

**THE IMPACT OF RELATIONSHIP MARKETING ON  
CUSTOMER LOYALTY IN THE BANKING SECTOR**

**NOR AZA MAULAD MUSA**

as

**UNIVERSITI UTARA MALAYSIA  
2009**

# **THE IMPACT OF RELATIONSHIP MARKETING ON CUSTOMER LOYALTY IN THE BANKING SECTOR**

A thesis submitted to the Graduated School in partial  
fulfillment of the requirements for the degree  
Master of Business Administration  
Universiti Utara Malaysia

By

Nor Aza Maulad Musa

© Nor Aza Maulad Musa, 2009. All rights reserved

# Permission to Use

---

In presenting this thesis in partial fulfillment of the requirements for a postgraduate degree from University Utara Malaysia, I agree that the University Library may make it freely available for inspection. I further agree that permission for copying of this thesis in any manner, in whole or in part, for scholarly purpose may be granted by my supervisor or in their absence, by the Dean of the Graduate school. It is understood that any copying or publication or use of this thesis or parts thereof for financial gain not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly use which may be made of any material from my thesis.

Request for permission to copy or to make other use of materials in this thesis, in whole or in part, should be addressed to:

Assistants Vice Chancellor  
College of Business  
Universiti Utara Malaysia  
06010 UUM Sintok  
Kedah Darul Aman

# Abstract

---

This research explores the impact of relationship marketing on customer loyalty in banking context. A survey of students of Universiti Utara Malaysia (UUM) and employees of Permintex Industries Sdn. Bhd was conducted to determine the significance and influence of the underpinnings of the relationship marketing such as trust, commitment, conflict handling, values and empathy on customers' loyalty in the banking sector. A total of 138 usable questionnaires were obtained from a total of 150 questionnaires distributed. The findings shows that the four (4) variables namely trust, conflict handling, values and empathy were important in determining and influencing customers' loyalty. Since the results of the research showed that customers' loyalty is related to trust, conflict handling, values and empathy factors, therefore banks need to consider these factors and provide the right tenant mixes, services, and other facilities that are essentials for attracting customers.

# Abstrak

---

Tujuan utama kajian ini adalah untuk mengetahui sejauhmana kesan perhubungan pemasaran terhadap kesetiaan pelanggan di dalam sektor perbankan. Satu soal selidik terhadap pelajar-pelajar di Universiti Utara Malaysia and pekerja-pekerja di Permintex Industries Sdn. Bhd telah dilaksanakan untuk menentukan faktor yang menyebabkan kesetiaan mereka kepada bank yang mereka berurusan. Kaji selidik ini menggunakan dimensi berikut iaitu dimensi Keyakinan (Trust), Komitmen (Commitment), Penyelesaian Masalah (Conflict Handling), Nilai (Values) dan Empati (Empathy) untuk mengukur tahap kesetiaan mereka. Sejumlah 138 soal selidik telah dapat digunakan daripada 150 soal selidik yang diedarkan. Kajian ini mendapati bahawa faktor Keyakinan (Trust), Penyelesaian Masalah (Conflict Handling), Nilai (Values) dan Empati (Empathy) merupakan faktor yang paling memberikan kesan kepada mereka untuk terus setia terhadap bank pilihan mereka. Oleh kerana keputusan kajian ini mendapati faktor tersebut menjadi pilihan mereka, maka dengan ini pihak pengurusan bank harus menitikberatkan strategi yang berkaitan dengan perkara-perkara ini dalam menarik pelanggan untuk berurusan dan terus setia dengan bank.

# Acknowledgement

---

The completion of this thesis would not have been possible without the contributions of a number of people.

My particular thanks go to my supervisors Mr Mohamad Zainol Abidin bin Adam, for the great support, patience and understanding enabled the completion of this thesis.

A sincere appreciation and special thanks to the respondents for their kind assistance and support throughout the data collection process of this research. Great appreciation is also extended to friends and family who always gave a great support during this research. Without their endless care, constant love, encouragement and sacrifice, I would never have reached this level.

As a final word, for the intellect, which is the most fundamental tool necessary for academic work, the physical well being carry loads of papers around, the emotional strength to withstand academic critiques which are sometimes cutting, and the ups and downs seemingly unhurried lifestyle, I owe entirely to the grace of almighty God to whose glory this research is dedicated. May Allah blessings be upon the readers for this research.

