



The Effect of Marketing Strategy on Customer Loyalty: Conceptual Research

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Abstract

This conceptual study aims to determine the major variables of marketing strategy, and how marketing strategy effect. Therefore, this research will cover and analyze the related literature review to be guideline for researcher on how to define the most important marketing strategy variables that effect customer loyalty. Suggested framework is made and future studies and recommendation pointed out.

1.0 Introduction

Nowadays, competition conditions, which factors cause customer satisfaction, which variables change customer satisfaction in which ways and how these variables can be managed, for which segments which activities can be designed are the main questions that marketing managers must consider. Especially, if it is considered that gaining new customers create four times more costs than protecting existing customers from leaving, it can be seen that answers to these questions carry great importance for the firms (Gronroos, 1996).

Satisfaction is a phenomenon expressing that the performance and benefits of the products exceed the expectations of the customers (Peter et al. 2005). Customer satisfaction increase the existing customer loyalty, repurchase process, awareness of the people about the firm, decrease the price flexibility, the cost of gaining new customers and prevent the customer being affected from competitive enterprise (Peter et al. 2005). As a result, the positive word of mouth occurs in contrast negative word of mouth is destroyed.

Customers' satisfaction on their purchase is a significant factor that leads business to success. In recent times, customer satisfaction has gained new attention within the context of the paradigm shift from transactional marketing to relationship marketing (Gronroos 1994; Sheth & Parvatiyar 1994). Customers who are satisfied with a purchased product will buy the same product again, more often (Reichheld 1996), and will also recommend it to others (Oliver and Swan 1989). Customer satisfaction is commonly related to two fundamental properties (Ostrom & Iacobucci 1995), including the customer's judgment of the quality of the product and his evaluation of the interaction experience he or she has made with the product provider (Crosby et al. 1990). Kotler sums this up when he states: "The key to customer retention is customer satisfaction" (Kotler

1994). Even it is agreed in the literature that price and quality has high effect on customers' satisfaction; still there is little empirical evidence exploring this relation. Almost nothing is known about the human neural mechanisms through which it affects the decisions made by individuals.

Research related to consumer behavior in the field of service marketing has progressed steadily over the years. Measured by the impact and amount of work done within customer satisfaction research, it is fair to say that the dominant theories are disconfirmation of expectations (Swan 1983); (Oliver and DeSarbo 1988); (Oliver 1980); (Churchill and Suprenant 1982) and cognitive psychology (Weiner 1980; Weiner 1985; Weiner 1985); (Folkes 1988). In the service marketing literature these streams of theory have been used in the prediction of consumer behavior. Disconfirmation theory focuses on cognition of transaction specific experiences as a foundation for customer (dis)satisfaction and subsequent consumer behavior whereas cognitive psychology has studied the importance of cognitive schemas in the decision process and consumer behavior.

The term customer loyalty "is a physical and emotional commitment given by customers in exchange for their needs being met" (Stone et al., 2000). It is related to the behavior of the customers who visit the supermarkets repeatedly. It is very important keeping a customer happy so he/she will have more business with the supermarkets she made purchase in. In order to keep the customer for more businesses the customer satisfaction needs to be warranted by the market. In a competitive market place whoever provides quality product and better services will have advantage over the others. The customer satisfaction can be thought as a key element of the strategies that supermarkets can gain loyalty with.

Maintaining customer loyalty is one of the essential elements determining a company's success or failure (Philips et al., 1983; Zeithaml et al., 1985; Reichheld & Sasser, 1990). Hence, companies strive to build good relationship with their customers. In addition, providing superior quality service is a critical factor in improving profitability (Reichheld & Sasser, 1990; Ghobadian et al., 1994). On the contrary, poor service quality is one of the main reasons why customers switch to competitors (Philips & Hazlett, 1997). Therefore, long-term success of a service company is essentially determined by its ability to acquire and maintain a large and loyal customer base (Wong & Sohal, 2003). Developing and maintaining customer loyalty or creating long-term relationship with customers is the key to survival and growth of service firms (Duff, 1998; Griffin, 1995; Kandampully, 1988; Reichheld, 1996). The relationship between customer loyalty and service quality has been widely investigated (Oliver, 1980; Bearden & Teel, 1983; Zeithaml et al., 1996) and many found strong positive relationship between the two (Yi, 1989; Anderson & Sullivan, 1993; Boulding et al., 1993).

2.0 Discussion

Concepts

Behavioral loyalty. The term behavioral loyalty defines the strengths of customer loyalty in behavioral terms. The term "behavioral loyalty" in this paper refers to repurchase and observed outcomes such as saying positive words, recommending something to friends and cooperating.

