the process of actually making another purchase. There are two separate sorts of repurchase, according to a 1996 research by Zeithaml et al.: the desire to make a new purchase (also known as repurchase) and the purpose to spread positive word-of-mouth and recommendations (also known as referral). There have been discussions and disagreements over the connection between true customer behaviour in the future and purchase intentions and prior purchasing history in the corpus of work that is relevant to marketing research. Does the asset actually get bought back when the intention to do so is realised?



**Figure 2:** Model of the Study

- **Service Loyalty:** There has been a change in how the idea of loyalty is conceptualised throughout history. The degree to which a consumer was devoted to a particular brand of physical goods was the benchmark for determining a customer's loyalty in the early stages of the creation of this business. Cunningham (1956) defined "brand loyalty" as "the proportion of purchases devoted to the brand that a household purchased most often." This definition is uncomplicated and simple to comprehend.

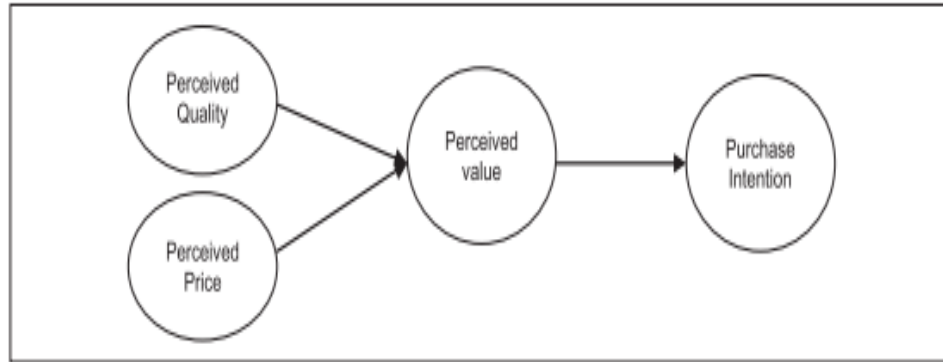
By focusing on consumer loyalty to stores rather than brand loyalty and using the same elements that he had previously applied to brand loyalty, Cunningham (1961) hoped to broaden the scope of the investigation. The use of the same procedures for this had been anticipated. Despite the fact that marketing has evolved through time to embrace a range of different types of loyalty, including the loyalty of consumers to their suppliers, the emphasis has been constantly growing. On the other hand, there hasn't been a lot of research on the subject of consumer loyalty to certain services. This section will first trace the evolution of the loyalty construct over time, then describe the construct's domain, and finally identify the construct's constituent parts in order to provide a thorough description of the service quality construct that was used in this investigation.

Staff employees of an organisation have a duty to respond to information requests in a timely manner and conduct business in a way that satisfies consumer needs. Because they want to express gratitude for the effort consumers make to complete a transaction, employees will perform their task in a way that furthers the company's objectives. The staff members' behaviours will change as a result of this acknowledgment. Customers will favourably assess an employee's responsiveness to their own property, making it possible to learn new skills while providing customer service. The capacity of an employee to respond to their own property will be valued by customers. Employee responsiveness is built on a foundation of personal responsibility for one's job and the company. Employees with high levels of responsiveness may be motivated to behave properly and help clients by their personal situations, which might be viewed as a motivational factor. Reliability, according to Yousapronpaiboon (2014), may be summed up as the ability and commitment of employees to provide services in a way that complies with the contract. This is how dependability is defined. The choice was based on the objective of altering performance to match consumer expectations, which necessitates quick service and consistency for all clients.

