



**CUSTOMER BEHAVIOR AND CUSTOMER SATISFACTION ON
“TRUE CLICK LIFE”**

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ABSTRACT

Several studies suggest that customers use multiple standards to evaluate their satisfaction on particular products and establish purchase behavioral, however, intentions, and different views on standard behavior have been established. As a response to past research, this study examined customer satisfaction and customers' purchase behaviors on multiple standard intentions, perceptions of performance, brand expectations, and the categories expectation, in relation to True Co. Ltd., Results indicated that consumers use multiple standards to develop purchase-satisfaction, repurchase intentions and willingness to recommend the product to other customers. This study highlighted that the higher the quality brand expectation, the higher customer repurchasing behavior, such as consumer satisfaction and the category expectations, and these variables were customer behavioral predictors. Consistent with prior research, perceived performance was shown to have a strong effect on both customer satisfaction and behavioral intentions pertaining to repurchasing and recommending.

Keywords: consumer behavior, customer satisfaction, decision and repurchasing intentions, True Click Life

Approved by

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Chapter I. Introduction

1.1 Research Background

True Click Life is the company that emphasizes the innovation of learning curriculum to enhance the potentials of the private schools in Thailand. True Click Life is an educational contents development unit of True Corporation Public Company Limited which is a fully integrated communications services provider with advanced technology.

Recently, under the group of companies like True Cooperation which is one of the leaders in Innovation and Modern Technology, the True Click Life has designed the new educational theme called “True Genius School” to support the private schools to design their own competitive school curriculums on innovation for all dimensions of education and creative education for private schools. True Click Life’s long-term commitment is to create educational innovations that will equip schools with necessary teaching technologies for prosperous education.

1.2 The problem to be investigated

The research problem of this study emanated from limited research studies the understanding of customer behavior and customer satisfaction on education industry; whereas several studies on customer behavior and customer satisfaction on social media industry (Agnihotri, Dingus, Hu, & Krush, 2016), retail industry , and online marketing and banking industries (Janakiraman, Lim, & Rishika, 2018; Kaura, 2015). However, it is known that this initiative provided by True Click Life has elevated competition and paved way to emerging

businesses in the industry. Proper understanding of the customer behavior and customer satisfaction will enable True Click Life to keep striving in the education industry (Agnihotri, 2016; Kumar, Bezawada, Rishika, Janakiraman, & Kannan, 2016).

1.3 The Objective of the study

This research objectives are threefold: (a) aims to examine the impact customer behavior has on customer satisfaction; (b) reviews theoretical frameworks that suggest that consumers use multiple standards to evaluate the performances of the products; (c) how these theoretical and empirical indications work and could be applied for better customer repurchasing behavior at True. Co. Ltd. The preliminary scope of this study is mostly derived from literature body of the customer behavior satisfaction relationship (Kumar, 2016)

1.4 The Scope of the study

Therefore, the scope of the study is limited within the True Click Life. Results from this research paper can be applied to organizations aiming at customer retention and improving their marketing strategy. Consumer behavior, decision-making and satisfaction and dissatisfaction are widely researched topics. This paper provides practical implication that develops more efficient marketing strategic approach for True Click Life.

Chapter II. Literature review

2.1. Customer behavior

Customer behavior emerged in economic science as a composition of multiple different scientific models. Defining it simply means acquiring means that customers may not buy their favorite products immediately, but pay attention to them and anticipate future discounts (Du, Zhang, & Hua, 2015). Customer behavior is the result of complex interactions between a number of factors such as behavioral and repurchase intentions (Chauke & Dhurup, 2017; Liao, 2017; Su, Swanson, & Chen, 2016). In order to influence customers, organizations have to have knowledge and understanding of consumer behavior in various social fields. Although there seem to be studies that focus on predicting customer's behaviors, a study however indicates that the higher the loyalty of customers are to a brand, the higher they become satisfied with the firm's product (Liao, 2017). Marketers should take advantage of using various tools analyzing both external influences and responses to various external and internal stimuli. The decision-making process is a complexity of internal and external factors, as well as controlled and uncontrolled processes, therefore it is necessary to adopt more sophisticated research tools in order to understand and predict consumer behavior.