Attitudinal loyalty. Attitudinal loyalty is a strong internal disposition towards a brand, product or service. Attitudinal loyalty was conceptualized in terms of three components: resistance to change, volition and cognitive complexity (Pritchard, 1992). Attitudinal loyalty was defined as

consumer's predisposition towards a brand as a function of psychological process (Jacoby & Chestnut, 1978). Attitudinal loyalty consists of three psychological processes: cognitive, affective, conative (Oliver, 1997).

Customer Loyalty. Zeithaml (2000) states that previous studies viewed customer loyalty as being either behavioral or attitudinal. The behavioral approach is that customers are loyal as long as they continue to buy and use a good or service (Woodside et al., 1989; Parasuraman et al., 1988; Zeithaml et al., 1996). Reichheld (2003) states that the strongest evidence of customer loyalty is the percentage of customers who were enthusiastic enough to refer a friend or colleague to a particular good and/or service. The attitudinal approach is that customers feel a sense of belonging or commitment to the good or service. Baumann et al. (2005) noted that Day (1969) four decades ago introduced the concept that loyalty has both behavioral and attitudinal dimensions.

Customer satisfaction. The degree of overall pleasure or contentment felt by the customer, resulting from the ability of the service to fulfil the customer's desires, expectations and needs in relation to the service.

Trust. This is a psychological state that comprises a consumer's intention to accept vulnerability based on expectations of the intention, integrity, and competence of a vender under conditions of risk and interdependence (Rousseau, Sitkin, Burt, & Camerer, 1998). Trust is an essential element of a successful relationship (Morgan & Hunt, 1994). It also was defined as "a willingness to rely on an exchange partner in who one has confidence" (Moorman, Deshpande, & Zaltman, 1993, p. 82). Trust is treated as the perceived credibility and benevolence of the exchange partner (Doney & Cannon, 1997).

Commitment. Commitment can be defined as "the enduring desire to maintain a valued relationship" (Moorman, Zaltman, & Deshpande, 1992, p. 136). The term is also an essential element of a successful long-term relationship (Morgan & Hunt, 1994). Thus, in this study commitment was defined as emotional or psychological connection to maintaining a long-term relationship with profit exchange and concern with the partner's achievement and destiny.

Variables used

Influence of Brand Loyalty on Consumer Sportswear variables are Independent: brand loyalty factors are brand name, product quality, price, style, promotion, and service quality and store environment. While, the dependent variable is customer satisfaction of sportswear brands.

Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions. The dependent variables of the study were consumer's level of involvement, satisfaction and purchase intentions. The independent variable is the levels of perceived product quality. Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. The dependent variable is customer satisfaction. The independent variables are service quality (responsiveness), price, and food quality (reliability).

The customer satisfaction for textile sector carries great importance like the customer satisfaction for other sectors carry, Dependent variables perception of customer satisfaction according to the Turkish textile consumers in the view of gender. Independent variables of customer satisfaction are chosen as brand image, perceived service quality and perceived product quality.

Linking the hierarchical service quality model to customer satisfaction and loyalty, Dependent variable are satisfaction and customer loyalty. Independent is service quality. Drivers of Customer Loyalty in a Retail Store Environment, Dependent variable are customer loyalty. Independent variables are Product quality, Service quality, and Levels of brand image.

The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty for Customers with Varying Degrees of Service Expertise, Dependent: customer Satisfaction Independent: Perceived quality, Value, and Corporate image. A customer loyalty model for E-service context, Dependent is Loyalty Commitment While, the Independent are Trust, customer satisfaction, and perceived value

Relationship quality as a predictor of B2B customer loyalty, Dependent is customer loyalty. Independent is relationship quality as a higher construct comprising trust, commitment, satisfaction and service quality.

Service Quality and Customer Loyalty in a Chinese Context: Does Frequency Of Usage Matter? Dependent: Service quality and customer loyalty Independent: Tangibles, Assurance, Empathy, and Responsiveness. Moderate the relationship between service quality and customer loyalty. Influence of price and quality to customers' satisfaction, Dependent: customers' satisfaction Independent: price and quality. When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement, Dependent: Loyalty. Independent: Customer satisfaction, ad attitudes, and Corporate Image Moderating: Brand attitudes.

The different effect of primary and secondary product attributes on customer satisfaction, Dependent: customer satisfaction, Independent: primary and secondary, and product attributes.

Relationship between the components of product/service quality and the customers' emotions and satisfaction, Dependent: customers' emotions and satisfaction, Independent: product/service quality. Impact of service quality, trust, and customer satisfaction on customer Loyalty, Dependent: customer loyalty, Independent: customers' perceived service quality, and trust.

