

From Satisfaction to Delight: Dual Pathways to Multidimensional Loyalty

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ABSTRACT

This study examines how buyers transition from service encounters to loyalty through cognitive and emotional pathways using the Stimulus–Organism–Response (S–O–R) framework. It identifies System Quality, Content Quality, Service Quality, Price Value, and Video Content Availability as external stimuli that influence internal reactions of Satisfaction and Delight. Unlike prior research that focuses mainly on Satisfaction, this study treats Delight as a distinct emotional response that captures the intensity of positive feelings during consumption. It also incorporates Prior Service Consumption Experience, recognizing that experienced buyers evaluate services differently.

Survey data from 440 participants and Partial Least Squares Structural Equation Modeling (PLS-SEM) were analyzed for a subscription-based digital service. Findings reveal a dual-route loyalty system: Satisfaction mainly drives affective loyalty, while Delight more strongly influences cognitive and conative loyalty. Video Content Availability notably enhances both Satisfaction and Delight by making services feel sufficient and facilitating discovery. Cognitive loyalty acts as a key link transforming internal reactions into behavioral loyalty. The influence of Satisfaction and Delight diminishes as prior experience increases.

This research advances the consumer behavior and marketing literature by integrating cognitive and affective responses into a single model, presenting a nuanced loyalty development process, and demonstrating how specific service attributes affect Satisfaction and Delight. The results offer a comprehensive understanding of how buyers move from initial service events to sustained loyalty, providing actionable insights for companies aiming to retain subscribers over time.

Keywords: Customer Delight, Customer Satisfaction, Multidimensional Loyalty, Streaming Services

1. INTRODUCTION

Understanding how buyers translate usage events into commitment is central to behavior and commercial studies (Lăzăroiu et al., 2020). Earlier research emphasized Satisfaction as the key link to repeat actions, including both cognitive assessments and emotional reactions. (Heskett, 2002) Buyers evaluate not only performance but also feelings, with Loyalty arising from the combination of judgment and emotion. Despite this, academic work focuses mainly on Satisfaction, a cognitive comparison of performance against expectations. While Satisfaction indicates perceived quality, it does not capture emotional intensity, limiting its ability to explain variations in involvement and Loyalty (Xu et al., 2007). Buyers with similar Satisfaction may differ in their commitment and recommendations. Delight, characterized by joy and

surprise when expectations are exceeded, differs in its emphasis on emotional impact (Barnes et al., 2020). It significantly influences involvement and Loyalty but is often conflated with Satisfaction.

Loyalty is often reduced to repurchase intent, overlooking its complexity as a progression through the thinking, feeling, and doing stages (Kursan Milaković, 2021). Few studies explore how Satisfaction and Delight shape these stages, underscoring the need for a deeper understanding. Experience further complicates reactions. As buyers gain prior service consumption experience, expectations stabilize, making immediate reactions less influential. Thus, Satisfaction and Delight's effects on Loyalty vary with experience (Barnes et al., 2020).

This study integrates cognitive and emotional factors into a model in which external elements, System Quality, Content Quality, Service Quality, Price Value, and Video Content Availability affect Satisfaction and Delight, which in turn drive Loyalty stages. Using electronic offerings with monthly payments as context, the study clarifies how buyers move from initial events to lasting Loyalty by distinguishing between the roles of Satisfaction and Delight.

LITERATURE REVIEW

Consumer Evaluation: Cognitive and Emotional Responses

Research on consumer behavior has extensively examined how individuals evaluate a service after experiencing it (Pizzi et al., 2015). Consumer actions are shaped by these thoughts because they influence whether a person remains loyal to a brand. Many scholars believe that how people judge a service determines whether they will return to the same company for future services (Pantouvakis & Lymperopoulos, 2008). Satisfaction is perceived as a mental calculation where users compare their actual experiences with their expectations. This mental process significantly influences whether individuals choose to continue using a service and whether they speak positively about the brand. Due to its powerful impact, satisfaction is a prevalent topic in marketing and services literature (McAlexander et al., 2003).

New evidence shows that people's reactions go beyond simply thinking logically about a service (Smith & Bolton, 2002). Emotional responses are triggered by how a service makes a person feel in their heart. It has been observed that Delight occurs when a person feels great pleasure and surprise because the service exceeds their expectations (Petzer & Roberts-Lombard, 2021). Delight is an emotional state characterized by heightened energy and happiness when an experience exceeds expectations. While Satisfaction shows that a service was good enough, Delight focuses on the feelings and the fun side of being a consumer. Delight captures the specific aspects of an experience that make a person feel joyful when using a product (Barnes et al., 2020).

Although people are aware of these two ideas, the literature on this topic remains fragmented. Satisfaction is frequently viewed as the primary driver of a company's loyalty (Magnini et al., 2011). Because thinking and feeling may operate differently, Satisfaction and Delight shape buyer behavior. The two ideas are not integrated into a single framework, and so many questions about how Satisfaction and Delight affect consumer actions remain unanswered.