- **Customer Value:** Value for the Customer Companies that place a significant emphasis on the value that they provide to their clientele will cultivate a competitive advantage that is sustainable over time. This is supported by the premise that increasing the value that a company provides to its consumers can enhance the likelihood that those customers will make a purchase, make a repeat purchase, and refer the firm to their friends and co-workers. To put it another way, according to Slater and Narver (2000), businesses that have a solid understanding of the factors that contribute to the value of their customers and actively work to increase the value they provide for their customers have a greater chance of bringing in new customers and retaining the customers they already have. Therefore, it is essential for businesses to have a solid understanding of the value that clients place on the products and services they purchase in order to achieve financial success. The argument that each individual has their own unique interpretation of what the concept of value entails is one that is made rather frequently. There has been a lot of research done on value concepts in a broad variety of academic fields, such as economics, sociology, accounting, and marketing. As a direct consequence of this, there are a wide variety of distinct points of view about the nature of value. The researchers Woodruff (1997) and Huber et al. (2001) found that people's ideas of values are fragmented and comprised of various different characteristics. After looking at previous works, this article comes to the realisation that the concept of customer value may be conceptualised as the proportion of advantages to expenses.
- **The Relationship (Direct Impact Model) between Customer Value and Behavioural Intentions:** The majority of conceptual and empirical contributions to the value literature are based on the idea that consumer value directly influences behavioural outcomes. They do not, however, take into account the role that process satisfaction plays. For instance, two behavioural intents are provided by Grisaffe and Kumar (1998) as examples of the direct consequences of customer value in their study. (1998) the probability that a customer will suggest the firm to their friends and family and the likelihood that they would do business with the company again, according to Grisaffe and Kumar. This is in line with Petrick's (2002) assertion that a customer's opinion of the value they receive influences both whether or not they make a repeat purchase as well as how they behave towards other individuals. Bolton and Drew (1991) also discovered a substantial correlation between a customer's intentions to subscribe to and suggest a product or service and the worth of the item in question.

The findings of a study by Hartline and Jones from 1996 show that consumers are more inclined to refer others to a commodity or service when they believe it to be of greater value. According to Chang and Wildt (1994), the idea of perceived value also functions as a mediator in the link between perceived quality, perceived price, and the desire to make a purchase. Figure 3 enables you to review the concept of these relationships. After the initial debate, Cronin et al. (1997) provide the value added model as a continuation of the conversation. This strategy takes into account a customer's willingness to make compromises as well as the level of the service they receive in order to effectively measure value and buy intentions. They discovered that including a direct measure of service value—which can be summed up as service quality and sacrifice—improved the model's capacity to account for differences in

consumers' purchase intentions. This was one of the conclusions they came to. This was brought about by the direct correlation between service value and service quality..



**Figure 3:** Value and Intentions to Buy Have a Direct Relationship

- Relationship between Customer Satisfaction, Service Quality, and Intention to Repurchase:** Prior studies have concentrated primarily on the role that high-quality online shopping websites play, and they have shown that positive feelings generated by these websites lead to website visitors behaving more kindly. The assumption that will be investigated in this study is that a website's quality has a significant influence on consumers' levels of happiness as well as their propensity to make more purchases. Additionally, the degree of customer satisfaction mediates between the worth of the website and the probability of repeat business. This assumption, which asserts that the quality of an online shopping website is a substantial predictor of repurchase intention as well as a crucial indicator of consumer happiness, was developed using the findings of prior research. Based on the results of the prior investigation, this assumption was created. Data from Gounaris et al. (2010) support the idea that e-satisfaction serves as a mediator between the influence of e-service quality and the users' behavioural intentions. These results support the idea that e-satisfaction influences site revisitation, word-of-mouth advertising, and follow-up sales. Udo et al. (2010) performed study in the United States and discovered that the indirect or mediating effect of satisfaction on the quality of online services and behaviour actually outweighed the direct influence of web service quality on behavioural intentions. This came to light as a result of the study being carried out in the US. The researchers' investigation into the relationship between happiness and the functionality and quality of web services led to the discovery of this data. The effectiveness of a website can influence a customer's intention to make a future purchase by raising the customer's level of satisfaction with their prior online transactions, claim Shin et al. (2013).
- Response to Cross-Buying Behaviour and Customer Satisfaction:** Retail banks and other financial service providers are under pressure to prioritise the interests of their consumers as a result of recent profound changes in the regulatory and technical landscape (PwC, 2016). In order to secure cross-buying (CB) and promote good word-of-mouth (WoM), retail banks in emerging economies must implement a customer-oriented strategy and actively focus on the demands of their consumers. The concept of customer orientation, or CO as it is commonly known, has gotten a lot of

attention in various studies. Numerous research have been conducted to determine how a company's customer orientation impacts consumers' behavioural intentions. It is generally known that a company's performance is impacted by this orientation. The manner the company handles its customers has been the subject of several studies on CO. Customer orientation (CO), according to some academics (Blocker et al., 2011; Slater and Narver, 1998), should allow organisations to not only satisfy the demands that consumers express directly but also to actively focus on the requirements that customers do not express explicitly.

