

Determinants Of Customer Loyalty In The Uk Le Phone Market

Discusses the main issues, challenges, opportunities, and trends related to this explosive range of new developments and applications, in constant evolution, and impacting every organization and society as a whole. This two volume handbook supports post-graduate students, teachers, and researchers, as well as IT professionals and managers.

Doctoral Thesis / Dissertation from the year 2020 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, , language: English, abstract: This study provides empirical evidence to clarify calls for insights on the lack of work on resorts specifically the five-star resorts sector which is referred to works by Line and Runyan in identifying the deficiency in empirical evidence towards literature on resorts. This study provides new evidence into the formation of loyalty determinants in the five-star resorts, specifically in the Malaysian tourism industry. Although various studies have been conducted by scholars to identify such a phenomenon, very few has identified salient marketing strategies to be of value to practitioners, in overcoming the lack of loyal customers. This study frames the current problems faced by academia, the industry and the government to produce a cogent discussion on how to solve these problems by providing a strong and tested strategy, the service guarantee, to enhance customer loyalty in the resort sector. Problems associated with the industry and marketing gaps in literature are mainly based on a lack of strategy and factors in determining loyalty from the customers' perspective. Based on gaps in literature related to the hospitality industry as a whole a lack of a structural modelling and is identified. The second order latent modelling that this study envisions, would provide clearer directions to the industry and other stakeholders to develop and mitigate customer centric marketing strategies to acquire and retain their target markets.

Tourism is identified as one of the major potential industries of Thai economy. Tourism is considered to be a top priority for the following reasons: Firstly, it is an industry requiring much labor, thus it provides many jobs for city residents, by which it helps to solve unemployment for society. Secondly, it is an industry which brings with it many important benefits, improving the social-economic situation, and enhancing income for people. Thirdly, it can promote peace, enhancing common understanding and building a unified and sustainable country. In the last years, Thailand's tourism industry has made significant progress and contributed significantly to the economic development and social progress of the nation. In the context of international integration, the Thailand government has focused on developing the tourism industry even further, enhancing service quality, and expanding operations scale. As a result, the number of tourists coming to Thailand has increased significantly between 2009 and 2015. This study investigates the perceived value, satisfaction and revisit of Russian tourists who visit Thailand on the basis of selected tourism destinations in Bangkok, Thailand.

"This book provides original, in-depth, and innovative articles on telecommunications policy, management, and business applications"--Provided by publisher.

The primary objective of this study is to identify the key relational benefits linked to customer club effectiveness: also to judge whether the impact of a relational benefit may vary between members and non-members: between high product involvement and low product involvement customers and between foreign made products and locally made products. In addition, this research seeks to establish which relational benefits need to be emphasized in customer club planning.

This book is based on a selection of thoroughly revised and extended best papers from the 8th Workshop on E-Business (WEB 2009) held in Phoenix, AZ, USA, on December 15th, 2009. The 29 papers, which were selected from 70 presentations at the workshop, highlight the enormous developments and potential of e-business at a time when new technologies like cloud computing, collective intelligence, and multi-sided platforms are burgeoning. Among the topics covered are Web-based information systems, RFID and supply chain management, process modeling and standardization, security and privacy issues, social networking and mobility, e-services and market mechanisms, IT portfolio management, and other special topics in e-business such as electronic invoicing.

