



**URBAN/SEMI-URBAN AND RURAL TAILORS PERCEPTION TOWARDS SEWING
THREADS' BRAND LOYALTY IN CUDDALORE DISTRICT**

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ABSTRACT

This article is analyzed the perception of the tailors pertaining to the brand loyalty of the sewing threads brands available in the Cuddalore district. The researcher has found more than 26 brands of sewing threads are available in the Cuddalore district. The brand preferences are made out of the brand loyalty is inevitable concepts. But the researcher has made an attempt to study the brand loyalty of sewing threads with rural and urban tailors. The hypothesis is: there is a difference between the rural and urban/semi-urban tailors perception towards brands loyalty of sewing threads. All the variables primary data of each factor averages are calculated on the percentage analysis, the factors mean values are analyzed with the help of t test to arrive the differences between the rural and urban tailors perception towards the brand loyalty prevailed in the respective location of the study area. The findings of the research can suggest both the manufacturers and the tailors generally.

Key Words: Brand loyalty, Sewing threads marketing, Thread application knowledge, Purchase decision, brand switchovers

Introduction

Brand loyalty is where a person buys products from the same manufacturer repeatedly rather than from other suppliers. In a survey of nearly 200 senior marketing managers, 68 percent responded that they found the "loyalty" metric very useful. True brand loyalty occurs when consumers are willing to pay higher prices for a certain brand, go out of their way for the brand, or think highly of it. Brand loyalty, in marketing, consists of

a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service, or other positive behaviors such as word of mouth advocacy.

Brand loyalty is more than simple repurchasing. Customers may repurchase a brand due to situational constraints (such as vendor lock-in), a lack of viable alternatives, or out of convenience. Such loyalty is referred to as "spurious loyalty". A recent study showed that customer loyalty is affected by customer satisfaction, but the association differs based on customer switching costs (procedural, relational, and financial). True brand loyalty exists when customers have a high relative attitude toward the brand which is then exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm. From the point of view of many marketers, loyalty to the brand in terms of consumer usage is a key factor. However, companies should ensure that they are not retaining loyal, but unprofitable customers. If customers are brand loyal, but unprofitable, then firms must implement a framework to assess and manage unprofitable customers. In this above juncture the researcher has been aimed to reveal the concepts of brand loyalty on the sewing threads markets in a district level. Hence the researcher has selected the Cuddalore district as more number (291) of rural tailors has registered than the other district. In Tirupur and Coimbatore there are more number of tailors is working in the garments industries; they are not involved in purchasing the sewing threads for themselves. The study only confined with the tailors is registered in the respective taluk/district office who has listed in the MSME business profile.

Objectives

1. To study the brand loyalty of sewing threads with rural and urban tailors

Hypothesis

1. There is a difference between the rural and urban/semi-urban tailors perception towards brands loyalty of sewing threads.

Methodology

The researcher has identified 187 tailors from the urban/semi-urban area and 123 tailors from the rural area of the Cuddalore district in each taluks.

Table 1: Distribution of the Respondents according to location of the business

Business location	Cud	Chi	Pan	Katt	Kuri	Thitt	Viru	Total
Urban/semi-urban	65 (65.0)	54 (52.4)	9 (52.9)	35 (70.0)	7 (46.7)	9 (75.0)	8 (61.5)	187 (60.3)
Rural	35 (35.0)	49 (47.6)	8 (47.1)	15 (30.0)	8 (53.3)	3 (25.0)	5 (38.5)	123 (39.7)

Source: Primary Data

The sampling of the study is under the proportionate random sampling method has been employed. The survey has been made by the interview schedule as the instrument to collect the primary data from the identified tailors. The researcher has found ten parameters of influencing the brand loyalty such as factors influenced on good thread, causes of thread cut during stitching, machine and thread application knowledge of the tailors, source of awareness about the sewing thread brands, sewing threads brands loyalty, prospective purchase decision of sewing threads, experience with current brand of sewing thread, perception towards product description of sewing thread, perception towards sewing thread price as per the size and brand switchover. The average perception of each factors are tabulated and discussed in detailed manner as follows.

Table 2: Factors influenced on good thread

Factors influenced on good thread	Urban/Semi-urban	Rural	Total
Highly Possible	40.5 (21.7)	23.5 (19.1)	64 (20.6)
Possible	32 (17.1)	23 (18.7)	55 (17.7)
Neutral	29.7 (15.9)	20.3 (16.5)	50 (16.1)
Not Possible	38.2 (20.4)	26.8 (21.8)	65 (21.0)
Highly Not Possible	46.7 (25.0)	29.3 (23.8)	76 (24.5)

Source: Primary Data

Most (24.5%) of the respondents are responded as quality of a thread determination is highly not possible by the variables averagely; 21.0 per cent of the tailors are said as not possible; 20.6 per cent of them represented as highly Possible. 17.7 per cent of them possible their views on the factors. Despite, 16.1 per cent of them are stated as it is neutral to determination of quality of a thread. Between the locations, urban and rural more or less in an equal perception have been attributed by the respondents. Hence the goodness of the thread is perceived as equal in everywhere. There is no disparity of opinion on the quality of the threads has been identified.

