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Proceedings of the 2019 Academy of Marketing Science (AMS) Annual Conference

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Concepts, Methodologies, Tools, and Applications

An Empirical Study Using a Case Study Approach

Factors impacting on customers' loyalty in retail sector. Case study of Waitrose

YARELI SHANNON

LAP Lambert Academic Publishing

The Indian telecommunication industry, mainly mobile phone services is undergoing a high growth not only in India but worldwide. This industry has contributed substantially towards the nation's Gross Domestic Product. Telecom operators due to tight competition had to concentrate more on customer satisfaction and customer loyalty to remain competitive in the market. This study is conducted in Ernakulam district of Kochi, a global city known as the trading capital of Kerala where the tight competition is among Vodafone-Idea, Airtel, Jio, BSNL. Business development actions by leveraging the loyalty of customers are cost effective rather than running around a new customer. The customer satisfaction model was adopted to understand customer's opinion regarding the telecommunication service providers. 50 respondents were contacted by the researcher by way of convenient random sampling as descriptive research design was adopted. There is a tight competition among the telecom operators nowadays and maintaining customer satisfaction, Loyalty is a must to boost their number of customers and retain their customers. Hence, the researcher made an attempt to study the impact of Customer Satisfaction on Customer Loyalty.

The Wallet Allocation Rule Open Dissertation Press

The Impact of Customer Loyalty Programmes on Consumer Decision-making and Brand Loyalty A University of KwaZulu-Natal Student Perspective Customer Loyalty McGraw Hill Education (India) Pvt Ltd Effects of Perceived Service Quality on Customer Loyalty and Repurchase Intentions. The Mediating Role of Customer Satisfaction Anchor Academic Publishing

Mobile Telecommunication Customer Loyalty in Nigeria: Determining Factors Harvard Business Press

Effective marketing techniques are a driving force behind the success or failure of a particular product or service. When utilized correctly, such methods increase competitive advantage and customer engagement. Advertising and Branding: Concepts, Methodologies, Tools, and Applications is a comprehensive reference source for the latest scholarly material on emerging technologies, techniques, strategies, and theories for the

development of advertising and branding campaigns in the modern marketplace. Featuring extensive coverage across a range of topics, such as customer retention, brand identity, and global advertising, this innovative publication is ideally designed for professionals, researchers, academics, students, managers, and practitioners actively involved in the marketing industry.

CUSTOMER LOYALTY IN HONG KONGS Springer Nature

The aim of this research is to examine the effect of customer satisfaction and switching costs of customer loyalty through an empirical study of the health care and service industry in Taiwan. The significance of the research will affect hospital management throughout Taiwan and academics majoring in the field of customer loyalty and satisfaction.

The Mediating Effect of Customer Satisfaction and Role of Trust Harvard Business Review Press

The study sought to assess the impact of relationship marketing tactics on customer loyalty in the Ghanaian mobile industry where deregulation has led to intense competition and scramble for market share. This research work adopted four relationship marketing tactics (service quality, price perception, brand image and value offered) typical of a service industry (Bansal et al., 2005; Peng & Wang, 2006), and examined their impact on customer loyalty in the Ghanaian mobile industry. Field data was gathered from customers and analyzed. It was revealed that there exist a positive significant relationship between each of the four relationship marketing tactics mentioned above and customer loyalty. The results are consistent with evidence in the extant literature. As the competitive environment increasingly becomes fierce, the voice and preferences of the customers are also becoming the priority. This finding is expected to serve as a guide and help to telecommunication managers in making informed judgment about the relationship marketing mix relevant to the present customer's need that yields increase in revenue and profit.

The Impact of Customer Satisfaction and Switching Costs on Customer Loyalty Diplomica Verlag

Bachelor Thesis from the year 2016 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 80%, language: English, abstract: This study will examine factors such as customer satisfaction, corporate social responsibility, service quality and loyalty programs that have

crucial impact on customer loyalty. The research will focus in particular on customer's loyalty in Marks and Spencer in London. The phenomenon of loyalty has met with great deal of interest from researchers in recent years. Customer loyalty indicates sense of belonging or identification with the service or products of the organization. These feelings affect customer behavior directly and lead to repurchase goods and recommend them to others. In general, customer loyalty constitutes a complex issue to analyze since it contains many dimensions.