# Table of Contents

---

	<b>CONTENT</b>		<b>PAGE</b>
PERMISSION TO USE ..	.. .. .. .. .. .. .. ..		i
ABSTRACT (ENGLISH) ..	.. .. .. .. .. .. .. ..		ii
ABSTRAK (BAHASA MELAYU) ..	.. .. .. .. .. .. .. ..		iii
ACKNOWLEDGEMENT ..	.. .. .. .. .. .. .. ..		iv
LIST OF TABLES ..	.. .. .. .. .. .. .. ..		
LIST OF FIGURES ..	.. .. .. .. .. .. .. ..		
 <b>CHAPTER 1</b>			
<b>BACKGROUND AND AIMS ..</b>	.. .. .. .. .. .. .. ..		<b>1</b>
1.0 Introduction ..	.. .. .. .. .. .. .. ..		1
1.1 An Overview of Customer Loyalty ..	.. .. .. .. .. .. .. ..		2
1.2 An Overview of the Banking Sector ..	.. .. .. .. .. .. .. ..		5
1.2.1 Retail Banking ..	.. .. .. .. .. .. .. ..		6
1.2.2 Conventional Banking ..	.. .. .. .. .. .. .. ..		6
1.2.3 Electronic Banking ..	.. .. .. .. .. .. .. ..		7
1.2.4 Bank vs. customer ..	.. .. .. .. .. .. .. ..		7
1.3 Problem Statement ..	.. .. .. .. .. .. .. ..		9
1.4 Purpose of Study ..	.. .. .. .. .. .. .. ..		10
1.4.1 General Purpose ..	.. .. .. .. .. .. .. ..		10
1.4.2 Specific Purpose ..	.. .. .. .. .. .. .. ..		10
1.5 Research Question ..	.. .. .. .. .. .. .. ..		11
1.6 Theoretical Framework ..	.. .. .. .. .. .. .. ..		12
1.6.1 Dependent Variables ..	.. .. .. .. .. .. .. ..		13
1.6.2 Independent Variables ..	.. .. .. .. .. .. .. ..		13
1.7 Hypothesis ..	.. .. .. .. .. .. .. ..		15
1.8 Significant of Study ..	.. .. .. .. .. .. .. ..		17
1.9 Chapter Conclusion ..	.. .. .. .. .. .. .. ..		18
1.10 Overview of the Thesis ..	.. .. .. .. .. .. .. ..		18

## **CHAPTER 2**

<b>LITERATURE REVIEW ..</b>	..	..	..	..	..	..	..	<b>19</b>
2.0 Introduction ..	..	..	..	..	..	..	..	19
2.1 Customer Loyalty ..	..	..	..	..	..	..	..	19
2.1.1 The Dimensions of the Customer Loyalty Construct	..							22
2.1.2 Customer Loyalty In The Service Context ..	..							29
2.2 Trust ..	..	..	..	..	..	..	..	33
2.2.1 Attributes of Trust ..	..	..	..	..	..	..	..	34
2.3 Commitment ..	..	..	..	..	..	..	..	37
2.3.1 Attributes of Commitment ..	..	..	..	..	..	..	..	40
2.3.2 The Linkage Between Customer Commitment and Customer Loyalty ..	..	..	..	..	..	..	..	41
2.4 Conflict Handling ..	..	..	..	..	..	..	..	42
2.5 Value perception ..	..	..	..	..	..	..	..	43
2.5.1 Attributes of Customer Value Perception ..	..	..	..	..	..	..	..	44
2.6 Empathy ..	..	..	..	..	..	..	..	46

## **CHAPTER 3**

<b>METHODOLOGY ..</b>	..	..	..	..	..	..	..	<b>49</b>
3.0 Introduction ..	..	..	..	..	..	..	..	49
3.1 Research Design ..	..	..	..	..	..	..	..	49
3.2 Sampling Design ..	..	..	..	..	..	..	..	50
3.3 Research Sample ..	..	..	..	..	..	..	..	51
3.4 Data Collection ..	..	..	..	..	..	..	..	52
3.5 Question Design ..	..	..	..	..	..	..	..	53
3.6 Scale Type Used ..	..	..	..	..	..	..	..	55
3.7 Pilot Test ..	..	..	..	..	..	..	..	57
3.8 Reliability Test ..	..	..	..	..	..	..	..	58
3.9 Statistical Methods ..	..	..	..	..	..	..	..	59
3.10 Chapter Summary ..	..	..	..	..	..	..	..	60