Mediator is customer satisfaction. The Dynamics of Customer Satisfaction in Fresh Produce Markets: An empirical example from a developing economy, Dependent: customer satisfaction, Independent: Communication, Price, Expectation, Perceived quality, and Merchandising.

The royalty of loyalty: CRM, quality and Retention. Dependent: Satisfaction and loyalty. Independent: Quality of object, Quality of processes, Quality of infrastructure. Quality of interaction, and Quality of atmosphere. Moderating: Total quality. Customer Satisfaction Analysis: Identification of Key Drivers. Dependent is Customer Satisfaction. Independent is Shapley Value. Perceived value, satisfaction, and loyalty of TV travel product shopping: Involvement as a moderator. Dependent: customer loyalty. Independent: Perceived value Satisfaction. Moderation effect of involvement. The Services that Satisfy Customers and Develop their Loyalty for Supermarkets, Dependent: Customer Satisfaction and loyalty. Independent: kinds of services.

3.0 Methodology

Each article has its own methodology different from others. So, I'm trying to review the all articles in different paragraph as the following:

Influence of Brand Loyalty on Consumer Sportswear, this article methodology was Malaysian environment. Questionnaires were distributed and self-administered to 100 respondents. Respondents of multiple ethnicities, namely Malay, Chinese, Indian and other races, were selected from Bandar Baru Bangi and Serdang. Descriptive analysis, one-way ANOVA and Pearson Correlation.

Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions article, an anonymous questionnaire was given to 226 university students and sports shoes in Athens, Greece. The multivariate analysis of variance (MANOVA) results showed that the three groups based on perceived quality (low, medium and high) all differed significantly from each other with regard to purchase intentions, overall satisfaction and involvement. The group-mean scores indicate that overall satisfaction, product involvement and purchase intentions are low in the low perceived quality group and high in the high perceived quality group. The ANOVA results indicate that the differences between groups on each dependent variable are significant. However, the biggest difference was detected in satisfaction.

Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. Respondents were selected by utilizing a table of random numbers applied to the local telephone directory, which resulted in mailing out 600 surveys. Respondent anonymity was ensured by not requiring them to identify themselves anywhere in the survey. In addition, respondents were asked to return the completed surveys by mail in a postage paid envelope. Respondents were also informed that the study was being conducted by a well-known local college.

Secondary research and qualitative interviews were used to build the model of customer satisfaction. A structured questionnaire was employed to gather data and test the model. Sampling involved a random selection of addresses from the telephone book and was supplemented by respondents selected on the basis of judgment sampling. Factor analysis and multiple regressions were used to test the model.

The customer satisfaction for textile sector carries great importance like the customer satisfaction for other sectors carry, Turkish textile consumers in the view of gender. Both face to face and e-mail techniques are used. After the survey application process, the 142 survey forms were collected. In data analysis of this research the SPSS program is used. Linking the hierarchical service quality model to customer satisfaction and loyalty, the data for empirically re-assessing the scale's properties and for testing the proposed hypotheses were collected from convenience samples of 250 customers of hairdresser/barber services and 300 customers of local phone service subscribers. The measurement model of the HSQM was re-assessed using confirmatory factor analysis. The hypotheses were tested using structural equation modeling.

Drivers of Customer Loyalty in a Retail Store Environment, The survey were administered to retail customers in ten randomly chosen districts in the U.S. The data originally consisted of 983 observations but 11 observations had missing values. An ordered logistic regression is used to estimate the proportion of a retailer's customers who are willing to recommend the retailers products to others based on survey results.

The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty for Customers with Varying Degrees of Service Expertise, Based on data from 600 individual customers categorized as having high or low service expertise of three companies within the package tour industry. The data used in the study is included in The Norwegian Customer Satisfaction Barometer. Perceived service quality, value, corporate image, customer satisfaction, and customer loyalty as latent variables with multiple indicator measures.

A customer loyalty model for E-service context, this study used online traveling services and video on demand (VOD) as the e-service categories of reference because these two categories are among the most popular B2C e-services. Data used to test the research model was gathered from a quota sample of 180 respondents attending an e-commerce exposition and symposium held in

Taiwan, with an equal quota of 90 responses from each category of the traveling and VOD e-services. Four items for the trust construct were adapted. The items to measure customer satisfaction were taken from previous measures of overall level of user satisfaction or Web customer satisfaction. Based on the theoretical model, a comprehensive set testing them was outlined.