Incorporating Competitors' Information to Investigate the Impact of Customer Loyalty, Browsing Behavior, and Websites' Marketing Strategy on Financial Performance John Wiley & Sons

Research Paper (undergraduate) from the year 2017 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2.1, Cardiff Metropolitan University, language: English, abstract: The objectives of this study are: 1. To examine the impact of customer service on the customer loyalty in Waitrose store. 2. To analyse the role of corporate social responsibility in the selecting particular products among the customers of Waitrose. 3. To investigate the influence of the loyalty programs on the customers loyalty in Waitrose. Nowadays, when the competition is high and it's difficult to get through to the market, it's important to invest in relationship with customers. People, who are loyal to a particular brand, have high level of satisfaction, therefore word of mouth is important to gain more customers in the future. Waitrose is one of the largest grocery retailers in the United Kingdom. In 2011, the store introduced My Waitrose card- the type of loyalty scheme. This service enables customers to drink tea or coffee for free, discounts on specific products, free food magazine and access to other promotions in particular period. The store focus mainly on sales from quality, organic, free range products, what distinguishes it from other supermarkets. Within couple of years, Waitrose received many awards and acclaims e.g. Big Society Award and Best Loyalty Scheme.

The Impact of Customer Interface and Perceived Security Design on Customer Loyalty in Electronic Commerce Penguin

This paper investigates the impact of relationship marketing (RM) on customer loyalty by reviewing the literature to determine the most common and significant dimensions. A review of forty-five

RM papers showed that satisfaction, trust and commitment are cited more than half of the time. An in-depth review of twenty-six papers confirm that these dimensions not only have a positive, statistically-significant impact on customer loyalty, but often a strong economic impact as well, though not always in the way the literature would suggest. The results further reveal that the less-often cited dimensions of communication, conflict, handling, and competence also have a positive impact on customer loyalty and deserve additional attention. Managerial implications, suggestions for further research and limitations are also discussed.

[The Effortless Experience](#) Springer

One Simple Question Can Determine Your Company's Future. Do You Know the Answer? The Ultimate Question offers hands-on guidance on how to: Distinguish good profits from bad. Measure NPS and benchmark performance against world-class standards. Quantify the economic value generated by customer word of mouth. Assign accountability for improving customer relationships. Identify core customers and set priorities for strategic investments. Move customers beyond mere satisfaction to true loyalty. Create communities of passionate advocates that stimulate innovation and growth. Practical and compelling, The Ultimate Question will help you solve your organization's growth dilemma.

Proceedings of the 2019 Academy of Marketing Science (AMS) Annual Conference Partridge Publishing Singapore

This dissertation, "Customer Loyalty in Hong Kong's Cellular Market: an Integrated Framework and Empirical Study" by Ching-gee, Wan, 萬青儀, 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
Relationship Marketing Tactics and Customer Loyalty

Springer Science & Business Media

How do you grow a truly sustainable business in the hypercompetitive 21st century? By using the practical, psychology-based strategies in this book to dive into the mind of your customer and enhance your business's customer experience by creating "buying loops" that keep your customers coming back for more. The Customer Loyalty Loop includes proven, science-backed secrets for building legions of loyal customers who will become evangelists for your business, buy from you repeatedly, and actually enjoy doing business with you. You will learn a wide variety of simple but powerfully effective strategies, such as: How to stop using gimmicks and trick promotions to encourage repeat business, and what to do instead that will keep your customers coming back for more. How to use the "Butler Secret" to achieve results superior to any marketing campaign or promotion you'll ever dream up. Why providing the best customer service isn't enough anymore, and what you must do instead if you want your business to keep growing in the 21st century. The "Bentley Strategy" that will immediately and dramatically increase customer loyalty to your business. And many more proven tactics and strategies.

Effects of Relational Outcomes on Customer Loyalty GRIN Verlag

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.

[Effects of Perceived Service Quality on Customer Loyalty and Repurchase Intentions. The Mediating Role of Customer Satisfaction](#) Anchor Academic Publishing

Harness the power of games to create extraordinary customer engagement with Game-Based Marketing. Gamification is

revolutionizing the web and mobile apps. Innovative startups like Foursquare and Swoopo, growth companies like Gilt and Groupon and established brands like United Airlines and Nike all agree: the most powerful way to create and engage a vibrant community is with game mechanics. By leveraging points, levels, badges, challenges, rewards and leaderboards – these innovators are dramatically lowering their customer acquisition costs, increasing engagement and building sustainable, viral communities. Game-Based Marketing unlocks the design secrets of mega-successful games like Zynga’s Farmville, World of Warcraft, Bejeweled and Project Runway to give you the power to create winning game-like experiences on your site/apps. Avoid obvious pitfalls and learn from the masters with key insights, such as: Why good leaderboards shouldn’t feature the Top 10 players. Most games are played as an excuse to socialize, not to achieve. Status is worth 10x more than cash to most consumers. Badges are not enough: but they are important. You don’t need to offer real-world prizes to run a blockbuster sweepstakes. And learn even more: How to architect a point system that works Designing the funware loop: the basics of points, badges, levels, leaderboards and challenges Maximizing the value and impact of badges Future-proofing your design Challenging users without distraction Based on the groundbreaking work of game expert and successful entrepreneur Gabe Zichermann, Game-Based Marketing brings together the game mechanics expertise of a decade’s worth of research. Driven equally by big companies, startups, 40-year-old men and tween girls, the world is becoming increasingly more fun. Are you ready to play?