**CHAPTER 4**

<b>DATA ANALYSIS AND FINDINGS</b>	..	..	..	..	..	..	<b>61</b>
4.0 Introduction ..	..	..	..	..	..	..	61
4.1 Descriptive Statistic of Data Collection	..	..	..	..	..	..	61
4.1.1 Gender of Respondents	..	..	..	..	..	..	62
4.1.2 Age of Respondents ..	..	..	..	..	..	..	62
4.1.3 Race of Respondents..	..	..	..	..	..	..	63
4.1.4 Religion of Respondents ..	..	..	..	..	..	..	63
4.1.5 Highest Educational Achieved by Respondents	..	..	..	..	..	..	64
4.1.6 Occupation of Respondents ..	..	..	..	..	..	..	65
4.1.7 Income of Respondents	..	..	..	..	..	..	66
4.2 T-test of Data Collection	..	..	..	..	..	..	66
4.3 Hypothesis Testing ..	..	..	..	..	..	..	67
4.4 Regression Analysis..	..	..	..	..	..	..	76
4.5 Chapter Summary ..	..	..	..	..	..	..	78

**CHAPTER 5**

<b>DISCUSSION, RECOMMENDATIONS AND CONCLUSION ..</b>	..	<b>79</b>					
5.0 Introduction ..	..	..	..	..	..	..	79
5.1 Discussion ..	..	..	..	..	..	..	79
5.2 Recommendations ..	..	..	..	..	..	..	85
5.3 Limitation of Study ..	..	..	..	..	..	..	87
5.4 Conclusion ..	..	..	..	..	..	..	87

<b>REFERENCES</b>	..	..	..	..	..	..	<b>90</b>
-------------------	----	----	----	----	----	----	-----------

**APPENDICES**

Appendix A ..	..	..	..	..	..	..	101
Appendix B ..	..	..	..	..	..	..	107

# List of Tables

---

Table 2.1	Overview of Customer Loyalty Research .. .. .. .. ..	23
Table 2.2	Loyalty Categories .. .. .. .. .. ..	26
Table 2.3	A four Phase Progressive Loyalty Development Framework.. .. .. ..	28
Table 3.1	Summary of the Questionnaire .. .. .. .. ..	57
Table 3.2	Reliability Statistic for the Pilot Test .. .. .. .. ..	59
Table 4.1	Gender of the respondent .. .. .. .. ..	62
Table 4.2	Age of the Respondent .. .. .. .. ..	62
Table 4.3	Race of the Respondent .. .. .. .. ..	63
Table 4.4	Religion of the Respondent .. .. .. .. ..	63
Table 4.5	Highest Educational Achieved by Respondents .. .. ..	64
Table 4.6	Occupation of the Respondent .. .. .. .. ..	65
Table 4.7	Income of the Respondent .. .. .. .. ..	66
Table 4.8	Independent Samples Test Between Gender and Customers' Loyalty .. .. .. .. .. .. .. ..	67
Table 4.9	One-Way ANOVA Between Age, Race, Religion, Education, Occupation And Income With Customers' Loyalty .. .. .. .. .. .. .. ..	68
Table 4.10	Multiple Regression Analysis .. .. .. .. ..	70
Table 4.11	Correlations Between Trust Dimension and Customer' Loyalty .. .. .. .. .. .. .. ..	71
Table 4.12	Correlations Between Commitment Dimension and Customers' Loyalty .. .. .. .. .. .. .. ..	72
Table 4.13	Correlations Between Conflict Handling Dimension and Customers' Loyalty .. .. .. .. .. .. .. ..	73
Table 4.14	Correlations Between Values Dimension and Customers' Loyalty .. .. .. .. .. .. .. ..	74

Table 4.15	Correlations Between Empathy Dimension and Customers' Loyalty .. .. .. .. .. .. ..	75
Table 4.16	Multiple Regression Analysis .. .. .. .. ..	77