Service Attributes as Drivers of Consumer Responses

Individuals form evaluations based on specific service attributes that serve as external triggers for choice. Scholarly investigations show that System Quality, Service Quality, and Content Quality play a central role in shaping the reactions of buying individuals (Miao Guo, 2022). System Quality, which reflects ease of use and how well a system works, affects individuals' ability to access a service quickly (Omoge et al., 2022). Service Quality, which encompasses how people interact, shapes

perceptions of reliability and care (Choudhury, 2013). Content Quality, as reflected in the variety of available options and their usefulness, affects perceived value and the overall experience (Khuong An et al., 2024). It has been observed that these qualities are the foundation of modern business interactions.

Research shows that these quality dimensions positively affect Satisfaction by influencing how the service operates (Miao Guo, 2022; Verma & Yadav, 2023). Together, DeLone and McLean IS Success Model and the Expectation–Confirmation Model prove that System Quality, Content Quality, and Service Quality lead to Satisfaction, perceived value, and the plan to continue (Lee & Cho, 2021; Zhi Pan et al., 2022; Gupta & Singharia, 2021; Saggu & Mohan, 2025; An et al., 2022). In many electronic settings, Satisfaction is more strongly influenced by System Quality than by Service Quality (Li et al., 2016; Wang, 2008; Chen, 2010; Fang et al., 2011; Roy & Balaji, 2015; Erkmén & Turegun, 2022). Whereas behavioral outcomes are mediated by Satisfaction in these situations.

In addition, Price Value is an important metric because it reflects the balance between expenditure and value received (Fatma & Rahman, 2017). A favorable Price Value enhances Satisfaction by offering a compelling incentive to purchase. When consumers perceive that the price they pay is commensurate with the quality and benefits they receive, their overall experience is elevated, fostering a sense of fairness and trust in the brand (Fatma & Rahman, 2017).

From Consumer Responses to Multidimensional Loyalty

Loyalty is a main goal in the world of selling, but it is often seen only as a plan to buy again or stay. (Gallarza et al., 2016) This simple way of looking at Loyalty overlooks its many facets. Loyalty must be viewed through many steps, thinking, feeling, wanting, and doing, which shows how people judge, how their hearts attach, what they intend, and how they act (Fatma & Rahman, 2017).

Current scholarly investigations provide some support for this path, but usually examine only one part. Research in marketing literature often uses the plan to stay or telling others as a way to measure Loyalty (Dhiman et al., 2022; Yousaf et al., 2021; Zhi Pan et al., 2022). More recent work distinguishes between Loyalty in the heart and Loyalty in action (Zabel et al., 2024). It has been observed that these ways of looking do not capture the full chain by which Loyalty is built. The full story of how people become loyal is not told in these studies.

Satisfaction and Delight are expected to change these steps in different ways when we look at how people behave. Satisfaction, which is a way of judging with the mind, is closely linked to how beliefs and heart attachments are made. Delight, a reaction of the heart, might have greater power to shape how people join and intend to stay. Satisfaction and Delight are considered distinct triggers. Many people believe that feelings and the pursuit of pleasure can influence their actions (Talwar et al., 2023; Ajith et al., 2025; Chavadi et al., 2025).

Insights from consumer behavior literature illustrate how individuals perceive shifts in quality and how loyalty can develop along two distinct routes (Andreassen & Lindestad, 1998). Satisfaction serves as a mediator for the mind, while Delight serves as a mediator for the heart, because both mediate different aspects of Loyalty (Ahrholdt et al., 2016; Oliver et al., 1999; Wang, 2011; Ahrholdt et al., 2019). Practical evidence shows that Satisfaction and Delight can build Loyalty thinking, feeling, and wanting, either separately or together (Kim et al., 2015; Breckler, 1984).

Role of Prior Service Consumption Experience and Research Gap

Human reactions do not remain identical because individual backgrounds differ. Prior Service Consumption Experience determines how individual participants perceive service attributes and form their intentions (Ahrholdt et al., 2019). When individual participants gain more knowledge through experience, their views become steadier as they rely on their memory rather than new feelings alone. Service attributes are interpreted differently depending on the accumulated knowledge. Experts claim that the way Satisfaction and Delight influence loyalty varies with participants' background knowledge. Scholarly investigations show that Prior Service Consumption Experience works as a moderator (Ahrholdt et al., 2016; Ahrholdt et al., 2019). Experienced individuals are less affected by small changes in service attributes because they continue to follow their old habits. It has been observed that the connection between emotional states and loyalty remains under investigation.

Despite numerous scholarly investigations, significant knowledge gaps remain in the current literature. First, Satisfaction and Delight are rarely included in a single model, making it difficult to determine how they work together. Second, many people believe that treating loyalty as a single result is a mistake. Third, System Quality, Content Quality, Service Quality, Price Value, and Video Content Availability are usually studied in isolation, but they should be considered together. Finally, the moderating role of Prior Service Consumption Experience remains poorly understood.

This study examines these voids by situating System Quality, Content Quality, Service Quality, Price Value, and Video Content Availability within the Stimulus–Organism–Response framework. This study measured how these parts create Satisfaction and Delight. It has been observed that logic and emotions work together to build loyalty. Post-consumption behavior is better understood when these factors are combined, creating a more comprehensive marketing view.