A brand is a valuable asset, and loyalty to a particular brand is the source of revenue and profitability of the business. Brand loyalty is significant for the business growth and expansion of companies in the electronics sector. A populated country, Bangladesh has a substantial expenditure on electronic appliances, and the demand for these household items increases over the period; however, customers are not always loyal to a particular brand. Marketing literature shows that customer satisfaction and brand confidence directly affect brand loyalty, and brand trust mediates their relationship. Due to the technological advance of social media, technology has an essential role in the customer's decision to buy household appliances. The existing literature has not focused on this massive demand for electronic appliances, customer satisfaction, loyalty, trust, and social media's significant role in consumer buying behavior. The book shoed the investigation of the effect of customer satisfaction and brand trust of electronic home appliances on brand loyalty and the mediating role of brand trust in customer satisfaction and trust relationship. The study also examined the extent to which customers believe social media information influences them. The study gathered data from 523 Bangladeshi respondents from Dhaka by conducting a survey. The data were analyzed with SPSS and CB-SEM (AMOS) for the hypothesis test. The findings revealed that customer satisfaction and brand trust significantly impact brand loyalty, and social media moderates those significant relationships. The result of the study contributed to the expectancy-disconfirmation theory, trust-commitment theory, brand loyalty theory, and theory of reasoned action by presenting empirically-based insight into customer satisfaction, brand trust, and brand loyalty constructs in electronic home appliances in Bangladesh. In addition, the results provided a practical insight into marketing and brand management. They suggested the practicing managers in developing product quality with customer preference, building trust through maintaining brand image and creating awareness among the customers, and considering the significance of social media and its usage. The research used probabilistic sampling techniques, both rural and urban customers, only a single home appliance, and PLS-SEM statistical tool for analysis. Future researchers could focus and include other variables such as price or advertising; consider loyalty separately, and use both urban and rural customers to have better predictions.

Driven by rapidly changing business environments and increasingly demanding consumers, many organizations are searching for new ways to achieve and retain a competitive advantage via customer intimacy and CRM. This book presents a new strategic framework that has been tested successfully with various global companies. New management concepts such as Collaborative Forecasting and Replenishment, CRM, Category Management, and Mass Customization are integrated into one holistic approach. Experts from companies like McKinsey and Procter&Gamble, as well as authors from renowned academic institutions, offer valuable insights on how to redesign organizations for the future.

The value of advertising has always been an effective way to increase consumerism among customers. Through the use of emotional branding, companies and organizations can now target new and old patrons while building a strong relationship with them at the same time, to ensure future sales. Driving Customer Appeal Through the Use of Emotional Branding is a critical scholarly resource that examines the responses consumers have to differing advertising strategies, and how these reactions impact sales. Featuring relevant topics such as multisensory experiences, customer experience management, brand hate, and product innovation, this publication is ideal for CEOs, business managers, academicians, students, and researchers that are interested in discovering more effective and efficient methods for driving business.

Telecommunications service industry is a high velocity industry in the current business context. As such, in telecommunications industry, a dynamic change is taken-placed in the field of mobile phone services. The mobile phone today is not merely a device used to communicate through voice messages and written short messages. It has evolved to perform more than what it was initially intended to do, and today a

mobile phone is more like a mini computer. Customer loyalty endeavoured in the mobile phone services industry was evaluated using five key variables namely price, services quality, loyalty programmes, sponsorships, and switching costs. Accordingly, loyalty programmes, favourable price perceptions, and services quality have major positive impact on customer loyalty. This book introduces a classification of customers based on their level of loyalty and switching intention. Accordingly, six types of customers will be introduced together with the definition for each player based on their attitudes and behaviour.