How effectively an online business treats its clients throughout the whole purchasing process has an impact on how long a connection may be maintained. In order to get an advantage over competitors, firms are concurrently giving client retention a top emphasis. consumers are more likely to be satisfied with online companies than traditional ones because, like traditional merchants, they frequently go above and above what they promise to their consumers. According to Lee and Lee (2019), among other factors, the quality of the product information provided on the website as well as the seamless transaction process affect how satisfied online shoppers are. Researchers employ a variety of methods and tools to measure how satisfied online buyers are with their whole shopping experience. According to Jiang et al. (2019), people are able to spend more time online due to the widespread availability of user-friendly electronic devices such tablets and smart phones as well as Internet connections that provide robust connectivity. Because of the enormous market potential of online shopping, an increasing number of online businesses are opening their virtual doors, and conventional businesses are beginning to provide their products both physically and online.

- **Service Quality, Customer Satisfaction and Behavioural Intentions:** There are a few things that should be kept in mind when you analyse these three significant criteria that were considered for this research. Should studies only focus on consumers' perceptions, or should the service quality construct (Parasuraman et al., 1988) also take into account what consumers think and expect? The ability to recognise disconfirmation, which is calculated as the gap between expectations and perceptions, would become crucial if one were to keep expectations in mind (Dabholkar et al., 2000). Additionally, studies have demonstrated that when the idea of service quality is operationalized, it cannot be a general one; rather, it must be context-specific in order to be effective. This is a requirement for it to be applicable. It may be because it is difficult to compare different company types due to their structural and typological differences that previous study has yielded conclusions that are discordant with one another. The aim of this study is to explore any potential connections between the operationalization of the service quality concept and the service typology. If two or more industries are viewed as parts of the same industry, they could be able to show an equivalent link between SERQUAL, SAT, and BI. This is a believable scenario. This idea is supported by the studies Lapierre carried out in that year.

3. **Word-of-Mouth Communication (WoM):** The justification for the phrase "word-of-mouth" (WoM). "Informal communications directed at other consumers about the ownership, usage, or characteristics of specific goods and services and/or their sellers" is



the definition of communication. A other name for communication is "word of mouth." Customers use word-of-mouth marketing, according to Wirtz and Chew (2002), to get noticed, get support from others who share their views, get relief from stress brought on by a positive or negative experience, reassure themselves in front of others, and share the advantages of things they have enjoyed. Customers often employ word-of-mouth advertising to spread the good vibes of experiences they have had. In a previous study, word-of-mouth (WoM) was discovered to be a crucial conduct after the usage of a good or service. According to Reichheld (1996), customers who come to a business as a result of a personal recommendation are more likely to succeed and stick with it for a longer period of time than are consumers who are drawn by aggressive advertising, sales techniques, or discount offers. According to the results of a prior study (Harrison-Walker 2001), word-of-mouth is thought to have a significant impact in affecting both the attitudes and actions of customers. Because of this, WoM urges its customers to continue being loyal to a certain service provider..

- **Pricing For Services As A Referral Practise:** Pricing of services does, in fact, have an effect on the behaviour of customers who promote your company to their friends and family, as we are able to demonstrate, both in terms of the volume of referral activity and the percentage of referrals that are successful. Second, the findings of this research indicate that the level of difficulty of the communication that is required for WOM has a significant influence not only on the amount of referral activity but also on the level of success that referrals have. The findings of the study emphasise how important it is to take into account the monetary value of customer referrals rather than only concentrating on the number of customers who were suggested as the third and final point in the presentation of the paper. This finding was made clear by the fact that the research was carried out. These three impacts will be broken out in further detail in the sentences that are to come.