## List of Figures

---

Figure 1.1	Theoretical Framework of the Research .. .. ..	14
------------	--	----

# 1

## Background and Aims

---

### 1.0 Introduction

This study explores the impact of relationship marketing on customer loyalty in banking context. In particular, it will discuss the significance and influence of the underpinnings of the relationship marketing such as trust, commitment, conflict handling, values and empathy on customers' loyalty in the banking sector. This chapter contains; (1) Background of The Study, (2) Problem Statement, (3) Specific Objectives of This Study, (4) Research Question, (5) Theoretical Framework, (6) Hypothesis, and (7) Significant of the Study.

Part one (1) Background of The Study will describe about the background and theories which related to this research. Part Two (2), Problem Statement discusses the subject related to the topic. Part Three (3), Purpose of The Study highlights the objectives of this research. Part Four (4), discusses what are the questions which needed to be answered in this research, followed by Part Five (5) explains the theoretical framework of

The contents of  
the thesis is for  
internal user  
only

## References

---

Amine, A. (1998). Consumers' true brand loyalty: the central role of commitment. *Journal of Strategic Marketing*, 6 (4), pp. 305-19.

Baldinger, A. and Robinson, J. (1996). Brand-loyalty: the link between attitude and behavior. *Journal of Advertising Research*, pp. 22-34.

Bang, H. K., Raymond, M. A., taylor, C. R. Moon, Y. S. (2004). A comparison of service quality dimensions conveyed in advertisements for service providers in the USA and Korea, *International Marketing Review*, 22 (30), pp. 309-26.

Baumann, C., Burton, S., Elliott, G. and Kehr, H. M. (2007). Prediction of attitude and behavior intentions in retail banking. *International Journal of Bank Marketing*, 25 (2), pp. 102-116.

Bearden, W. O. and Netemeyer, R. G. (1999). Handbook of Marketing Scales: multi-item Measures for marketing and consumer behavior research. 2<sup>nd</sup> ed. USA: Sage Publications.

Beeli, A., Martin, J.D. and Quintana, A. (2004). A model of customer loyalty in the retail banking market. *European Journal of Marketing*, 38 (1/2), pp. 253-275.

Bendapudi, N., and Berry, L. L. (1997). Customers' motivation for maintaining relationship with service providers. *Journal of Retailing*, 73 (1), pp. 15-37.

Berry, L. (1996). On great service: a framework for actions. *Journal of the academy of Marketing Science*, 24 (2), pp. 176.

Bhatty, M., Skinkle, R., and Spalding, T. (2001). Redefining customer loyalty, the customer's way. *Journal of Ivey Business*, 65 (3), pp.13-7.

Bitner, M. J. (1990) Evaluating service encounters: the effects of physical surroundings and employee responses. *Journal of Marketing*, 54 (2), pp. 69-82.

Bitner, M. J., Bernard, H. B., and Mary S. T. (1990). The service encounter: diagnosing favorable and unfavorable incidents. *Journal of Marketing*, 54 (1), pp. 71-94.

Blankenship, A. B., Breen, G. E. and Dutka, A. (1998). State of the Art Marketing Research. 2<sup>nd</sup> ed. USA: NTC Business Books.

Boulding, W., Ajay K., Richard S., and Zeithaml, V. A. (1993). A dynamic process model of service quality: from expectations to behavioral intentions. *Journal of Marketing Research*, 30 (1), pp. 7-27.

Bowen, J. T. and Shoemaker, S. (1998). Loyalty: a strategic commitment. *The Cornell Hotel and Restaurant Administration Quarterly*, 44 (5), pp. 31-47.

Caruana, A. (2002). Service loyalty: the effects of service quality and the mediating role of customer satisfaction. *European Journal of Marketing*, 36 (7-8), pp. 811-28.

Cavana, R. Y., Delahaye, B. D. & Sekaran, U. (2001). Applied business research: qualitative and quantitative methods. Melbourne: John Wiley & Sons.

Churchill, G. A. and Peter, P. (1984). Research design effects n the reliability of rating scales: a meta-analysis. *Journal of Marketing Research*, 21 (4), pp. 360-75.