Table 3: Thread Breaks Causes

Thread breaks causes	Urban/Semi-urban	Rural	Total
Highly Possible	38.6 (20.7)	30.3 (24.6)	68.9 (22.2)
Possible	42.1 (22.5)	25.5 (20.7)	67.6 (21.8)
Neutral	39 (20.9)	25.3 (20.5)	64.3 (20.7)
Not Possible	31.8 (17.0)	20.8 (16.9)	52.5 (16.9)
Highly Not Possible	35.5 (19.0)	21.3 (17.3)	56.8 (18.3)

Source: Primary Data

Most (22.2%) of the respondents are responded to the factor of causes of threads break while using due to various improper application is highly possible; 21.8 per cent of the tailors are said possible; 20.7 per cent of them represented as neutral. 18.9 per cent of them opined as highly not possible. Despite, 16.9 per cent of them are stated as it is not possible to cut during the stitching by the cause of using the wrong thread for the application. The perception relating to the thread break causes are assumed as highly possible for the statements perceived by the rural tailors more than the urban/semi-urban tailors averagely.

Table 4: Machine and Thread application knowledge of the Tailors

Machine and Thread application knowledge of the Tailors	Urban/Semi-urban	Rural	Total
Strongly disagreed	29.7 (15.9)	22.2 (18.0)	51.8 (16.7)
Disagreed	24.8 (13.2)	18.3 (14.9)	43.1 (13.9)
Neutral	34.6 (18.5)	23.8 (19.3)	58.3 (18.8)
Agreed	52.8 (28.2)	30.6 (24.9)	83.3 (26.9)
Strongly Agreed	45.3 (24.2)	28.2 (22.9)	73.4 (23.7)

Source: Primary Data

Most (26.9%) of them are agreed the concepts of machine and thread application knowledge of the tailors. 23 per cent of them are strongly agreed the concepts. Therefore 50.6 per cent of them are agreed. But 29.6 per cent of them are disagreed the concepts relating to the machine and thread application knowledge of the tailors. The rural tailors are disagreed the concepts of machine and thread application knowledge is higher than the urban tailors and agreed the concepts is lesser. Hence, the comparison between the urban and rural is the tailors of urban have understood the concepts of machine and thread application knowledge are more than the rural tailors.

Table 5: Source of Awareness about the Sewing Thread Brands

Source of Awareness About The Sewing Thread Brands	Urban/Semi-urban	Rural	Total
Very Low	47.6 (25.5)	32.8 (26.7)	80.4 (25.9)
Low	46 (24.6)	27 (22.0)	73 (23.5)
No idea	37.6 (20.1)	24.6 (20.0)	62.2 (20.1)
High	28.8 (15.4)	18.8 (15.3)	47.6 (15.4)
Very High	27 (14.4)	19.8 (16.1)	46.8 (15.1)

Source: Primary Data

Most (25.9%) of them are stated their opinion pertaining to the source of awareness about sewing thread brand is very low. 23.5 per cent of them are stated as low awareness. Hence, 49.4 per cent of them are expressed or gained low awareness. Only 30.5 per cent of them alone have aware of the sewing thread brand. 20.1 per cent of the tailors are not bothering about the brands of the sewing threads available in the market. The rural and urban/semi-urban tailors are stated the sources of awareness about the sewing threads are more or less in a equal level of opinion perceived averagely. Hence, there are no differences between the rural and urban/semi-urban tailors in view of sources of awareness. Thus, the manufacturers of the sewing threads they should advertise their brands both in rural and semi-urban markets in affordable media selection.

Table 6: Sewing threads brands loyalty

Sewing threads brands loyalty	Urban/Semi-urban	Rural	Total
Strongly disagreed	37.9 (20.2)	25.6 (20.8)	63.4 (20.5)
Disagreed	36.6 (19.6)	28 (22.8)	64.6 (20.8)
Neutral	36.6 (19.6)	23.4 (19.0)	60 (19.4)
Agreed	35.9 (19.2)	21.4 (17.4)	57.3 (18.5)
Strongly Agreed	40.1 (21.5)	24.6 (20.0)	64.7 (20.9)

Source: Primary Data

Most (20.9%) of them are expressed that they have the sewing thread brand loyalty. 18.5 per cent of them are stated as agreed. Hence, 39.4 per cent of them alone have brand loyalty remaining of them are not bothering about the brand of threads. They only need the threads whatever available in the market. 41.3 per cent of them are disagreed the brand loyalty of the sewing threads. It denotes that the tailors are not worried about the quality and other features of the sewing threads. The rural and urban/semi-urban tailors are exposed their views on the brand loyalty of sewing threads are more or less in a equal level of opinion perceived averagely. Despite, rural tailors are disagreed the brand loyalty is higher than the urban/semi-urban tailors. Hence, there are is slight differences between the rural and urban/semi-urban tailors in brand loyalty. Thus, the manufacturers of the sewing threads they should concentrate and extent their brands sales both in rural and semi-urban markets.