2.2. Consumer Decision-making

People make constant decisions considering their welfare. These important financial decisions can have both short-term and long-term impacts. A consumer decision-making style is an important research area in consumer behavior. It offers a valid and efficient

understanding of consumers' decision and market segmentation. It can be defined as a cognitive orientation towards shopping and purchasing. Loyalty to a brand is predictive of consumer's decision-making (Zhang, Zhao, & Gupta, 2018). When consumers make decision toward a product, it is influenced by their product screening cost and confidence in using the product (Zhang, 2018). The styles are considered to be a pattern, a general predisposition that allow prediction of purchase decisions. Social interaction is considered as a prerequisite for successful social commerce since consumers now expect an interactive and social experience while making purchase decisions. Decision-making requires processing a lot of information. However, providing customers with too much information is not straightforward as the capacity of a human brain to process information is limited. Consumers are facing ever-growing information flow from competing organizations and different sources. A study indicates that word of mouth (WOM) is significant to consumers' post-purchase decision; suggesting that positive and negative valence WOM, WOM content, and observing other consumers' purchases significantly affect consumers' intention to buy a product, and increases the likelihood of buying and sharing product information with others on social commerce sites (Wang & Yu, 2017).

2.3. Customer Satisfaction

Studies found that company's growth in revenue is influenced by customers' repurchasing intentions and customer satisfaction (Wang, 2011). Customer satisfaction is assumed to diminish with time as the striving for novelty and consuming fatigue of customers, which makes firms to try hard to innovate to maintain and enhance customer satisfaction (Liu, 2019). Satisfaction is indeed a core marketing concept and, in many cases, retail marketing managers and academicians alike treat the concept as a catch-all term that

captures the entirety of consumer results from consumption. A study on Indian retail banking examines the extent to which service quality, perceived price and fairness and service convenience influence customer satisfaction; results reveal positive impact among service quality, perceived price and fairness and service convenience on customer satisfaction and loyalty (Kaura, 2015). A firm's earnings prospects are influenced by customer behaviors that are influenced by their satisfaction. In response to satisfying customers, social media plays an important role in communicating information to customers which increases their satisfaction level (Agnihotri, 2016). When customers are satisfied in the company's services and products they are more likely to be loyal to the brand (Blut, Frennea, Mittal, & Mothersbaugh, 2015). Corporate social responsibility, however, is tantamount to improving firm's reputation and level of customer satisfaction (Saeidi, Sofian, Saeidi, Saeidi, & Saaeidi, 2015).

When the competitor satisfies the customers, then it may become the biggest loss for corporate customers. Research suggests that the importance of perceived customer expectation such as service quality, product quality and the value of costs and prices while focusing on customer satisfaction. When customers are satisfied with the above mentioned factors, they become committed to the brand.

2.4. Customer repurchases intentions

The concept of repurchase and the factors influencing it has been investigated by many scholars. Many models have been established to measure the factors influencing customer satisfaction. A survey was administered online to shed light on customer repurchase intention on perceived price, delivery quality, and perceived value; the findings show that perceived price and delivery quality have significant impact on perceived value, and

perceived value has significant impact on repurchase intention (Ali & Bhasin, 2019) The performance compared to expectations approach has often used in the analysis and measurement of service quality and satisfaction.. Relationship marketing, the important way to foster customer trust and encourages repurchase intentions, is crucial to predicting customer repurchase behavior such that satisfaction, perceived usefulness, corporate image, perceived value, and trust are antecedents of repurchase intention (Wei-Tsong, 2015). A study on the impact of service quality and trust revealed that service quality and trust are directly associated with repurchase intentions (Saleem Muhammad, 2017). A study on the factors that influence online shoppers' repurchase intentions found that confirmation of expectation and search effort exhibited considerable positive effects on satisfaction, which in turn influenced repurchase intention (Liao, 2017). A meta-analysis of 233 effects from over 133,000 customers shows that: (1) relational switching costs have the strongest association with repurchase intentions and behavior; and (2) procedural and relational switching costs mitigate the association between satisfactions and repurchase intentions/behavior whereas financial switching costs enhance it (Blut, 2015).