Coakes, S. J. & Steed, L. (2007). SPSS version 14.0 for windows. Australia: John Wiley & Sons.

Cronin, J., Brady, M. and Hult, T. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76 (2), pp. 193-218.

Cooper, D. R. & Schindler, P. S. (2006). Business research methods 9<sup>th</sup> ed. McGraw Hill.

Crosby, L. A. & Tailor, J. R. (1983). Psychological commitment and its effects on post-decision evaluation and preference stability among voters. *Journal of Consumer Research*, 9 (March), pp. 413-431.

Curasi, C. and Kennedy, K. (2002). From prisoner to apostles: a typology of repeat buyers and loyal customers in service business. *Journal of service Marketing*, 16 (4), pp. 322-41.

Day, G. S. (1969). A two-dimension concept of brand loyalty. *Journal of Advertising Research*, 9 (3), pp. 29-35.

De vaues, D.A. (2002). Surveys in social research. Sydney: Allen & Unwin.

Disney, J. (1999). Customer satisfaction and loyalty: the critical elements of service quality. *Total Quality Management*, 10 (4-5), pp. 491-98.

Dwyer, F.R., Schurr, P.H. and Oh, S. (1987). Developing buyer-seller relationships. *Journal of Marketing*, 51 (2), pp. 11-27.

Egan, J. (2000). Drivers to relational strategies in retailing. *International Journal of Retail & Distribution Management*, 28 (8), pp. 379-86.

Evans, K.R. and Beltramini, R.F. (1987). A theoretical model of consumer negotiated pricing: an orientation perspective. *Journal of Marketing*, 51, pp. 58-73.

File, K. M. and Prince, R. A. (1993). Evaluating the effectiveness of interactive marketing. *Journal of Service Marketing*, 7 (3), pp. 49-58.

Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., and Bryant, B. E. (1996)T. he american customer satisfaction index: nature, purpose, and findings. *Journal of Marketing*, 60 (October), pp. 7-18.

Foster, B., and Cadogan, J. (2000). Relationship selling and customer loyalty: an empirical investigation. *Marketing Intelligence and Planning*, 18 (4), pp. 185-99.

Fournier, S. (1998). Consumer and their brands: developing relationship theory in consumer research. *Journal of Consumer Research*, 24 (4), pp. 343-374.

Ganesh, J., Arnold, M. J., and Reynolds, K. E. (2000). Understanding the customer base of service providers: an examination of the differences between switchers and stayers. *Journal of Marketing*, 65 (3), pp. 65-87.

Gremler, D. D., and Stephen, W. B. (1999). The loyalty ripple effect appreciating the full value of customers. *International Journal of Service Industry Management*, 10 (3), pp. 271-91.

Gutman, J. (1982). A means-end chain model based on consumer categories processes. *Journal of Marketing*, 46 (Spring), pp. 60-72.

Gutman, J. (1991). Exploring the nature of linkages between consequences and values. *Journal of Business Research*, 22 (March), pp. 60-72.

Heskett, J. L. (2002). Beyond customer loyalty. *Managing Service Quality*, 12 (6), pp. 355-7.

Heskett, J., Jones, T. O., Loveman, G. W., and Schlesinger, L. A. (1994). Putting the service-profit chain to work. *Harvard Business Review*, 72 (2), pp. 164-174.

Hofmeyr, J. and Rice, B. (2000). Commitment-led marketing. UK: John Wiley & Sons.

Huber, F., Herrmann, A. and Morgan, R. E. (2001). Gaining competitive advantage through customer value oriented management. *The Journal Marketing*, 18 (1), pp. 41-53.

Huseyin, A., Salih, T. K., and Salime, M. S. (2005). A comparison of service quality in the banking industry. *International Journal of Bank Marketing*, 23 (7), pp. 508-26.

Jacob, J. (1971). A model of multi-brand loyalty. *Journal of Advertising Research*, 11 (3), pp. 25-31.

Jacoby, J., and Chestnut, R. W. (1978). Brand loyalty measurement and management. New York: John Wiley & Son.

Keating, B., Rugimbana, R., and Quazi, A. (2003). Differentiating between service quality and relationship quality in cyberspace. *Managing Service Quality*, 13 (3), pp. 217-32.