With the increasing competition on the market, customer loyalty has become a decisive factor for long-term business profits. At its high, customer loyalty connotes the high entry barriers the competitor faces when entering the market, and it contributes significantly to a reduction of marketing costs. To attract new customers, companies are required to invest a lot of time and money which can result in uncertainties and risks over longer periods of time. The number of loyal customers as a sign of market share is more significant than the total number of customers. More loyal customers translate to high profits. Loyal customers will continue to purchase or receive the product or service from the same enterprises, and they will be willing to pay higher prices for the quality products and first-class services, thereby increasing sales revenue. Consequently, the focus of many enterprise managers at this point is on marketing management aspects to improve customer loyalty in order to gain the competitive advantage in the face of fierce competition. The importance of customer loyalty has been identified by many researchers and academics in the past years. This importance is also predominant in the telecommunication industry and, consequently, the Nigerian telecom industry. This book attempts to assess and analyze the variables that influence a mobile phone subscriber's loyalty and how Nigerian service providers can enhance this loyalty. The study is based on a survey that uses the quantitative approach. A structured questionnaire was developed and personally administered to a sample of University of Ilorin students across four major GSM operators in the country. Four hundred (400) respondents were sampled through a stratified random sampling. Out of this, three hundred and forty-eight (348) copies of the questionnaire, constituting an 87% response rate, could be used for the analysis. Of the eleven (11) operational factors that were used to assess loyalty of customers in the Nigeria Mobile Telecoms industry, all variables except Brand Image and Service Centre Quality were found to be capable of influencing customer loyalty and also considered as the most important loyalty variables in the industry. The unavailability of Mobile Number Portability was found to be a prominent factor in tying consumers down to service providers, while the generally low satisfaction with the present state of service delivery in the industry also plays a role. Therefore, the retention which the service providers were able to enjoy can be described as circumstantial. The given recommendations include that the service providers embark upon drives that will reduce dropped calls to a bare minimum, that they improve call quality, and that they develop SMS delivery standards.

Assessing Determinants of Customer Loyalty in an Online News Service Context Customer Loyalty and Brand Management MDPI
Loyalty is one of the main assets of a brand. In today's markets, achieving and maintaining loyal customers has become an increasingly complex challenge for brands due to the widespread acceptance and adoption of diverse technologies by which customers communicate with brands. Customers use different channels (physical, web, apps, social media) to seek information about a brand, communicate with it, chat about the brand and purchase its products. Firms are thus continuously changing and adapting their processes to provide customers with agile communication channels and coherent, integrated brand experiences through the different channels in which customers are present. In this context, understanding how brand management can improve value co-creation and multichannel experience—among other issues—and contribute to improving a brand's portfolio of loyal customers constitutes an area of special interest for academics and marketing professionals. This Special Issue explores new areas of customer loyalty and brand management, providing new insights into the field. Both concepts have evolved over the last decade to encompass such concepts and practices as brand image, experiences, multichannel context, multimedia platforms and value co-creation, as well as relational variables such as trust, engagement and identification (among others).

Retail Service Quality is a vital driver in determining customer satisfaction, which in turn promotes customer loyalty and reduces switching intentions. Service quality is a solution to build customer satisfaction which could lead to customer loyalty hence reducing switching intentions. The current study has investigated the interrelationship between service quality, customer satisfaction, customer loyalty with switching intentions of customers, and the moderating role of price discounts and store ethnicity, in a single framework. Random sampling was used by administering standardized questionnaires personally to 450 hypermarket customers located in the Eastern Province of Saudi Arabia. The results confirmed that retail service quality has significant positive influence on customer satisfaction, and the positive effect of customer satisfaction on customer loyalty. Besides, the study verified store ethnicity and price discounts acted as moderating mechanism for explaining the switching intentions of satisfied and loyal customers. The results serve as a guideline for top managers of the hypermarkets to design appropriate policies and strategies in terms of retail service quality, price discounts and identifying the needs of ethnic groups in a particular region. This will help to enhance customer satisfaction and customer loyalty hence reducing switching intentions of customers.

Customer Equity can help management allocate marketing spending for long-term profitability, understand the connection between budgets, metrics and financial performance, provide a customer focused approach for measuring firm value, and improve the productivity of CRM platforms by providing frameworks, tools and metrics. Customer Equity reviews current models, offers a typology, and examines the fundamental question of whether a customer equity orientation can put a firm in a competitive advantage to other firms. The authors review models that can increase customer equity by optimizing each of its drivers - customer acquisition, customer retention, and add-on selling. Customer Equity is important reading for marketing managers, marketing researchers, scholars and students.