Relationship quality as a predictor of B2B customer loyalty, this study uses the courier delivery service context in Australia and targets Australian Small to Medium Enterprises (SMEs). Mail survey and online survey as the two methods of data collection, and together they received 306 usable respondents. Structural equation modeling yields insights into the influence of the dimensions and levels of relationship quality on customer loyalty. Service Quality and Customer Loyalty in a Chinese Context: Does Frequency Of Usage Matter? Survey was used to collect the data needed. Anyone who had experience of taking a bus in Macau is qualified to be the sample unit of this study. Potential respondents were randomly approached at different locations and interviewed in the street during a 10-day period in April 2005. Approximately 550 people were contacted for street intercept face-to-face interview and eventually 387 valid questionnaires were collected yielding a response rate of 70.4%. The service quality scale used in this study is based on the SERVPERF (performance-only) instrument. Based on an empirical study of 387 valid responses, it is found that tangibles, assurance, empathy and responsiveness are important determinants of customer loyalty in the transport service sector. Multiple regression analysis is used to analyze the data and stepwise approach is used.

Influence of price and quality to customers' satisfaction, this research demonstrates the role of the subconscious mind in consumer decision-making by a 2004 study by researchers at Baylor College of Medicine. The researchers offered 67 committed Coke and Pepsi drinkers a choice, and in blind testing, they preferred Pepsi. When they were shown the company logos before they drank, however, 75% preferred Coke. The second research was made for investigating relation between price and satisfaction. According to researchers at the Stanford Graduate School of Business and the California Institute of Technology, if a person is told he or she is tasting two different wines – and that one costs \$5 and the other \$45, when they are, in fact, the same wine – the part of the brain that experiences pleasure will become more active when the drinker thinks he or she is enjoying a more expensive vintage.

When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement, A total of 100 participants in the general population (ages 19–55) were asked to rate the products in each category in terms of importance, value, interestingness, want, necessity, relatedness, and meaningfulness using the scale of involvement constructed. The data were collected in a commercial satisfaction survey conducted in Korea by a large marketing research firm for a large Korean household goods and cosmetics company. Participants were drawn from two communities in South Korea: a big city in a metropolitan area and a small city in a suburban area. Structural equation modeling shows that customer satisfaction has both direct and indirect effects on loyalty, whereas ad attitudes and corporate image have only indirect effects through their mediating influence on brand attitudes. Furthermore, product involvement decreases the direct effects of satisfaction on brand attitudes and loyalty, but it increases the indirect effects of ad attitudes and corporate image. Multiple items were used to enhance the reliability of the measures. The measures of the proposed constructs achieve high reliability as well as convergent and discriminate validity.

The different effect of primary and secondary product attributes on customer satisfaction, On behalf of the regional transport authorities, a professional survey company carried out 15-min phone interviews with a representative sample of the adult population in the greater Stavanger area (city of Stavanger and surrounding counties) in the region of Rogaland in Norway. A total of 2102 participants were interviewed, of which 1002 participants were interviewed in November 2002, and 100 participants per month (excl. July and December 2003) until January 2004. Both hypotheses were supported by the results of a survey of perceived quality and satisfaction with local public transport. Exploratory analyses indicate that the relationship between secondary attributes and customer satisfaction is regressing, and that secondary attributes are more important for frequent users. Tested the reliability of the three factors and got satisfactory results.

Relationship between the components of product/service quality and the customers' emotions and satisfaction, Undergraduate College students were surveyed in regard to four scenarios for food establishments. Respondents were asked to select, from a pre-tested list of emotions, those arising from these scenarios. The equality of means of the valence and the intensity of emotions among the four scenarios were tested using ANOVA and Scheffe paired comparisons. Two samples of undergraduate college students were surveyed using two different questionnaires. The first questionnaire, completed by 103 respondents, The second questionnaire, completed by 77 students, In both questionnaires, each scenario was followed by the list of eighteen emotions, and the students were requested to select all of the emotions they are likely to experience if they were customers/patrons of the food establishment whose description they just read.

Impact of service quality, trust, and customer satisfaction on customer Loyalty, Dependent: Customer loyalty, to test the conceptual framework, structural equation modeling (SEM) has been used to analyze the data has been collected from 304 subscribe/ customers of a major private telecommunication company of Bangladesh and the response rate was 90%. The average age of the respondents was 29 years. 59 % respondents were male and 41 % were female. The Dynamics of Customer Satisfaction in Fresh Produce Markets: An empirical example from a developing economy, the hypotheses was tested 356 buyers of fresh produce in Zimbabwe using a structured questionnaire. All constructs were measured using multi-item. Structural equation modeling (AMOS 4) was used to analyze the direct and indirect relationships among the variables.