THEORETICAL FOUNDATION

Internal psychological states are shaped by external stimuli before individual participants act. Many people believe that service attributes trigger changes in individual participants' feelings. In this model, System Quality, Content Quality, Service Quality, Price Value, and Video Content Availability were considered triggers. Satisfaction and Delight are regarded as internal reactions of the users. Experts claim that Satisfaction is a logical judgment (Oliver, 1981; 1999) while Delight is a feeling

of joy (Oliver et al., 1997; Ahrholdt et al., 2016). Loyalty is viewed as a multi-step process that involves thinking and acting (Oliver, 1997), consistent with the tripartite attitude framework (Breckler, 1984).

Service Attributes → Satisfaction and Delight.

Perceptions of service attributes form the basis for how individual participants judge a service. System Quality refers to the reliability and speed of the digital environment. It has been observed that Service Quality includes factors such as help and trust. Content Quality indicates whether the material is useful and diverse, as individual participants want both functional value and a good experience.

Previous scholarly investigations have demonstrated that these quality components positively affect Satisfaction (DeLone & McLean, 2003; Verma & Yadav, 2023). Individual participants succeed when the service functions effectively. Many people believe that Delight occurs when a service exceeds expectations. Content Quality is especially significant in eliciting surprise and happiness among individual participants because it relates to enjoyment (Ahrholdt et al., 2016; Desiyante et al., 2018).

Accordingly:

H1a–c: System Quality, Service Quality, and Content Quality positively affect Satisfaction.

H2a–c: System Quality, Service Quality, and Content Quality positively affect Delight.

Price Value → Satisfaction and Delight

Price Value refers to the assessment of the trade-off between perceived advantages and monetary costs (Venkatesh et al., 2012). Because Price Value strengthens the logical rationale for spending and increases perceived value, Satisfaction improves. Experts claim that Price Value helps the mind understand why money is given for a service. Price Value provides a logical justification for people to decide to buy products.

Good thoughts about price can also awaken happy feelings. When people who buy see greater value than they thought, feelings of joy or wonder can arise, leading to Delight (Oliver, 1981; Torres & Kline, 2006). It has been observed that feelings are as important as logic in this process. Positive feelings arise when the cost seems small relative to gains.

Accordingly:

H3a: Price Value positively affects Satisfaction.

H3b: Price Value positively affects Delight.

Satisfaction and Delight → Multidimensional Loyalty

Satisfaction is a judgment of the mind, and Satisfaction is expected to change how beliefs are formed and how the heart connects. Because Satisfaction builds this connection, loyalty of the mind and heart is formed. Although Delight is an emotional reaction, it is expected to have a greater influence on people's continued involvement and intention to return. It has been said that Delight matters most when the service experience is the main focus. Buyers' intentions are influenced by Delight.

Past studies suggest that the mind and heart operate in distinct ways that foster loyalty (Ahrholdt et al., 2016; Kim et al., 2015, Pagidimarri et al., 2026). The steps of loyalty are connected linearly. While loyalty of the mind and heart influences the intention to act, that intention leads to actual behavior. Scientific reports claim that these pathways must function together. The final results are shaped by the combined forces of thoughts and feelings.

Accordingly:

H4a-c: Satisfaction positively affects Cognitive, Affective, and Conative Loyalty.

H5a-c: Delight positively affects Cognitive, Affective, and Conative Loyalty.

H6a-c: Cognitive and Affective Loyalty positively affect Conative Loyalty, which positively affects Behavioral Loyalty.

Moderating Role of Prior Service Consumption Experience

The way people react is shaped by their history with the service. Prior Service Consumption Experience refers to the knowledge and firm-specific expectations people have gained through repeated service encounters (Chandrashekar et al., 2007; Ahrholdt et al., 2016). Experts believe that Prior Service Consumption Experience creates a foundation for future choices. Familiarity is built through repeated meetings between the user and the service.

As experience increases, consumers rely less on immediate evaluations and more on established beliefs, reducing the marginal impact of Satisfaction and Delight on loyalty formation. Conversely, less experienced consumers are more influenced by recent evaluations and their emotional responses.

As the history of using a service grows, individuals focus less on what happens today and more on the beliefs they already hold about the service. This means that the power of Satisfaction and Delight in building loyalty diminishes. While this happens to experienced people, those with little experience are more moved by what they feel in the moment. It is often observed that new users follow their immediate feelings when using a product. Decisions are guided by old habits in people who have used the services for a long time.

Accordingly:

H8a-H8f: Prior Service Consumption Experience moderates the relationships between Satisfaction and Delight with Cognitive, Affective, and Conative Loyalty.

Mediation Effects of Satisfaction and Delight

Within the S-O-R system, Satisfaction and Delight serve as the middle link connecting service features to loyalty outcomes. The characteristics of a service change how the mind internally judges things, and these judgments then shape how a person acts. Many scholars argue that Satisfaction and Delight are the path between the service and the user's action. A person's internal state is affected by the quality of service.

Prior research has shown that how people perceive excellence and worth shapes loyalty through Satisfaction (Pan et al., 2022). Emotional reactions, such as delight, also provide another avenue through which the value of an experience changes how people behave (Desiyante et al., 2018). It is widely stated that the heart and mind lead to the same destination. Behavior is influenced by these different evaluation channels.

Satisfaction and Delight work as two side-by-side bridges. These two bridges show different ways of thinking and feeling, rather than forming a single line.