Both client categories exhibit noticeably differing degrees of referral activity and success, but these differences are strongly influenced by the pricing approach that is used. When we take into account a wide range of other potential factors, we find that plain and, as a consequence, simply understood tariffs may result in a significantly higher number of referrals than pricing schemes that are designed to produce network effects. When seen from the perspective of one consumer suggesting another client to a service, it would appear that effective communication is a key component throughout the entire process, which culminates in the transmission of an email message to the potential new customer. According to Gatignon and Robertson (1986), recommendations are expected to increase because they demand a low amount of time and effort to convince one's contacts, as well as the fact that the customer bears a lesser social risk of delivering false recommendations. In addition, recommendations are regarded to have a positive impact on sales. Therefore, transparent pricing rules are beneficial to both the consumer who is providing the reference and the customer who is receiving it, which increases the amount of referral activity and the level of success. A low-complexity tariff helps to decrease ambiguity and uncertainty by making it simpler to grasp the advantages of network externalities (Walsh and Mitchell, 2010; Murray, 1991). This makes it possible for the tariff to contribute to the reduction of ambiguity and uncertainty. These comments are being made from the point of view of a prospective customer. In the second scenario, it is up

to the customer to determine whether or not he would make a profit by acquiring a Network tariff by determining how many of his personal contacts would join up with the service provider. In this case, the customer is responsible for making this determination.

- **High-Quality Information and Happy Online Customers:** When customers purchase at conventional establishments, they are given the opportunity to feel and inspect the merchandise. When customers make purchases online, their ideas and attitudes about the products depend on the information that is displayed on the websites where they made their purchases. From the perspective of the customer, the three most important aspects of information quality are its accuracy, its relevance, and its completeness. According to the findings of a number of studies conducted in the past (Lai et al., 2020), website visitors report feeling happier when the content provided is of a high quality. In spite of the massive amount of research, there is still no consensus about the characteristics of information of high quality. For instance, Taylor and Taylor (1986) are in agreement that the type of information a client is seeking for is directly related to the quality of the information the consumer seeks. If the information fulfils the requirements and wants of the audience, then it is of high quality; if it does not, then it is not of high quality. Hilligoss and Rieh (2008) state that the amount of information quality varies based on the specific customer and is also a matter of subjectivity. Therefore, if the content of the website is tailored to fit the requirements of the target audience, those individuals will be satisfied and demonstrate outstanding behaviour while making purchases.
- **Satisfaction with Online Customers' Delivery Services:** The phrase "e-delivery service" refers to "services delivered via an electronic medium (typically the Internet) and comprising transactions initiated and largely controlled by the consumer." This definition refers to "services delivered via an electronic medium." The more conventional way of distribution, on the other hand, is distinct from the more contemporary approach of electronic dissemination. The term "e-delivery" describes interactions and communication between members of online communities accessible through the internet and the World Wide Web. This directly affects engagement levels by making them lower than they would be in a contact centre. E-service is a highly useful business tool since it may boost both revenue and operational effectiveness. Many analysts believe that online shopping communities are realising how difficult it is to maintain satisfied and devoted clients. According to Hult et al. (2019), consumers are becoming less tolerant of websites and having higher expectations for better service. Therefore, providing top-notch services is essential to having a competitive edge over rival businesses.

According to the findings of the study conducted by Al-Hawary and Al-Smeran (2017), Jordanian banking consumers have come to the conclusion that greater levels of e-satisfaction are strongly related with better quality e-services. Another study that came to similar conclusions revealed that the success of the e-service had an impact on "satisfaction, intention, retaining customers, and the firm's financial position." Therefore, in order to establish a long-term relationship with their customers, businesses should primarily highlight the components of their pre-delivery and post-delivery operations.

According to Annaraud and Berezina's research (2020), the link between e-quality and e-satisfaction may be similar to that of a causal agent. Numerous studies have revealed that the standard of the services provided has a significant impact on how satisfied consumers are with a product or service. E-quality should be prioritised by online retailers in order to win over customers, boost sales, and guarantee long-term survival. The "mean-ends-chain" idea served as the foundation for Zeithaml's (1988) attempt to elucidate the relationship between service and quality. According to this hypothesis, if a consumer is pleased with the level of service they receive in one transaction, they will anticipate receiving an even greater level of service in following transactions. The quality of the service a client receives, their level of satisfaction, and their propensity to buy are all strongly correlated, according to recent study. Companies that had constant development were mindful to take these factors into account in addition to other factors.