The royalty of loyalty: CRM, quality and Retention, A research model (5Qs) was designed to measure satisfaction and loyalty. This model is based on two conditions: the customer database and CRM strategy are well structured; and that management control systems have the capacity to produce required data for the analysis. Customer Satisfaction Analysis: Identification of Key Drivers. Total sample size here is 407 respondents, with 65 of them Dissatisfied, so the Overall Dissatisfaction rate equals 16%. Using the Shapley value to understand the value of each attribute in making a successful prediction of the state of a customer's satisfaction. 70 respondents who were dissatisfied and 57.1% of those were dissatisfied on the Overall Satisfaction measure At the same time, there were 337 respondents who were satisfied with the retail service they received and only 7.4% of them were dissatisfied overall. It is more difficult to identify good enhancers than dissatisfies because customer satisfaction research tends to focus on processes that are key components of the service.

.Perceived value, satisfaction, and loyalty of TV travel product shopping: Involvement as a moderator. The questionnaire in Chinese was distributed to those respondents who bought an accommodation product through a TV-shopping channel when they checked in at hotels. These

hotels sell their accommodation products via TV-shopping channels and are located in various regions in Taiwan. A total of 1000 questionnaires were distributed from November to December, 2005. After deleting those due to unanswered items, 407 useful samples were obtained, yielding a 40.7% response rate. A confirmatory factor analysis (CFA) is conducted to evaluate the measurement model for modeled constructs, which are perceived value, satisfaction, and loyalty. The Services that Satisfy Customers and Develop their Loyalty for Supermarkets, The consumers were chosen via random sample in UAE who consume food products generally from supermarkets. The survey included 3 parts and was conducted through interviews (face to face) with 350 customers. By using Statistical Package for the Social Sciences (SPSS) program a frequency table of the variables and the factor analysis of the opinion variables.

4.0 Finding from different articles

Influence of Brand Loyalty on Consumer Sportswear, the finding coming up from this article as the research results showed that there is positive and significant relationship between factors of brand loyalty (brand name, product quality, price, style, promotion, and service quality and store environment) with sportswear brand loyalty. All the variables show a high degree of reliability. Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions article, the results show that perceived perceptions of product quality were significantly related to all the variables under investigation.

Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. The regression model suggested that customer satisfaction was influenced most by responsiveness of the frontline employees, followed by price and food quality (in that order). Physical design and appearance of the restaurant did not have a significant effect.

The customer satisfaction for textile sector carries great importance like the customer satisfaction for other sectors carry, Textile firms in Turkey should never ignore the brand image and service quality in their marketing and sales strategies as the service quality and brand image effects the customer satisfaction directly due to the Turkish customers. By considering genders of survey respondents, it is found that there are no differences in perceived product quality and brand image according to the respondent genders.

Linking the hierarchical service quality model to customer satisfaction and loyalty, the results confirm the HSQM as predictor of satisfaction and loyalty. However, the results suggest that the significance of various service quality dimensions differs depending on the type of service. Service quality is a significant predictor of satisfaction, word-of-mouth and re-purchases intent. This study seeks to further explore the validity and reliability of HSQM by applying the measure in two new industries and linking it to accepted service quality outcomes. Drivers of Customer Loyalty in a Retail Store Environment, Statistical results document that service quality, product quality and brand image drive customer loyalty as measured by a customer's willingness to recommend the retailer's products to other people.

Brand image was the strongest driver of customer loyalty followed by product quality then service quality. The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty for Customers with Varying Degrees of Service Expertise, Perceived quality has positive effects on value and customer satisfaction for the industry consolidated. Value has only significant impact on customer satisfaction for customers with a low degree of service expertise. Corporate

image is positively correlated with perceived quality, customer satisfaction, and customer loyalty. Corporate image does not impact customers' perception of value.

A customer loyalty model for E-service context, the results indicate that trust, customer satisfaction, perceived value, and commitment are separate constructs that combine to determine the loyalty, with commitment exerting a stronger influence than trust, customer satisfaction, and perceived value. Customer satisfaction and perceived value were also indirectly related to loyalty through commitment. To ensure the content validity of the scales, the items selected must represent the concept about which generalizations are to be made. Relationship quality as a predictor of B2B customer loyalty, Results show that all four dimensions of relationship quality influence attitudinal loyalty, however, only satisfaction and perceived service quality influence behavioral loyalty (purchase intentions). Most remarkably, results indicate that only the organizational level of relationship quality influences customer loyalty. The employee level of relationship quality does not play a significant in influencing B2B customer loyalty in this study. Service Quality and Customer Loyalty in a Chinese Context: Does Frequency Of Usage Matter? All variables are submitted to reliability analyses via Cronbach alpha before subsequent data analyses. Influence of price and quality to customers' satisfaction, Price is not just about inferences of quality, but it can actually affect real quality. There's a huge effect of the Coke label on brain activity related to the control of actions, the dredging up of memories and self-image.