Accordingly:

H9a-I: Satisfaction mediates the relationships between System Quality, Service Quality, Content Quality, and Price Value with Cognitive, Affective, and Conative Loyalty.

H10a-I: Delight mediates the relationships between System Quality, Service Quality, Content Quality, and Price Value with Cognitive, Affective, and Conative Loyalty.

Role of Video Content Availability

Video Content Availability shows what people think about the quantity and ease of access to the content offered. Although the quality of the items shows how good each item is, Video Content Availability indicates whether the entire collection meets people's changing needs. Experts claim that variety keeps users engaged. Modern users expect a wide selection.

From a behavioral perspective, having many choices reduces the feeling of being limited and increases the perceived value of a service. Because many choices are available, people can easily discover new things. These results help Satisfaction because people feel they have enough, and they help Delight because new and surprising things are found. It has been observed that a wide range of options creates a happy heart. A person's mind is comforted by the presence of many possibilities.

Accordingly:

H7a: Video Content Availability positively affects Satisfaction.

H7b: Video Content Availability positively affects Delight.

RESEARCH METHODOLOGY

A quantitative, cross-sectional survey design was used to examine how purchasing individuals form judgments about assistance occurrences, showing how these judgments evolve into loyalty through cognitive processes, such as satisfaction, and emotional responses, such as Delight. The authors chose the digital video consumption services sector for this study because these services are used daily, and all constructs can be effectively evaluated. While users often form judgments about their choices, the low cost of switching to a different provider makes studying digital video consumption services very important.

The study focused on a group of individuals from India aged 18 or older. These participants are Indian consumers who use multiple digital platforms and have maintained their paid subscriptions for at least 3 months. To ensure they had adequate experience to provide insightful responses, participants were required to have used at least two digital platforms. It has been noted that spending sufficient time with digital video services enables individuals to make more informed judgments. Since the researchers aimed to explore professionally curated environments, digital platforms that predominantly feature user-generated content were excluded from the study. A survey panel provider was used to collect the data from 440 respondents. All the constructs are measured using established scales from the marketing and IS literature.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling with SmartPLS (v4.1.1). This method was selected to predict the simultaneous interactions of various factors. The analysis included several control variables, such as age, gender, education, household income, and the frequency of digital video service usage.

Sample Characteristics and Usage Profile

The researchers gathered personal details about the participants to fully describe them. This information

helped see if the results could apply to different groups. Many think knowing the participants' sex, age, and job makes the research stronger. The final group of 440 people was almost evenly split by gender, with 49.8% males and 49.8% females. Most were young, with 72% aged 18–34. Most survey participants were well educated, with over 90% holding at least a bachelor's degree. The group included full-time workers, students, and small business owners. Most participants had never been married. Family incomes varied, but many earned high monthly incomes, with 35.7% making more than Rs. 100,000.

People are very engaged with digital video services. About 52.5% used both paid and free services, while 47.5% used only paid ones. Many people are careful with money, as 48% spend between Rs. 250 and Rs. 499 monthly. Experts say sharing accounts is a common way to save money on these services. Participants used more than one service at a time and accessed them on different devices. Smartphones were the most common for watching videos, but many also used smart TVs and laptops. To maintain study stability, platforms where users create content were excluded. This was to focus only on professionally organized digital video services. Experts say people judge professional content differently from user-created content.

Table 1: Demographic Characteristics

Demographics	Category	% (n=440)
Gender	Male	49.8
	Female	49.8
	Prefer not to say	0.5
Age	18–24	35.7
	25–34	36.6
	35–44	17.0
	45 & above	10.7
Education	High School / College	5.3
	Bachelor's	40.5
	Master's	34.3
	Professional / Doctorate	20.0
Marital Status	Married	39.8
	Never Married	60.0
	Widowed	0.2
Employment	Full-time	46.8
	Part-time	7.5
	Self-employed	10.2
	Student	30.9
	Unemployed / Retired	4.6
Household Income	< Rs.40,000 / Not disclosed	26.8
	Rs.40,000–79,999	25.7
	Rs.80,000–99,999	11.8
	≥ Rs.100,000	35.7

Demographics	Category	% (n=440)
Subscription Type	Paid	47.5
	Both Free + Paid	52.5
OTT Monthly Spend	< Rs.499	63.9
	Rs.500–999	27.3
	≥ Rs.1000	8.8

Measurement Model Assessment

The researchers employed PLS-SEM to evaluate the measurement model, as it is crucial to confirm the reliability and uniqueness of the theoretical concepts before testing structural relationships. Given that the study utilized reflective measures and had an adequate sample size ($N = 440$), the robustness of the measurement model was evaluated through factor analysis. Experts in academia assert that this approach validates the stability of the research framework.

The reliability of the measured items was deemed satisfactory, with most outer loadings surpassing the recommended threshold of 0.70. It is widely believed that loadings above 0.80 signify strong item-level reliability. The data demonstrated internal consistency, with Cronbach's alpha ranging from 0.726 to 0.852. The composite reliability (CR) values, ranging from 0.840 to 0.900, exceeded the standard criteria.