In this pathbreaking book, world-renowned Harvard Business School service firm experts James L. Heskett, W. Earl Sasser, Jr. and Leonard A. Schlesinger reveal that leading companies stay on top by managing the service profit chain. Why are a select few service firms better at what they do -- year in and year out -- than their competitors? For most senior managers, the profusion of anecdotal "service excellence" books fails to address this key question. Based on five years of painstaking research, the authors show how managers at American Express, Southwest Airlines, Banc One, Waste Management, USAA, MBNA, Intuit, British Airways, Taco Bell, Fairfield Inns, Ritz-Carlton Hotel, and the Merry Maids subsidiary of ServiceMaster employ a quantifiable set of relationships that directly links profit and growth to not only customer loyalty and satisfaction, but to employee loyalty, satisfaction, and productivity. The strongest relationships the authors discovered are those between (1) profit and customer loyalty; (2) employee loyalty and customer loyalty; and

(3) employee satisfaction and customer satisfaction. Moreover, these relationships are mutually reinforcing; that is, satisfied customers contribute to employee satisfaction and vice versa. Here, finally, is the foundation for a powerful strategic service vision, a model on which any manager can build more focused operations and marketing capabilities. For example, the authors demonstrate how, in Banc One's operating divisions, a direct relationship between customer loyalty measured by the "depth" of a relationship, the number of banking services a customer utilizes, and profitability led the bank to encourage existing customers to further extend the bank services they use. Taco Bell has found that their stores in the top quadrant of customer satisfaction ratings outperform their other stores on all measures. At American Express Travel Services, offices that ticket quickly and accurately are more profitable than those which don't. With hundreds of examples like these, the authors show how to manage the customer-employee "satisfaction mirror" and the customer value equation to achieve a "customer's eye view" of goods and services. They describe how companies in any service industry can (1) measure service profit chain relationships across operating units; (2) communicate the resulting self-appraisal; (3) develop a "balanced scorecard" of performance; (4) develop a recognitions and rewards system tied to established measures; (5) communicate results company-wide; (6) develop an internal "best practice" information exchange; and (7) improve overall service profit chain performance. What difference can service profit chain management make? A lot. Between 1986 and 1995, the common stock prices of the companies studied by the authors increased 147%, nearly twice as fast as the price of the stocks of their closest competitors. The proven success and high-yielding results from these high-achieving companies will make *The Service Profit Chain* required reading for senior, division, and business unit managers in all service companies, as well as for students of service management. The world of brands is undergoing a sea change in the domain of consumer culture, and it has become a challenge to cater to the taste and needs of audiences. The process of creating iconic brands varies from product to product and market to market. Effective branding strategies are imperative for success in a competitive marketplace. *Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications* is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture. Highlighting a range of topics such as consumer behavior, advertising, and emotional branding, this multi-volume book is ideally designed for business executives, marketing professionals, business managers, academicians, and researchers actively involved in the marketing industry.

Internationally operating apparel retailers are expanding throughout Europe (Noordhoff et al, 2004; Seock and Lin, 2011). To be able to cope with the fierce competition in the apparel retail industry, many retailers have implemented loyalty cards in order to keep current customers. Several retailers have opted for a global marketing strategy which includes implementing loyalty cards with the same features in several countries (e.g. Hunkemöller, Promod, Esprit). This research is a comparative analysis of young adults, aged between 18 and 30, from a Northern European country (Germany) and a Southern European country (Spain). The objective is to determine if there are significant differences in attitudinal and behavioural patterns, as well as in preferences regarding the features of loyalty cards in the consumers of the two countries, to find potential success factors for retailers. In the first place, international apparel retailers have to decide which marketing approach they intend to follow. This may be either a standardised, etic marketing approach, which aims to have one overall marketing strategy for all countries, or a non-standardised, emic marketing approach, which aims to adapt the marketing strategy in every country to the local culture (Trommsdorff, 2009; Solomon et al, 2002). Research of consumer behaviour has shown that consumers are influenced by external stimuli (political, economic, social, technological) and consumer characteristics (cultural, social, personal) (Foscht and Swoboda, 2005; Kotler et al, 2009). Marketers have to be aware of these external influences in order to develop marketing strategies that appeal to the target market(s). By making use of the right marketing instruments, customer satisfaction and loyalty and, subsequently, long-term profitability can be established (Seock and Lin, 2011). Loyal customers have been shown to be more profitable to the company than continuously acquired new customers (Reichheld and Teal, 2001). In the literature, the distinction between attitudinal and behavioural loyalty is widely spread, and it will also be upheld in this research. One instrument often used in relationship marketing is the promotional tool of loyalty cards (Aßmann et al, 2008). There are different forms of loyalty cards, which differ in loyalty card type, in loyalty card functions and in target groups (Steffens, 2010). The image and efficacy of loyalty cards are highly controversial in the literature. Recent research [...]