John Wiley & Sons

Argues that consumer and employee loyalty are key to success, and discusses how to obtain and preserve loyalty

Digging Deep Into the Effectiveness of Relationship Marketing on Loyalty McGraw Hill Education (India) Pvt Ltd

Customer loyalty is considered to be critically important to growth, profitability and sustainability. It has received much attention by practitioners and managers. However, some important variables about the different types of loyalty have remained unclear. While businesses look towards adopting various strategies to help them grow and succeed in the marketplace, a number of key business orientations have emerged. Each of these orientations has claimed to increase both

profitability and customer loyalty for an organization. This research has examined both of these factors, as well as their inter-relationships. The research was conducted in a two part study, based on a sequential triangulation approach. The first study focused on finding out the differences between two of the highest types of loyalties, attitudinal and emotional. The study, based on 40 interviews with customers from three different companies, across two cultural settings (Asian and European), has led to the emergence of key differentiating factors. The second study focused on the relationships between business orientations and customer loyalty. This study was based on six case studies of best practice firms. The study found a positive link between business orientations and loyalty. Moreover, a set of critical success factors were identified that would enable companies to implement effective loyalty management systems. Based on both of these two studies, a loyalty management model has been presented. The model helps to improve our understanding of loyalty, and would be of use to managers who would want to develop and manage customer loyalty in an organisation.

The Hidden Force Behind Growth, Profits, and Lasting Value

The Impact of Customer Loyalty Programmes on Consumer Decision-making and Brand Loyalty A University of KwaZulu-Natal Student Perspective Customer Loyalty

Due to the fierce competitive environment in the banking industry, several service providers implement marketing tactics to compete in order to achieve customer loyalty. Particularly, Islamic banks around the world are struggling to compete against conventional banks in terms of marketing activities development and gaining customer loyalty. Relationship marketing tactics such as price, service quality, communication, customization and reputation considered as the tools that marketers can use to enhance trust and commitment and subsequently customer loyalty. This study investigates the impact of relationship marketing tactics, trust and commitment on customer loyalty in Algerian Islamic banks. Data were collected through self-administered questionnaires delivered to 308 customers of two leading Islamic banks in Algeria. Data were analyzed using Structural Equation Modeling through Smart PLS. The results found that only communication and customization are related to trust, and reputation positively related to commitment. Communication and service quality significantly predicted

customer loyalty. In addition, the results provided a substantial support that trust and commitment acts partially as the mediators on the relationship between relationship marketing tactics and customer loyalty. Findings also have contributed to new knowledge of evaluating a model of relationship marketing tactics with the role of trust and commitment on loyalty. Finally, it would be useful to examine more variables; future research can include different tactics such as reciprocity, tangible rewards, direct contact, value proposition, and customer satisfaction as well. [Marketing Opportunities and Challenges in a Changing Global Marketplace](#) MDPI

Abstract: Customer loyalty in services is the focus of the research. The research problem sought to determine both indirect and indirect effects of relational outcomes on customer loyalty, conceptualised as a psychological state. Relational outcomes are defined as: the thoughts, feelings, and relationships perceived by customers arising from the interaction with a service employee. This class of variable is differentiated from other relational factors such as the characteristics of the actors in the interaction and their behaviours. The effects of relational outcome antecedents were compared to service evaluation antecedents such as customer satisfaction, quality, and value. Customer loyalty was modelled as a psychological state and grounded in the unique characteristics of services. The pioneering work of Kingstrom (1983) was used as a basis for extending the literature.-- Customer loyalty is an important variable for both services marketing researchers and industry. Accordingly, the research was justified on both theoretical and managerial grounds. Four factors inspired the identification of the research gap: a lack of service loyalty research grounded in service characteristics, lack of studies that conceptualised loyalty as a psychological state, inadequacy of service evaluation measures to predict customer loyalty, and the perceived importance of social interaction to service outcomes.--Data collection included pilot studies, re-analysis of published literature, and three major studies. In the first major study, 23 informants provided insights into the nature of three specific relational outcomes: friendship, social comfort, and social regard. The second study was a cross-sectional survey of 190 hair-dressing customers. The specific relationships between friendship, social regard, social comfort, value for money, service encounter satisfaction, perceived core service