Table 7: Prospective Purchase decision of sewing threads

Prospective Purchase decision of sewing threads	Urban/Semi-urban	Rural	Total
Strongly disagree	22.5 (12.0)	16.8 (13.6)	39.3 (12.7)
Disagree	30 (16.0)	19.3 (15.7)	49.3 (15.9)
No idea	40.5 (21.7)	25 (20.3)	65.5 (21.1)
Agree	48.3 (25.8)	31.8 (25.8)	80 (25.8)
Strongly agree	45.8 (24.5)	30.3 (24.6)	76 (24.5)

Source: Primary Data

Most (25.8%) of them are opined that they have the tendency of purchase decision averagely as agreed the statements. The rural and urban/semi-urban tailors are expressed their tendency on the purchase of sewing threads are more or less in a equal level of perception perceived averagely. Hence, there are no differences between the rural and urban/semi-urban tailors in prospective purchase decision towards sewing threads purchase. Thus, the manufacturers of the sewing threads they can advertise their brands in a high level that will promote the sales in future.

Table 8: Experience with current brand of sewing thread

Experience with current brand of sewing thread	Urban/Semi-urban	Rural	Total
Strongly disagree	23 (12.3)	16.1 (13.1)	39.1 (12.6)
Disagree	29.9 (16.0)	22.8 (18.5)	52.7 (17.0)
No idea	38.6 (20.6)	24.8 (20.2)	63.4 (20.4)
Agree	43 (23.0)	29.2 (23.8)	72.2 (23.3)
Strongly agree	52.5 (28.1)	30.1 (24.5)	82.6 (26.7)

Source: Primary Data

Most (26.7%) of tailors are perceived that they have experienced with current brand of sewing thread is averagely as strongly agreed the statements. The rural and urban/semi-urban tailors are expressed their experience on the sewing threads brands are unequal level of perception perceived averagely. Urban/semi-urban tailors are experienced more than the rural tailors. Hence, there are differences between the rural and urban/semi-urban tailors in experiences with the brands already applied in their sewing machines. Thus, the manufacturers of the sewing threads they can demonstrate their products features both the rural and urban tailors to improve the sales.

Table 9: Perception towards product description of sewing thread

Perception towards product description of sewing thread	Urban/Semi-urban	Rural	Total
Highly dissatisfied	34 (18.2)	25.2 (20.5)	59.2 (19.1)
Dissatisfied	39 (20.9)	27.6 (22.5)	66.6 (21.5)
Neutral	38.2 (20.4)	25.5 (20.7)	63.6 (20.5)
Satisfied	35.9 (19.2)	20.2 (16.4)	56.1 (18.1)
Highly satisfied	39.9 (21.3)	24.5 (20.0)	64.5 (20.8)

Source: Primary Data

Most (21.5%) of tailors are dissatisfied with the product description on the sewing threads. 40.6 per cent of them are dissatisfied and only 38.9 per cent of the tailors are satisfied with the product description printed on the single unit of the thread and the packages. Hence the description can generally to be improved on the sewing thread is required as per the respondents' opinion of the study. The rural and urban/semi-urban tailors are opined their perception on the sewing threads products description is highly differed on satisfaction such as rural tailors are highly dissatisfied and poorly satisfied than the urban/semi-urban tailors. Thus, the manufacturers of the sewing threads can improve the font size with legible to identify the required fields of the product description.

Table 10: Perception towards sewing thread price as per the size

Perception towards sewing thread price as per the size	Urban/Semi-urban	Rural	Total
Strongly disagree	38.8 (20.8)	28.7 (23.3)	67.5 (21.8)
Disagree	44.2 (23.6)	25.7 (20.9)	69.8 (22.5)
No idea	36.7 (19.6)	26.5 (21.5)	63.2 (20.4)
Agree	31.8 (17.0)	17.7 (14.4)	49.5 (16.0)
Strongly agree	35.5 (19.0)	24.5 (19.9)	60 (19.4)

Source: Primary Data

Most (44.3%) of tailors are disagreed the statements of pricings factors of the study and 35.4 per cent of them are agreed. Between the rural and urban/semi-urban tailors, rural tailors are agreed the statements lesser than the urban/semi-urban tailors. Hence the price of the product is as higher to rural due to the retailers of the sewing threads and availability of the products the price of the products may vary. Therefore, the producers of the sewing threads can extent the retailers in rural markets by the way of increasing the representatives and their incentives.

