

Indirect impact of professional interpersonal communication styles on  
service use intentions and moderating role of consumer cynicism:  
Insights from prospective online MBA students

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# Indirect impact of professional interpersonal communication styles on service use intentions and moderating role of consumer cynicism: Insights from prospective online MBA students

## **Abstract**

This research explained the significant role of professional communication style (affiliative) that significantly influenced service use intentions of prospective MBA students in online education context (via sequential mediators of service authenticity, organisational trust, brand experience and satisfaction). Furthermore, this study confirmed a moderating role of consumer cynicism that weakens the relationship between customer satisfaction and service use for prospective MBA students high in cynicism.

**Subject Areas:** *Consumer Behavior; Consumer Services; Customer Relationship Management and Customer Satisfaction*