quality, and customer loyalty were established in this study. New scales were also developed for friendship, social regard, social comfort, and customer loyalty. A third study collected survey data from 406 customers of hairdressing salons, cafes, and naturopathic clinics. Hypothesised relationships were tested through three nested structural equation models.--The results indicate that relational outcomes in general are important to customer loyalty. Their effects on loyalty as a psychological state are both direct and indirect. The strength of the effects of relational outcomes on loyalty compares favourably with the effects of service evaluation measures on loyalty. The construct of friendship between individual customer and service employee was found to be related significantly and positively with customer loyalty. The effect of personal friendship appears to have as strong an effect as perceptions of core quality and service encounter satisfaction.--Another major finding was that the two relational outcomes of social comfort and social regard both had an indirect influence on customer loyalty. This effect was mediated through the service evaluation constructs of perceived core service quality and service encounter satisfaction. Social comfort affected both quality and satisfaction whereas social regard only influenced quality. However, the impact of social regard on core quality was substantial. Friendship was not found to have a significant relationship with either quality or satisfaction. These findings suggest that there is a temporal dimension to the influence of relational outcomes. Both social regard and social comfort appear to be more important in the early stages of customer-service provider interaction. It also appears that customers evaluate the core quality of everyday services such as hair salons, cafes, and naturopaths using social cues such as feeling well regarded.--A further major finding was the lack of a significant relationship between value for money and psychological loyalty in both quantitative studies. Effects of quality, satisfaction, and friendship appear to be important to loyalty development whereas customer value is not. This finding suggests that value for money may be related directly to actual purchase behaviour or repurchase intentions rather than mediated through psychological feelings of loyalty. Hence, evaluations which reflect pricing considerations are less likely to be associated with psychological loyalty than more relationally

oriented constructs.--The findings indicate important implications for both marketers and researchers. Marketing strategists need to be clear about pursuing either a loyalty or a value for money strategy. The former may not result from the latter. Relational outcomes lead to psychological loyalty but their interactive effects operate differently. Friendship with a service employee provides a direct contribution to loyalty development. Whereas social regard and social comfort affect customers' evaluation of the service. Pursuing a relational strategy will have implications for the way frontline staff are selected and trained. Theoretical implications include: using the relational outcomes as a basis for middle range theory development, support for the linear-additive measurement approach, use of laddering techniques to determine relevant influencing variables, and additional explanatory power to the service recovery literature.--In conclusion, a unidimensional construct of psychological loyalty, grounded in service characteristics, was developed, tested, and evaluated for wide application to service industries. Three specific relational antecedents: Friendship, social regard, and social comfort were found to be important to the development of customer loyalty. The research highlighted how these relational outcomes interacted with service evaluation measures to produce loyal customers. Accordingly, Kingstrom's (1983) work has been extended.

The Impact of Sunk Cost on Customer Loyalty GRIN Verlag
This book presents an extensive discussion of the strategic and tactical aspects of customer relationship management as we know it today. It helps readers obtain a comprehensive grasp of CRM strategy, concepts and tools and provides all the necessary steps in managing profitable customer relationships. Throughout, the book stresses a clear understanding of economic customer value as the guiding concept for marketing decisions. Exhaustive case studies, mini cases and real-world illustrations under the title "CRM at Work" all ensure that the material is both highly accessible and applicable, and help to address key managerial issues, stimulate thinking, and encourage problem solving. The book is a comprehensive and up-to-date learning companion for advanced undergraduate students, master's degree students, and executives who want a detailed and conceptually sound insight

into the field of CRM. The new edition provides an updated perspective on the latest research results and incorporates the impact of the digital transformation on the CRM domain.

The Impact of Customer Loyalty Programmes on Consumer Decision-making and Brand Loyalty LAP Lambert Academic Publishing

The primary objective of this study is to gauge the effect of perceived service quality on customer loyalty and repurchase intentions through customer satisfaction in Lahore, Pakistan. Therefore, the significance of customer satisfaction for customer loyalty and repurchase intentions is explained. Customer satisfactions play a mediating role between perceived service qualities, customer loyalty and repurchase intentions. The population of the research is constituted of the potential customers of Lahore and the sample size amounts to 230.

The Impact of Product Satisfaction and Service Quality on Customer Loyalty Springer Science & Business Media

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).

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