Table 2: Reliability and Validity

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Action Loyalty (AL)	0.85	0.90	0.69
Affective Loyalty (AfL)	0.83	0.89	0.66
Cognitive Loyalty (CL)	0.83	0.89	0.66
Conative Loyalty (CoL)	0.85	0.90	0.69
Content Quality (CQ)	0.78	0.87	0.70
Service Quality (SQ)	0.75	0.84	0.57
System Quality(SyQ)	0.78	0.86	0.60
Customer Delight (CD)	0.73	0.85	0.65
Customer Satisfaction (CS)	0.80	0.88	0.71
Price Value (PV)	0.82	0.87	0.64
Video Content Availability (VCA)	0.75	0.89	0.80

PLS-SEM was used to check the measurement model to confirm the constructs' reliability and uniqueness before examining relationships. The reliability of the items was sufficient, with most loadings above 0.70. The data showed internal consistency, with Cronbach's alpha ranging from 0.726 to 0.852. The composite reliability (CR) ranged from 0.840 to 0.900, exceeding the standard threshold. Convergent validity was confirmed, as all average variance extracted (AVE) values exceeded 0.50. Discriminant validity was checked using the Fornell–

Larcker criterion. This test showed that all concepts were distinct, even similar ones like Content Quality, Satisfaction, Delight, and Video Content Availability.

All VIF values were below 3.3 for the baseline model and 3.7 with Video Content Availability, proving that bias was not an issue. The stable VIF values suggest that Video Content Availability is an independent predictor rather than a moderating concept. Overall, the measurement model is reliable and has convergent validity.

Table 3: Fornell-Larcker Criterion

	Action Loyalty	Affective Loyalty	Cognitive Loyalty	Conative Loyalty	Content Quality	Delight	PSCE	Price	Satisfaction	Service Quality	System Quality	VCA
Action Loyalty	0.83											
Affective Loyalty	0.68	0.81										
Cognitive Loyalty	0.80	0.70	0.81									
Conative Loyalty	0.71	0.67	0.75	0.83								
Content Quality	0.76	0.67	0.75	0.73	0.83							
Delight	0.79	0.69	0.75	0.73	0.77	0.80						
PSCE	0.24	0.21	0.24	0.17	0.25	0.22	1.00					
Price	0.74	0.70	0.75	0.68	0.75	0.74	0.25	0.80				
Satisfaction	0.77	0.72	0.71	0.70	0.74	0.79	0.20	0.76	0.84			
Service Quality	0.78	0.69	0.73	0.67	0.75	0.77	0.27	0.77	0.81	0.75		
System Quality	0.70	0.69	0.67	0.62	0.78	0.72	0.21	0.70	0.74	0.73	0.77	
VCA	0.76	0.65	0.74	0.61	0.74	0.74	0.19	0.72	0.74	0.71	0.65	0.90

AVE value are along the diagonal

<Insert Table 4: Full Collinearity>

Structural Model Results

The structural model results reveal distinct roles for service attributes, Price Value, and Video Content Availability in shaping Satisfaction and Delight, which, in turn, influence different stages of loyalty.

Table 4: Full Collinearity

IV -> DV	VIF
CQ -> CD	3.71
CQ -> CS	3.71
SQ -> CD	3.27
SQ -> CS	3.27
SyQ -> CD	2.98
SyQ -> CS	2.98
PV -> CD	3.21

PV -> CS	3.21
PSCE -> AfL	1.05
PSCE -> CL	1.05
PSCE -> CoL	1.07
VCA -> CD	2.71
VCA -> CS	2.71
CS -> AfL	2.69
CS -> CL	2.69
CS -> CoL	3.25
CD -> AfL	2.71
CD -> CL	2.71
CD -> CoL	3.38
AfL -> CoL	2.51
CL -> CoL	2.76
CoL -> AL	2.35

Antecedents of Satisfaction and Delight

Service Quality ($\beta = 0.371$) was the main driver of Satisfaction, followed by Video Content Availability ($\beta = 0.204$) and System Quality ($\beta = 0.193$). Content Quality has a very small impact on Satisfaction ($\beta = 0.054$). Experts claim that Delight is impacted by Content Quality ($\beta = 0.208$), Service Quality ($\beta = 0.271$), Video Content Availability ($\beta = 0.216$), and System Quality ($\beta = 0.121$). Price Value alters both Satisfaction ($\beta = 0.150$) and Delight ($\beta = 0.133$) meaningfully.

The final figures reveal a notable distinction between judgments based on logic and those rooted in emotion. Satisfaction stems from the product's functionality and the company's support, whereas Delight arises from the experience of using the product and its materials. It has been noted that Video Content Availability serves a dual role, addressing both the product's adequacy and the user's sense of connection to the service. Although initially considered an intermediary factor, Video Content Availability did not exhibit any intermediate effects. With subsequent adjustments to the model, Video Content Availability is now regarded as a direct cause. It has assumed the explanatory power once held by Content Quality, as it better accounts for Satisfaction. Many believe that users can differentiate between the quality of an individual item and the overall volume of material provided. The total amount of material significantly influences people's final decisions.

Effects of Satisfaction and Delight on Loyalty

Loyalty is influenced in diverse ways by both Satisfaction and Delight, though the impact varies across periods. Satisfaction was positively associated with cognitive ($\beta = 0.306$), affective ($\beta = 0.461$), and conative loyalty ($\beta = 0.164$). Delight also has positive effects on cognitive ($\beta = 0.490$), affective ($\beta = 0.315$), and conative loyalty ($\beta = 0.239$), with greater power for cognitive and conative areas. Many people believe that these two factors work together to build strong relationships.