Keaveney, S. (1995). Customer switching behavior in service industries: an exploratory study. *Journal of Marketing*, 59 (71-82).

Jacoby, J. & Kyner, D. B. (1973). Brand loyalty vs. repeat purchasing behavior. *Journal of Marketing Research, Chicago*, 10 (1), pp. 1-10.

Jones, T. O. and Sasser, W. E. (1995). Why satisfied customers defect. *Harvard Business Review*, 73 (6), pp. 88-99.

Kandampully, J. (1998). Service quality to service loyalty: a relationship which goes beyond customer services. *Total Quality Management*, 9 (6), pp. 431-43.

Keaveney, S. (1995). Customer switching behavior in service industries: an exploratory study. *Journal of Marketing*, 59, pp. 71-82.

Kettinger, W. J. and Lee. C.C. (1995). Perceived service quality and user satisfaction with the information services function. *Decision Sciences*, 25 (5), pp. 737-66.

Knox, S., and Walker, D. (2001). Measuring and managing brand loyalty. *Journal of Strategic Marketing*, 9 (2), pp. 111-28.

Kunyk, D. & Olson, J.K. (2001). Clarification of conceptualizations of empathy. *Journal of Advanced Nursing*, 35 (3), pp. 317-25.

Leowenthal, K.M. (1996). An introduction to psychological test ans scales. 141.

Malhotra, N.K., Hall, J., Shaw, M. and Crisp, M. (1996). Marketing research: an applied orientation. Sydney NSW, Australi: Prentice Hall.

Miles, M.B. and Huberman, A.M. 91994). Qualitative data analysis: an expanded sourcebook. 2<sup>nd</sup> ed. USA: Sage.

Moorman, C., Zaltman, G. and Deshpande, R. (1992). Relationship between providers and users of market research: the dynamics of trust within and between organizations. *Journal of Marketing Research*, 29 (3), pp.314-28.

Morgan, R. and Hunt, S. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58 (3), pp. 20-38.

Morris, D. S., Barnes, B. R., and Lynch, J. E. (1999). Relationship marketing needs total quality Management. *Total Quality Management*, 10 (4-5), pp. 659.

Naceur, J. and Azaddin, K. (2005). A customized measure of service quality in the UAE. *Managing Service Quality*, 15 (4), pp. 374-88.

Naresh, K., M. (1986). Consumer behavior and marketing actions. *Journal of Marketing Science*, 11 (1), pp. 191-93.

Ndubisi, N. O. (2004). Understanding the salience of cultural dimensions on relationship marketing, it's underpinnings and aftermaths. *Cross Cultural Management*, 11 (3).

Ndubisi, N. O. (2007). Relationship marketing and customer loyalty. *Marketing Intelligence & Planning*, 25 (1), pp. 98-106.

Ndubisi, N. O. and Wah, C.K. (2005). Factorial and discriminant analyses of the underpinnings of relationship marketing and customer satisfaction. *International Journal of Bank Marketing*, 23 (7), pp. 542-557.

Neuman, W. L. (2003). Social research methods: qualitative and quantitative approaches. 5<sup>th</sup> ed. Boston, USA: Allyn & Bacon.

Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of Consumer Research*, 20 (3), pp. 418-30.

Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of Marketing*, 63, pp.33-44.

Olsen, S. (2002). Comparative evaluation and the relationship between quality, satisfaction and repurchase loyalty. *Journal of Academy of Marketing Science*, 30 (3), pp. 240-9.

Parasuraman, A. (1997). Reflections on gaining competitive advantage through customer Value. *Journal of the Academy of Marketing Science*, 25 (2), pp. 154-61.

Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49 (4), pp. 41-50.

Parasuraman, A., Zeithaml, V. A. and Berry, L. L. (1988). SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64, pp. 12-40.

Parasuraman, A. and Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: a research agenda. *Journal of the Academy of Marketing Science*, 28 (1), pp. 168-74.

Park, C., and Kim, Y. (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. *International Journal of Retail & Distribution Management*, 31 (1), pp. 69-29.

Pressey, A. D., and Mathews, B. P. (2000). Barriers to relationship marketing in consumer retailing. *Journal of Services Marketing*, 14 (3), pp. 272-86.