- **E-Service Quality and E-Loyalty: A Relationship:** One method or process that may be used to assess how effectively a website performs its functions is e-service quality, which is based on the feedback provided by a website's users. According to Rowley's definition of the term, an e-service is one that is supplied via a variety of information technology platforms. The quality of the e-services that give clients a satisfying experience is one component that may be predicted to have an impact on people's degree of satisfaction with electronic media, per prior study. Imam Prayogo Ambardy and Sevenpri Candra's (2013) study found that a customer's level of e-loyalty is significantly influenced by the quality of an e-service. Giving exceptional customer service that helps users of the website feel secure and comfortable is a key component of high-quality e-services. This is done to promote customer loyalty to an online platform and to develop consumer trust, which is crucial in interactions between a business and a customer. This is the secret to attracting and keeping more visitors to your website over time.

This idea is reinforced by Purnamasari's (2018) research, which shows how e-trust can help to mitigate the negative effects of subpar e-service quality on e-loyalty. According to Ni Putu Indah Pradnyaswari's book *E-Satisfaction and E-Trust*, there is an indirect link between e-trust and e-loyalty, and e-service quality trust can increase the effectiveness of the e-service quality variable in influencing e-loyalty. These results are consistent with this ground-breaking conclusion.

4. **E-Loyalty and E-Satisfaction's Link:** The level of happiness and loyalty that a customer experiences are positively correlated. Fang, Chiu, and Wang (2011) claim that a customer's level of satisfaction with a website is a key component in predicting whether or not they would return to the website in the future for further interactions and whether or not they will stick around as a regular customer. Customers' lack of faith in the electronic channels used by online merchants makes it challenging for them to thrive; as a result, e-trust may be viewed as a crucial component in deciding consumer loyalty. The term "etrust," which is expressed as a percentage, refers to a customer's level of trust in online commerce channels. E-trust has a good and significant influence on loyalty, according to the findings of a study conducted by Asih and Pratomo (2018) on the buying habits of women who shop online. The results of this study are in line with those of Choi and Mai's (2018) investigation into business-to-consumer (B2C) e-commerce in Vietnam,

which found that e-trust has a significant and favourable impact on e-loyalty. The results of this study corroborate those of Choi and Mai's (2018) investigation on B2C e-commerce in Vietnam. Both study teams came to the conclusion that loyalty was positively and clearly impacted by e-trust. According to research done by Hasanudin, Pujotomo, and Sriyanto (2017) on consumers who use e-commerce services on the island of Java, e-trust has a favourable and significant impact on e-loyalty.

## V. CONCLUSION

This study set out to look at the relationships between value, enjoyment, and behavioural objectives on a more fundamental level. But the links that were unique to each component were also examined in greater detail. This study is important because it demonstrates the basic differences between the three distinct consumer types (passive, rational-active, and relational-dependent) in their behaviour intentions and interactions with value, satisfaction, and other factors. These differences between the relational-dependent consumer type, the rational-active consumer type, and the passive consumer type were demonstrated. Consumers that are relationship-dependent and rationally active show a larger association between perceived value and contentment as well as between happiness and their plans for future involvement when compared to passive consumers. Passive consumers, however, did not exhibit this link. There is still no agreement on what is meant when we talk about "customer happiness" more than 30 years after the debate began. Customer satisfaction, according to Johnson, Anderson, and Fornell (1995), is a cumulative concept that is influenced by both the previous levels of customer satisfaction and how they have changed over time. This implies that current levels of customer satisfaction also matter. This is in addition to what the market anticipates as well as how each period's performance has been assessed. Oliver (1980) asserts that the degree of pleasure one feels from their experiences is influenced by how they view their own achievements and failures. The degree of apparent disconfirmation, in this author's perspective, depends on both an individual's performance and the standards by which they are measured. The standards that may be used for comparisons include rivals, other service categories, marketing claims, and other benchmarks in addition to industry norms, ideals, and expectations. Using a novel approach, the ideas of customer value, customer satisfaction, and behavioural goals are applied to various consumer groups depending on the kind of searches that those consumer groups do. Consumers that are relationship-dependent and rationally active show a larger association between perceived value and contentment as well as between happiness and their plans for future involvement when compared to passive consumers. Passive consumers, however, did not exhibit this link.

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