These results indicate that Satisfaction mainly drives emotional connection, while Delight plays a larger role in belief-based judgment and in the commitment that comes from intention. Satisfaction reinforces how individuals feel about the help provided, whereas Delight strengthens how people think and their choice to continue participating. It has been observed that Satisfaction works on feelings, whereas Delight works on the mind.

Loyalty Progression

The data support the idea that loyalty occurs in a sequence of steps. Cognitive loyalty was a strong predictor of conative loyalty ($\beta = 0.356$), confirming that cognitive loyalty is the primary bridge between judgment and intention. Affective loyalty does not predict conative loyalty ($\beta = 0.146$, $p = 0.064$), suggesting that emotional feelings alone may not translate into behavior in the absence of cognitive reinforcement. Action loyalty was significantly predicted by conative loyalty ($\beta = 0.208$), which explained much of the variance ($R^2 = 0.648$). Scholars claim that thinking processes are the main tools that allow both Satisfaction and Delight to become actions.

Table 5: Direct Effects (H1a-H6c results)

Hypothesis	Relationship	coefficients (β)	Sample mean (M)	Standard deviation (STDEV)	T- stat	P value	Result
H1a	SyQ -> CS	0.193	0.193	0.046	4.172	0	Supported
H1b	SQ -> CS	0.371	0.372	0.057	6.503	0	Supported
H1c	CQ -> CS	0.054	0.053	0.055	0.986	0.324	Not Supported
H2a	SyQ -> CD	0.121	0.12	0.053	2.264	0.024	Supported
H2b	SQ -> CD	0.271	0.272	0.051	5.372	0	Supported
H2c	CQ -> CD	0.208	0.208	0.07	2.988	0.003	Supported
H3a	PV -> CS	0.15	0.151	0.056	2.692	0.007	Supported
H3b	PV -> CD	0.133	0.135	0.062	2.142	0.032	Supported
H4a	CS -> CL	0.306	0.304	0.07	4.369	0	Supported
H4b	CS -> AfL	0.461	0.461	0.071	6.443	0	Supported
H4c	CS -> CoL	0.164	0.162	0.072	2.278	0.023	Supported
H5a	CD -> CL	0.49	0.492	0.071	6.918	0	Supported
H5b	CD -> AfL	0.315	0.316	0.074	4.282	0	Supported
H5c	CD -> CoL	0.239	0.239	0.074	3.24	0.001	Supported
H6a	CL -> CoL	0.356	0.356	0.079	4.497	0	Supported
H6b	AfL -> CoL	0.146	0.148	0.079	1.852	0.064	Not Supported
H6c	CoL -> AL	0.208	0.207	0.062	3.341	0.001	Supported

Mediation Effects

An examination of mediation reveals that satisfaction functions as a consistent cognitive pathway linking the attributes of assistance provided to loyalty. The impacts of help quality, system quality, price value, and video content availability are mediated by satisfaction, which, in turn, is mediated by the cognitive, affective, and conative loyalty components. However, satisfaction does not mediate the relationship between content quality and

loyalty. Delight serves as a selective emotional pathway, conveying the effects of help quality and the availability of video content across loyalty domains. Scholars contend that delight assumes a more significant role when an individual's journey encompasses numerous experiences and discoveries rather than mere performance.

<Insert Table 6: Direct effects of VCA as predictor (H7a and H7b)>

Table 7: Mediation Analysis (H9a-H9i; H10a-H10i)

Hypothesis	Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T stat	P value	Mediation
H9a	SyQ -> CS -> CL	0.059	0.059	0.02	3.007	0.003	Yes
H9b	SyQ -> CS -> AfL	0.089	0.09	0.028	3.214	0.001	Yes
H9c	SyQ -> CS -> CoL	0.032	0.031	0.016	1.976	0.048	Yes
H9d	SQ -> CS -> CL	0.114	0.113	0.032	3.604	0	Yes
H9e	SQ -> CS -> AfL	0.171	0.171	0.035	4.857	0	Yes
H9f	SQ -> CS -> CoL	0.061	0.06	0.028	2.156	0.031	Yes
H9g	CQ -> CS -> CL	0.017	0.016	0.017	0.969	0.333	No
H9h	CQ -> CS -> AfL	0.025	0.025	0.026	0.957	0.339	No
H9i	CQ -> CS -> CoL	0.009	0.01	0.011	0.793	0.428	No
H9j	PV -> CS -> CL	0.046	0.046	0.021	2.179	0.029	Yes
H9k	PV -> CS -> AfL	0.069	0.07	0.028	2.44	0.015	Yes
H9l	PV -> CS -> CoL	0.025	0.025	0.015	1.637	0.102	No
H10a	SyQ -> CD -> CL	0.059	0.059	0.028	2.148	0.032	Yes
H10b	SyQ -> CD -> AfL	0.038	0.038	0.02	1.885	0.059	No
H10c	SyQ -> CD -> CoL	0.029	0.029	0.017	1.726	0.084	No
H10d	SQ -> CD -> CL	0.133	0.133	0.03	4.398	0	Yes
H10e	SQ -> CD -> AfL	0.086	0.086	0.026	3.277	0.001	Yes
H10f	SQ -> CD -> CoL	0.065	0.065	0.023	2.826	0.005	Yes
H10g	CQ -> CD -> CL	0.102	0.103	0.039	2.603	0.009	Yes
H10h	CQ -> CD -> AfL	0.066	0.065	0.026	2.509	0.012	Yes
H10i	CQ -> CD -> CoL	0.05	0.052	0.027	1.872	0.061	No
H10j	PV -> CD -> CL	0.065	0.068	0.035	1.881	0.06	No
H10k	PV -> CD -> AfL	0.042	0.043	0.024	1.782	0.075	No
H10l	PV -> CD -> CoL	0.032	0.033	0.019	1.694	0.09	No