Anhand zahlreicher Fallbeispiele analysieren renommierte Experten aus Wissenschaft und Praxis den Zusammenhang zwischen Produktqualität, Kundenzufriedenheit und Unternehmenserfolg und geben praxisorientierte Tipps zur Verbesserung.

This dissertation, "Customer Loyalty in Hong Kong's Cellular Market: an Integrated Framework and Empirical Study" by Ching-gee, Wan, ???, was obtained from The University of Hong Kong (Pokfulam, Hong Kong) and is being sold pursuant to Creative Commons: Attribution 3.0 Hong Kong License. The content of this dissertation has not been altered in any way. We have altered the formatting in order to facilitate the ease of printing and reading of the dissertation. All rights not granted by the above license are retained by the author. Abstract: Abstract of thesis entitled Customer Loyalty in Hong Kong's Cellular Market: An Integrated Framework and Empirical Study Submitted by Wan Ching Gee for the degree of Doctor of Philosophy at the University of Hong Kong in April 2003 In the highly competitive mobile communications market of Hong Kong, customer loyalty has become the top priority for companies that wish to maintain market share and profitability. This paper aims to identify the potential determinants of customer loyalty in the mobile telecommunications industry. Based on the research literature on customer satisfaction, switching costs and service loyalty, an integrated framework which encompasses the constructs of overall satisfaction, relative satisfaction, price, switching costs as well as demographics and usage variables is developed. With the use of survey research method, an empirical study has been carried out in the mobile communications market of Hong Kong to examine the usefulness and the predictive ability of the framework. The research results support the framework posited in this paper and contribute to the understanding of customer loyalty in several ways. First of all, this study not only confirms previous research findings on positive satisfaction-loyalty linkage, but also complements previous research by providing a more comprehensive view on the relationship

between satisfaction and switching intention. This research has found that the satisfaction-retention relationship is positive but asymmetrical, and the intensity of customer satisfaction has an impact on the satisfaction-retention linkage. Second, the statistical significance of the new construct of relative satisfaction is confirmed by the empirical results of the study, and its inclusion is hence justified. It is found that satisfaction towards a current operator relative to previous operator(s) that have been used significantly impacts on loyalty towards the current operator. Customers who are less satisfied with the present operator are less loyal than those who are equally satisfied or more satisfied with the current operator. Furthermore, empirical results from this study reveal that customers were more loyal if they considered the price they were paying for the mobile services was equitable. Sensitivity to price differential, defined as the percentage of price difference offered by another operator that will induce the customer to switch is also positively, though less strongly, correlated with switching intention. Regarding the impact of switching costs on the intention to switch, the presence of high switching costs deter customers from switching and its impact is more pronounced among dissatisfied customers. Last but not least, age and usage characteristics including the monthly minutes of use, the number of years using mobile phones and staying with the current network operator have significant impact on switching intention. The research findings not only enrich our understanding of customer loyalty in the cellular market, but also generate useful managerial implications for the practitioners in the industry on churn management and retention strategies. An evaluation of the existing loyalty programs is made, it suggests that network operators should make use of innovative value-added services, handset trade-in programs and group calling plans to enhance c