Chapter III. Research Methodology

3.1 Research Methodology

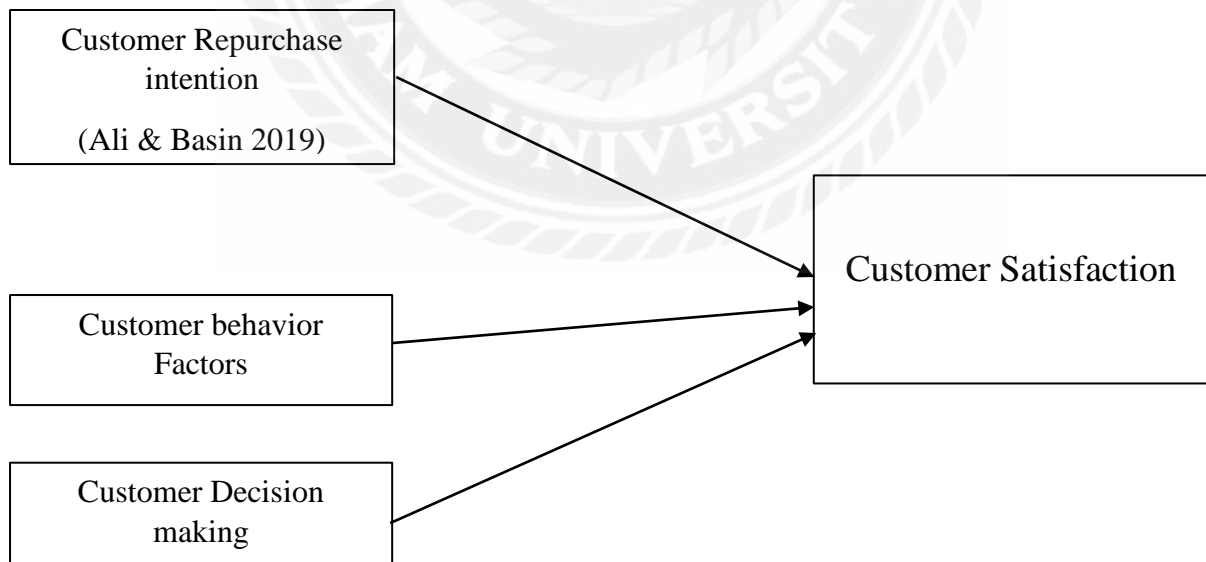
This paper was developed with the participant observation, focus groups and secondary data analysis to investigate the influence of products promotion, customer behavior and their satisfactions towards the products, services and the value of their proposition to the market expansion.



Chapter IV. Conclusion and Recommendation

4.1. Conclusion

As a result of True Click Life Co, Ltd.'s creative, innovative, visionary and strategic, sustainable and responsible curriculums, practical course outlines and the seminars, many private schools, teachers and administrators have been benefiting with the highly and satisfactory results such as joining or participating in national and international competitions and bringing the awards to the country. Most of the students and educators have been modernized and the internet is the only source. The modern encyclopedia where students can acquire all sources of knowledge instantly. The True Click Life realized the customer's behavioral intentions and provided along with the satisfactory curriculum, and course outlines for students and instructors.



4.2 Recommendation

One of the most targeted necessities of human history is knowledge, ideas and creativity. People will believe in analytical knowledge, critical ideas and innovative creativity. The quality educationists should give the main priority to enlighten human beings more than ever before. Internet is another source that strongly influences the human knowledge, ideas and creativity. The educator must focus on social medias to bring quality behavioral intentions and satisfactory for their knowledge consumer's because the learners are interested in practicality more than the theory. Besides world wide website system, the educationists or the companies also can take the services of social media like Facebook, Instagram and YouTube to bring positive customer behavioral intentions and satisfaction. Motivate team to learn how to resolve issues effectively and quickly and exceed expectations. Focus on how to improve results by building a reliable customer experience. Set appropriate key performance indicators (KPIs) and then ensure that team knows what they are and why they should be working to hit those metrics. One of the key KPIs to measure is customer effort score (CES). The less effort customers have to put into doing business with you, the more likely they will be to stick with your company year after year. Let the team know that customers are what keep the company running. Clients are the real bosses. They can decide to fire everyone in the company, simply by taking their funds elsewhere. If team treats clients like bosses they are, business will keep customers returning for more. Customers should be at the center of any businesses. Ensure that the passion for superb customer service runs all through the organization. Your customers deserve respect and excellent service from your customer service team. Ensure that your team is capable of handling issues, whether they require easy answers or complex ones. Based on previous research, repurchase intentions, decision making, customer behavior (Blut, 2015; Chauke & Dhurup, 2017; Kaura, 2015; Liu,

2018; Mohsenin, 2018), are significant drivers of satisfaction of customers. This study highlights that the higher the quality brand expectation, the likelihood the customers repurchasing behavior (such as consumer satisfaction) and the category expectations are. These variables are predictors of customer behavior which in turn influence customers to repurchase and recommend the products to other consumers. It showed that environmental quality seems to be more influential towards both variables. Customer satisfaction can be achieved if the service provided by the True Click Life is good in quality.



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