Moderating Role of Prior Service Consumption Experience

The effects of Prior Service Consumption Experience show that greater experience reduces the power of quick

judgments. The link between Satisfaction and affective loyalty ($\beta = -0.167$) is negatively affected by experience, and experience also changes the link between Delight and cognitive loyalty ($\beta = -0.153$), while the other paths remain the same. Individuals with extensive experience

rely less on recent feelings because they draw on their existing knowledge. People with low experience are more easily moved by Satisfaction and Delight. Experts claim

that accumulated knowledge is more important for older adults.

Table 8: Moderation effects (H8a to H8f)

Hypothesis	Relationship	Original Sample (O)	T- stat	P value	Result
H8a	CS -> CL	0.151	1.96	0.05	Not Supported
H8b	CS -> AfL	-0,167	2.458	0.014	Supported
H8c	CS -> CoL	-0.031	0.493	0.622	Not Supported
H8d	CD -> CL	-0.153	2.272	0.023	Supported
H8e	CD -> AfL	0.081	1.111	0.266	Not Supported
H8f	CD -> CoL	0.076	1.215	0.224	Not Supported

Moderator: PCSE

Model Performance

The structural model shows a very high explanatory power. Factors that show the future explain 75% of the difference in Satisfaction results, 71.3% in Delight, and between 55.9% and 70.1% across loyalty areas. The

adjusted R² values indicate that these links are strong. A good fit was evident in the model, with an SRMR of 0.076. Video Content Availability was included as an independent factor, thereby improving the model's performance and strengthening the explanation. It is stated that the model is reliable for examining these connections.

Table 9: Model Performance

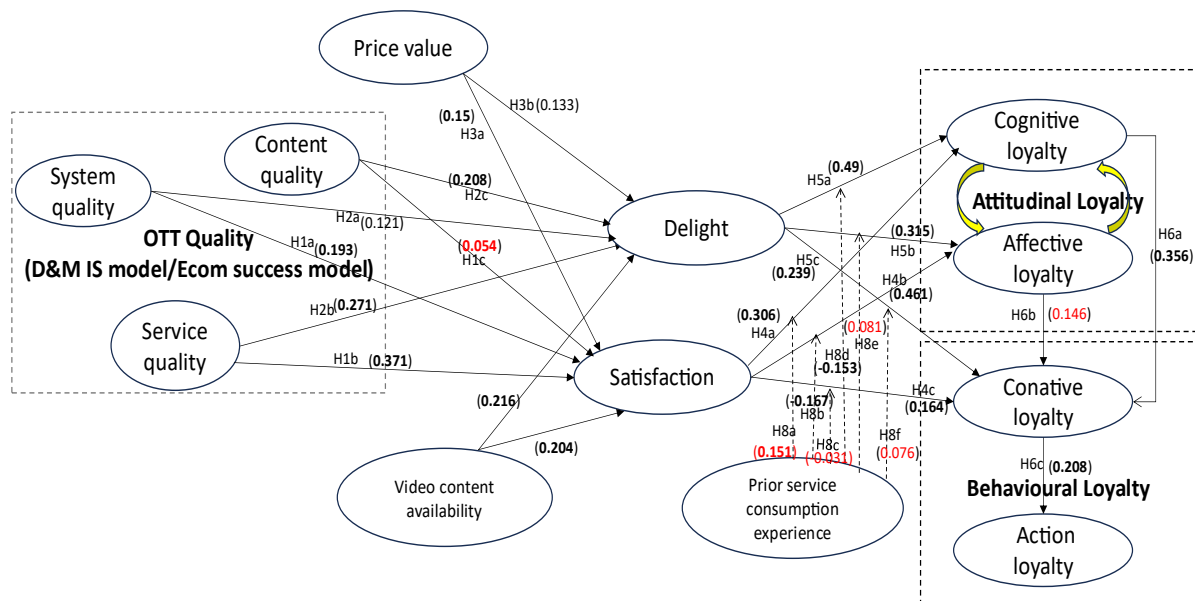
	R-square	R-square adjusted
Action Loyalty	0.701	0.699
Affective Loyalty	0.559	0.556
Cognitive Loyalty	0.6	0.598
Conative Loyalty	0.648	0.644
Delight	0.713	0.71
Satisfaction	0.75	0.747

Summary of Findings

Data on user behavior supports a dual-path mechanism. Satisfaction is primarily influenced by factors such as the assistance provided and the availability of video content, whereas Delight is driven by the nature of the experience, particularly the quality of the content and the availability

of video content. These emotions affect loyalty in distinct ways: Satisfaction strengthens emotional connections, while Delight bolsters the commitment rooted in thought and intention. Cognitive loyalty serves as the main link between judgment and behavior. Many experts argue that forming beliefs is crucial for transforming cognitive and emotional responses into enduring loyalty.