Pritchard, M., Havitz, M. and Howard, D. (1999). Analyzing the commitment-loyalty link in service contexts. *Journal of the Academy of Marketing Science*, 27 (3), pp. 333-48.

Pruitt, D.G. (1981). *Negotiation Behaviour*. New York:Academic Press Inc.

Ranchhod, A. and Zhou, F. (2001). Comparing respondents of e-mail and mail surveys: understanding the implications of technology. *Marketing Intelligence and Planning*, 19 (4), pp. 254-62.

Raymond, M.A. and Rylance, W. (1995). Evaluation and management of professional services in Korea. *Advances in International Marketing*, 7, pp. 111-15.

Reichheld, F. and Aspinall, K. (1993). Building high-loyalty business systems. *Journal of Retail Banking*, 15 (4), pp. 21-9.

Reichheld, F. (1996). Learning from customer defections. *Harvard Business Review*, 74 (2), pp. 56-69.

Reichheld, F. F., and Sasser, W. E. (1990). Zero defections: quality comes to services. *Harvard Business Review*, 68 (5), pp. 105-11.

Reichheld, F. F.(2003). The one number you need to grow. *Harvard Business Review*, 81 (12), pp. 46-54.

Reichheld, F. and Schefter, P. (2000). E-loyalty: your secret weapon on the web. *Harvard Business Review*, 78 (4), pp. 105-13.

Tyan, G.W. and Bernard, H.R. (2000). Data management and analysis methods. In handbook of qualitative research, USA" Denzin, N.K. and Lincoln, Y.S. Sage Publications.

Sekaran, U. (2004). Research method for business: a skill building approach. New York: John Wiley & Sons.

Selnes, F. (1998). Antecedents and consequence of trust and satisfaction in buyer-seller relationship. *European Journal of Marketing*, 32 (3), pp. 305-22.

Shanker, V., Smith, A., and Rangaswamy, A. (2003). Customer satisfaction and loyalty in online and offline environments. *International Journal of Research in Marketing*, 20 (2), pp. 153-75.

Sirdeshmukh, D. S., J. and Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66 (15-37).

Slater, S. (1997). Developing a customer value-based theory of the firm. *Journal of the Academy of Marketing Science*, 25 (2), pp. 162-7.

Srinivasan, S., Anderson, R., and Ponnvolu (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of Retailing*, 78 (1), pp. 41-50.

Storbacka, K., Strandvik, T. and Gronross, C. (1994). Managing customer relationships for profit: the dynamics of relationship quality. *International Journal of Service Industry Management*, 5 (5), pp. 21-38.

Tepeci, M. (1999). Increasing Brand Loyalty in the Hospitality Industry. *International Journal of Contemporary Hospitality Management*, 11 (5), pp. 223-9.

Vandermerwe, S. (2003). Customer-minded growth through services. *Managing Service Quality*, 13 (4), pp. 262-6.

White, S. and Schneider, B. (2000). Climbing the commitment ladder: the role of expectations disconfirmation on consumers' behavioral intentions. *Journal of Service Research*, 2 (3), pp. 240-53.

Wilkie, W. L. (1994). Consumer behavior, 3<sup>rd</sup> ed., New York: John Wiley & Sons.

Wong, A. and Sohal, A. (2002). An examination of the relationship between trust, commitment and relationship quality. *International Journal of Retail and Distribution Management*, 30 (1), pp. 34-50.

Wong, A., and Sohal, A. (2003). Service quality and customer loyalty perspective on two levels of retail relationship. *Journal of Service Marketing*, 17 (5), pp. 495-513.

Vavra, T. G. (1992). After marketing: how to keep customers for life through relationship marketing. Homewood: Business One Irwin.

Zeithaml, V. A., Berry, L. L., and Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60 (April), pp. 31-46.

Zeithaml, V. A. (1981). How consumer evaluation process differ between goods and services. In Services marketing Proceedings. Chicago: American Marketing Association.

Zeithaml, V. A. (2000). Service quality, profitability, and the economic worth of customers: what we know and what we need to learn. *Journal of the Academy of Marketing Science*, 28 (1), pp. 67-85.

Zeithaml, V. A., Berry, L. L., and Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60, pp. 31-46.

Zikmund, W. (2000). *Business Research Methods*, 6th edn, The Dryden Press, Harcourt College Publishers.