When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement, Customer satisfaction had greater effect on brand loyalty and brand attitudes when product involvement was low. In contrast, corporate image and attitudes toward the ad had more effect on brand attitudes, and attitudes had more effect on loyalty, when product involvement was high.

The different effect of primary and secondary product attributes on customer satisfaction, Primary attribute quality had a larger impact on customer satisfaction compared to the impact of secondary attribute quality. With all the focus on branding, product differentiation, added value, and relationship marketing, academics and marketing professionals may face the risk of paying too little attention to the fact that customers have a specific need they seek to satisfy. Significant effects of the interaction of primary and secondary attribute quality on customer satisfaction. The quadratic effect of secondary attribute quality on customer satisfaction was only marginally significant, the results of the current research suggest that improving secondary attribute quality may be more effective when secondary attribute quality is low than when it is higher. Secondary attribute quality influenced customer satisfaction significantly more for frequent users than for non-frequent users.

Relationship between the components of product/service quality and the customers' emotions and satisfaction, the results show that there is a significant relationship between possible combinations of two quality dimensions and customers' affective responses in terms of both their valence and intensity. An interesting finding of this study suggests that customers value quality of conformance higher than quality of design. Impact of service quality, trust, and customer satisfaction on customer Loyalty, Dependent: customer loyalty, the results of the study indicate that trust and customer satisfaction are significantly and positively related to customer loyalty. Customer satisfaction has found to be an important mediator between perceived service quality and customer loyalty. The reliability coefficient or alphas for the different constructs were computed using the reliability procedure in SPSS.

The Dynamics of Customer Satisfaction in Fresh Produce Markets: An empirical example from a developing economy, Price satisfaction is positively associated with customer satisfaction and as expected perceived value, effective communication, quality and merchandising are significantly related to customer satisfaction. The hypothesized relationship between price and customer satisfaction it is not significant. The impact of communication and quality on customer satisfaction is far greater through merchandising than the direct effects. perceived quality and effective communication are positively associated with customer satisfaction. Merchandising appears to be an important issue in customer satisfaction within the fresh produce sector and it mediates the relationship between communication and customer satisfaction as well as between quality and customer satisfaction and between price satisfaction value and customer satisfaction. Additionally, the impact of certain antecedents to customer satisfaction could be underestimated by using traditional methods of data analysis (eg OLS). Furthermore, some antecedents (price and merchandising) are more critical to customer satisfaction than their direct regression coefficients suggest. The royalty of loyalty: CRM, quality and Retention, Changing in quality over time within various segments or related to specific products or categories of products/services can be used as an indicator the level of loyalty. By linking infrastructure, interaction and atmosphere indicators to the quality of object and processes, researchers and managers can document which changes in CRM strategy improve the overall satisfaction and loyalty, hence the ultimate outcomes.

Customer Satisfaction Analysis: Identification of Key Drivers. The practical advantages of the Shapley Value as a useful decision tool that can be applied for numerous problems of categorical data modeling arising in various managerial fields. Following the strategy suggested by the Shapley Value for key drivers, the managers can choose the best direction toward improving customer acquisition and retention. Perceived value, satisfaction, and loyalty of TV travel product shopping: Involvement as a moderator. The findings provide some interesting insights into travel product customer behaviors through TV-shopping channels. First, due to characteristics such as intangibility of travel product, the provision of a certain amount of product information is required to reduce a customer's perceived risk. Second, the effect of perceived value on loyalty is moderated by the level of product involvement. More specifically, the greater the involvement is, the greater the influence of perceived value on loyalty is. Considering customer's product involvement is of importance for TV-shopping marketing strategies. Third, for the low-involvement customers, the satisfaction mediation model—that is, value–satisfaction–loyalty—is evident.

The Services that Satisfy Customers and Develop their Loyalty for Supermarkets, As indicated 51.1 and 8 percents of respondents were going for shopping 2 and 4 times, respectively. None of the respondents were shopping more than 4 times a week. Fifty four percent of the respondents were spending more than 2000 Dirham. For 17.1 percent and 74.3 percent of the respondents the price of products was important and very important respectively. 90 percent of the respondents gave more value to the quality, freshness, and health of food.

5.0 Future studies and recommendation by authors

From the article Influence of Brand Loyalty on Consumer Sportswear, studying of more focused factors that are appropriate to the Malaysian environment is recommended in order to obtain accurate information.

Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions article, more research is necessary in studying the role of perceived quality in goods. Perhaps more emphasis on the distinctive characteristics of perceived quality in different product categories will enable marketing academics and practitioners to study and manage perceived quality and related constructs (e.g., perceived value, loyalty, product involvement, satisfaction, and purchase intentions) more thoroughly. Furthermore, it is possible that other variables are also important to the purchase decision making process.

Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. To explain customer satisfaction better, it may be important to look at additional factors or seek better measures of the constructs. For example, the measures of food quality may not have captured the complexity and variety of this construct. It may also be important to address the issue of why customers visit restaurants. Instead of the meal, business transactions or enjoying the cherished company of others may be more important. Under the circumstances, customer satisfaction factors may be different. The results are also not generalizable as the sampled area may have different requirements from restaurants.

The customer satisfaction for textile sector carries great importance like the customer satisfaction for other sectors carry, to increase the number of the customers and to create loyal customer profile; firms should consider these two important factors. In other words, textile firms should base their strategies on brand image and perceived service quality. As the service quality perception of the females are more than the males and females give more importance than males to perceived service quality, textile firms should highlight service quality more in products for females.

Linking the hierarchical service quality model to customer satisfaction and loyalty, Future studies should seek to extrapolate the analysis into other service areas. Future research may want to add items to further strengthen the validity and reliability of this measure. Drivers of Customer Loyalty in a Retail Store Environment, Future research could extend the study to other markets to see if these statistical results are also applicable in different industries.

The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty for Customers with Varying Degrees of Service Expertise, Research related to the importance of image and satisfaction in attracting new customers to the company and how this may change between different service industries is in dire need. Research related to construct validity, i.e., finding good measures of satisfaction, image and loyalty is therefore required. A customer loyalty model for E-service context, Investigation of e-service loyalty model is relatively new to e-commerce researchers. A confirmatory analysis and cross-cultural validation using a large sample gathered elsewhere is required for greater generalization of the proposed model. The influence of loyalty and commitment on the market share, relative price, and profit of an e-service is an important issue in need of systematic empirical research. There is a need to search for additional variables that improve our ability to predict customer loyalty accurately. Additional research efforts are needed to evaluate the validity of the investigated models and our findings.

Relationship quality as a predictor of B2B customer loyalty, the data in this study is from the courier service industry, which may limit the generalization to other industries and business-to-business settings. This study suggests the need for further investigation into the business customer–employees of supplier relationship. Future research design should consider including details of the customer contact point to clarify the nature of the relationship, for example,

whether business customers have constant contact with account managers, sales persons, or even call-centre staff.

Service Quality and Customer Loyalty in a Chinese Context: Does Frequency Of Usage Matter? future research calls for identifying and incorporating other determinants of service loyalty, for example, the role of corporate reputation, corporate image, customer involvement, the effect of switch cost, and emotions in service loyalty and so forth. Qualitative research is needed to further explore more/different attributes contributing to service quality in different public transportation sectors. This can greatly enhance understanding and subsequent development in the field of service quality improvements both practically and academically. Influence of price and quality to customers' satisfaction, marketing researches to make better marketing strategies, advertising campaigns and brand building.

When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement, Future studies should include durable goods such as electronics and automobiles to compare the effects of the variables concerned between consumer goods and durable goods. Future research on a specific product category should take into consideration category-specific relations among constructs. The different effect of primary and secondary product attributes on customer satisfaction, the idea that core product quality has a linear relationship with customer satisfaction, whereas secondary attribute quality has a regressive relationship with customer satisfaction, is an interesting hypothesis to investigate in future research. Product experience increases the impact of quality on customer satisfaction, but not when attributes are evaluated by other means than through experience.

Relationship between the components of product/service quality and the customers' emotions and satisfaction, Future research should address this limitation by taking into account different contexts, e.g. utilitarian versus hedonic consumption which may have considerable effect on the relationship between perceived quality and customers' emotions. Impact of service quality, trust, and customer satisfaction on customer Loyalty, Dependent: customer loyalty, the construct of trust contains belief in the brand or company, which provides the customers an assurance of positive outcomes not only for the present but also for the future. Theoretically other variables like price perception, corporate image, switching cost etc. influence customer loyalty, and including such variable(s) in the study would have made the research models more robust and interesting. In future research additional variables should be incorporated.