Figure 1: Structural Model



DISCUSSION

This study shows that people become loyal to services in two main ways: Satisfaction and Delight. These are different but work together. Satisfaction and Delight arise from both thinking and feeling simultaneously, which affect loyalty in different ways. The study explains how thinking and feeling work together. The research explains the difference between practical parts and experiential parts. Satisfaction is about how well something works and its value. It is mainly affected by System Quality, Service Quality, Price Value, and Video Content Availability. Experts say Delight is more about Content Quality and Video Content Availability because emotions are linked to how rich and new the experience is. Content Quality does not affect Satisfaction, meaning people see individual quality as separate from overall adequacy.

The study shows that having a lot of video content is the main factor influencing how people think and feel. It's not just a side feature; it greatly affects how satisfied and happy people are by allowing them to explore more and face fewer limits. People care more about having many choices and easy access than about quality. The research helps us understand loyalty as a step-by-step process. Satisfaction and Delight both affect how people think, feel, and act loyally, but they do so differently. Satisfaction mainly strengthens relationships. Experts say Delight has a bigger impact on how people think and act loyally. Thinking with loyalty turns thoughts into intentions, because feelings alone don't always lead to action. Feelings need to be supported by thoughts to keep people committed to their actions. Satisfaction and Delight occur simultaneously, as the results show. They don't happen one after the other. Satisfaction consistently leads from practical and value parts to loyalty. Delight

boosts loyalty only when service experiences are deeply engaging and new.

When people use a service more, their connections to it change. Experts say these connections don't stay the same. As people use a service more, they depend less on their immediate feelings and more on what they have learned over time. This knowledge makes Satisfaction and delight less important. It's important to consider a person's experience because it shapes their loyalty to a service.

The study shows how people behave as consumers. Loyalty comes from doing things well, being part of the experience, and changing the user's history with the service. Loyalty doesn't come from just one way of checking, but from a mix of many things. These parts work together to create a strong connection between the person and the service.

Theoretical and Managerial Contributions

Theoretical Contributions

This research shows that people become loyal to brands in two ways: Satisfaction and Delight. These two feelings work together in the S-O-R framework. Many believe that emotions and thoughts help people decide what to buy. Satisfaction and Delight are like two paths that lead to loyalty in different steps. Experts say emotions are not just small parts of thinking. Instead, Satisfaction and Delight shape how loyalty forms as people move through different stages of the buying process.

Studies show that satisfaction strengthens emotional connections. Delight is more powerful than just thinking or acting loyal. Experts say Delight is important for what people plan to do when buying. This study challenges the old idea that only satisfaction matters for loyalty. Loyalty theory improves when we explain how it forms. Experts

say thinking loyalty is how evaluation turns into action. Satisfaction and Delight affect many steps, but emotional loyalty alone does not lead to actions. Video Content Availability is a key part of evaluation, not just a small detail. It strongly affects Satisfaction and Delight, so buyers consider if there is enough content, separate from its quality. The foundation of VCA helps build the overall evaluation. The S–O–R framework now includes Prior Service Consumption Experience. This part looks at how buyers differ and how these patterns change over time. As people gain more buying experience, the impact of Satisfaction and Delight lessens. This happens because evaluations become more stable as buyers learn more. Stability in loyalty forms when buyers use knowledge-based evaluations.

Managerial Implications

The research shows how to keep customers interested and coming back. Businesses need to do more than just satisfy customers; they need to make them happy to change their behavior. Good systems and services build trust and satisfaction, but they aren't enough without an emotional connection. Without this, customer engagement strategies are incomplete. Leaders need to know the difference between content quality and availability. While quality is important, easy access is more crucial. People like having many options, as finding the right choice matters more than small quality improvements. Engagement strategies work better with more variety.

Leaders should use two-way designs to connect technically and emotionally. Reliable systems and good support keep customers satisfied, while diverse experiences make them happy. Both are needed for loyalty. Experts say engagement strategies work best when they are combined. Past experiences show that strategies should be tailored to different groups. New users are influenced by feelings, while experienced users need special offers to stay interested. Researchers say strategies should be personalized as users change over time.

LIMITATIONS AND FUTURE RESEARCH

This study has some weaknesses that suggest areas for future research. All the participants were city residents, which might make it hard to apply the findings to people from different backgrounds or cultures. Including a more diverse group of participants would strengthen the study. The study only looked at one point in time, so it is hard to see how buyers' feelings change over the years. A single snapshot cannot show the full picture of loyalty. A long-term study could give a better understanding, as satisfaction and delight lead to lasting habits. While this study focused on items people often buy, future research could test whether the same ideas apply across different help centers to determine their usefulness everywhere. Other factors that cause delight, like personal touches or suggestions, need more careful study. These are thought to help build strong emotional connections and loyalty. Future studies can examine factors such as people's lifestyles or culture, as this research helps explain why buyers make different choices and how they become loyal

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