This study explores the determinants of customer loyalty in the Korean mobile telecommunications market with the emphasis on customer satisfaction and switching costs as major predictors of customer loyalty. South Korea has now become one of the world's most leading mobile service markets with the launch of its advanced LTE services; the LTE service subscription rate in Korea has exceeded 50% as of November 2013. This raises a question as to whether LTE service subscribers are different from 3G service subscribers. In this rapidly changing environment of mobile service markets, this study examines the validity of the traditional determinants of customer satisfaction in data-service oriented mobile markets, analyzes the effect of customer satisfaction and switching costs on customer loyalty, and assesses the difference between 3G and LTE subscribers with respect to their determinants of customer loyalty. The results showed that there are significant differences between 3G and LTE subscribers while traditional factors such as call quality, data quality, customer support, and price perception are still significant determinants of customer satisfaction.

This seventeenth annual volume of *Advances in Hospitality and Leisure* includes full papers and research notes. Articles involve a quantitative or qualitative approach along with conceptual models.

Customer loyalty is widely studied in both the goods and service industries; however, there has been very little customer loyalty research on an industry that combines goods and services. Studying the specialty coffee industry fills this gap. This study investigates the determinants of customer loyalty to an independent coffee shop and to Starbucks. I surveyed sixteen coffee shop patrons, eight from an independent Colorado Springs coffee shop called Pikes Perk and eight from the Starbucks located across the street. The study did not turn up much loyalty behavior at either coffee shop, however it did indicate several important factors in a customer's decision of where to buy their coffee such as, convenience, ambiance, and the need to support an independent coffee shop.

To manage an effective customer loyalty program, third party logistics service providers (3PLs) must understand the determining factors, as well as cultural background on loyalty. This book develops a model of customer loyalty, which is then validated using empirical data from nearly 800 logistics managers in Germany and the USA. The author reviews the effects of different relational factors on the model, and explores relevant German-US cultural differences.

Edited in collaboration with the Academy of Marketing Science, this book contains the full proceedings of the 2014 Academy of Marketing Science World Marketing Congress held in Lima, Peru. The key challenge for marketers during the last two decades has been assuring high satisfaction and strong customer loyalty. Today, consumers' ever-changing desires, instantaneous communication through social media and mobile technology and an unstable global economic climate all come together to stir up market turbulence. This volume explores how traditional and modern marketing practices facilitate development of new and innovative products, help create increased product/service differentiation, ensure better service quality, and most of all, create value for stakeholders even in such a turbulent business environment. Showcasing cross-cultural research from academics, scholars and practitioners from around the world, this volume provides insight and strategies for various marketing issues in today's emerging markets. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, *Journal of the Academy of Marketing Science (JAMS)* and *AMS Review*. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Relationship Marketing provides a comprehensive overview of the fundamentals and important recent developments in this fast-growing field. "This book makes a landmark contribution in assembling some of the best contemporary thinking about relationship marketing illustrated with concrete descriptions of companies in the automobile industry, consumer electronics, public utilities and so on, which are implementing relationship marketing. I highly recommend this to all companies who want to see what their future success will require." PROF. PHILIP KOTLER, NORTHWESTERN UNIVERSITY, ILLINOIS

Due to the more and more fierce competition in today's business, many companies are required to build long-term profitable relationship with customers and to achieve customer loyalty. Therefore, concept of customer loyalty has become more and more important since last decade of 20th century, especially in service industry. There are many different relationship marketing tactics implemented for retaining customer. However, some of those tactics did not affect customer loyalty effectively, and switching behaviors frequently occur among most of targeted customers. Therefore, this study is aimed to investigate the factors influence on customer loyalty in Sri Lankan telecommunication market.

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