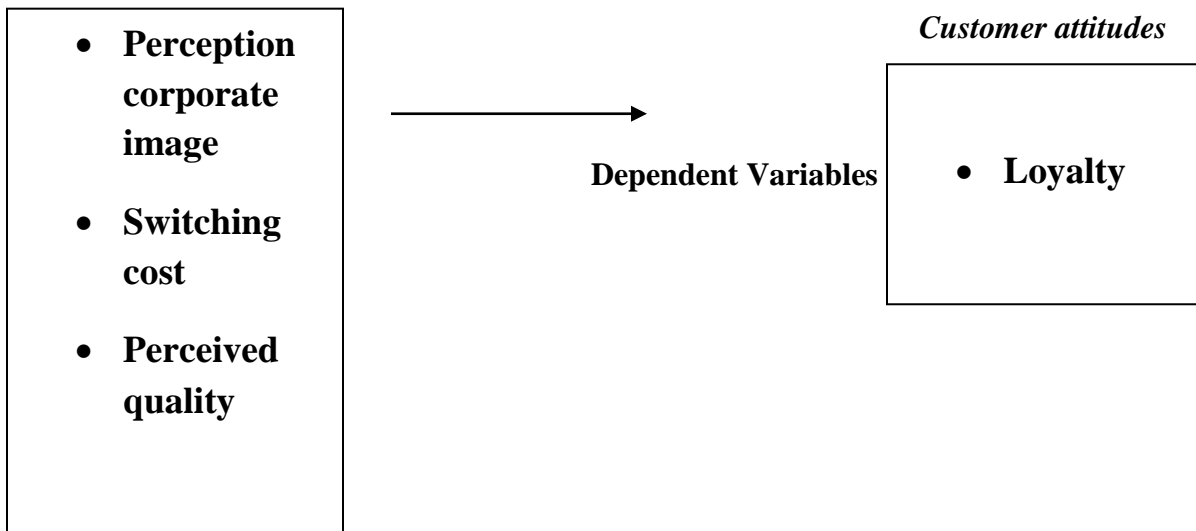
The Dynamics of Customer Satisfaction in Fresh Produce Markets: An empirical example from a developing economy, to assess the impact of the various determinants of customer satisfaction researchers may need to rely more on structural modeling techniques. Several factors seem to influence customer satisfaction and managers need to take cognizance of these factors and the direct and indirect relationships between them to achieve customer satisfaction. **The royalty of loyalty: CRM, quality and Retention,** The study confirms that CRM is a complex and holistic concept requiring appropriate business processes and integrated systems. In addition, the study demonstrates the relevance of the need for effective system integration, leadership, information sourcing, targeting and evaluation within CRM strategies. The impact of CRM on CL is real and so are the problems for certain organizations in terms of successful implementation. Thus, there is a great need for additional empirical research within CRM to identify the extent of such issues and for additional insights. This particular research is ongoing and will aim to develop and expand on the issues raised by conducting empirical studies. **Customer Satisfaction Analysis: Identification of Key Drivers.** Since the recommendations generated from key driver analysis are specific and tied to attributes it is easier to generate action plans for improvement. We have

found that the key to successful customer relationship management is the ability of a firm to follow through and actually improve performance in areas that need it. Clear detailed action recommendations increase the probability of follow through.

Perceived value, satisfaction, and loyalty of TV travel product shopping: Involvement as a moderator. Travel product purchasing on TV-shopping channels includes a wide range of products such as accommodations, flight tickets, tour packages, car rentals, etc. However, the data used in this study are limited to TV-shopping buyers of accommodation products in Taiwan. Although the model of this study offers some insights of TV-shopping behaviors, more future research is required to generalize the consumer behaviors of TV travel product shopping thoroughly. Additionally, several limitations of the study are noted. Nonprobability sample with self-report data used by the study is a limitation. Probability sampling in association with demographic information is suggested for further investigation. The issue of impulse purchasing behavior made by other studies on TV-shopping behaviors is also suggested to be adopted as another moderator to examine its influences on the model in future research. The Services that Satisfy Customers and Develop their Loyalty for Supermarkets, This study can be very useful for the retail stores to develop customer relationship and gain their loyalty in the long run.

6.0 Framework Proposed

Marketing strategy



Based on that summarize of the articles, there was lack on determine the relation and direct influence between some marketing strategy and customer attitudes. So that, suggested some independent variables include (Perception corporate image, Switching cost and Perceived quality) and dependent variables (customer loyalty) to examine the correlation between marketing strategy success and customer attitudes.

The new scope of this study is limited to exclude customer satisfaction from the research model. The study of customer loyalty should focus on the direct relationship between marketing strategy and customer loyalty, but not customer satisfaction. This study, therefore, does not measure customer satisfaction.

The new study is limited to identifying the impact of three marketing strategies (Perception corporate image, Switching cost and Perceived quality) linked to customer loyalty. No other

factors such as perceived value, price, and promotional marketing strategy are relevant to the new study.

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