Table 11: Brand Switchover

Brand Switchover	Urban/Semi-urban	Rural	Total
Strongly Disagree	41 (21.9)	29.9 (24.3)	70.9 (22.9)
Disagree	39.9 (21.3)	25.1 (20.4)	65 (21.0)
Uncertain	37.6 (20.1)	24.2 (19.7)	61.8 (19.9)
Agree	32.8 (17.5)	21.7 (17.6)	54.5 (17.6)
Strongly Agree	35.7 (19.1)	22.1 (18.0)	57.8 (18.6)

Source: Primary Data

Most (43.9%) of tailors are disagreed the statements of brand switchovers factor of the study and 36.2 per cent of them are agreed. Between the rural and urban/semi-urban tailors agreed the statements more or less equal proportions. Despite, urban tailors are strongly disagreed the statements. It denotes that in the urban area of the study are highly involved in the brand switchovers. Hence the price, quality, product description, colours availability, advertisement, representative approaches, and other marketing aspects should be in satisfied conditions. It will prevent or reduce the brand switchovers frequency.

T-test

The student t- test has been employed to perceive the opinion of the tailors of rural and urban differences with the mean values of the above factors identified for the study. The hypothesis is framed as alternative type in a positive approach. The following table contented the *t* values of the above said factors.

Table 12: Descriptive Statistics

Influencing factors of brand preference and loyalty	Location of the tailoring business							
	Urban/Semi-urban				Rural			
	N	Mean	Std. Deviation	Std. Error Mean	N	Mean	Std. Deviation	Std. Error Mean
Factors influenced on good thread	187	3.0989	.68426	.05004	123	3.1260	.66848	.06028
Causes of thread cut during stitching	187	2.9111	.56115	.04104	123	2.8150	.52896	.04770
Machine and thread application knowledge of the tailors	187	3.3253	.62224	.04550	123	3.1951	.62923	.05674
Source of awareness about the sewing thread brands	187	2.6877	.72409	.05295	123	2.7220	.76807	.06925
Sewing threads brands loyalty	187	3.0206	.52574	.03845	123	2.9303	.47955	.04324
Prospective purchase decision of sewing threads	187	3.3463	.75051	.05488	123	3.3211	.84417	.07612
Experience with current brand of sewing thread	187	3.3854	.46818	.03424	123	3.2811	.42708	.03851
Perception towards product description of sewing thread	187	3.0467	.50707	.03708	123	2.9290	.49596	.04472
Perception towards sewing thread price as per the size	187	2.8984	.56671	.04144	123	2.8672	.54862	.04947
Brand switchover	187	2.9053	.52330	.03827	123	2.8455	.49211	.04437
Average	187	3.0626	0.5933	0.043	123	3.0032	0.5882	0.0530

Source: Computed Primary Data

From the above table researcher infers that the mean value of the ten parameters of the influencing factors of the study which means that the ‘experience with current brand of sewing thread’ is having highest mean value responded by the urban/semi-urban tailors with lesser the value of standard deviation and standard error. Whereas rural tailors are responded highly to ‘prospective purchase decisions of sewing threads’ with higher the value of standard deviation and standard error. It implied that the urban tailors’ experiences on their brand influenced the brand loyalty consistently. But rural tailor are influenced to purchase the sewing threads prospectively decided is inconsistently. Among the parameters both of them are poorly responded to ‘source of awareness about the sewing thread brands’ factor. Therefore, the brand loyalty of the sewing threads is moderately responded by both the area tailors of the study. If the manufacturers of the sewing threads made an attempt to increase their promotional activities such as advertisement, increasing representative and their incentives and retailers benefits will improve the brand loyalty.

Table 12: T- Test for the influencing factors of brand preferences and brand loyalty of sewing threads

Influencing factors	Variances	t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
Factors influenced on good thread	Equal variances assumed	-.344	308	.731	-.02705	.07872	-.18195	.12784
	Equal variances not assumed	-.345	265.415	.730	-.02705	.07834	-.18130	.12719
Causes of thread cut during stitching	Equal variances assumed	1.508	308	.133	.09606	.06369	-.02927	.22138
	Equal variances not assumed	1.527	271.785	.128	.09606	.06292	-.02781	.21992
Machine and thread application knowledge of the tailors	Equal variances assumed	1.794	308	.074	.13019	.07256	-.01259	.27297
	Equal variances not assumed	1.790	259.107	.075	.13019	.07273	-.01302	.27340
Source of awareness about the sewing thread brands	Equal variances assumed	-.398	308	.691	-.03425	.08612	-.20371	.13521
	Equal variances not assumed	-.393	250.241	.695	-.03425	.08718	-.20595	.13744
Sewing threads brands loyalty	Equal variances assumed	1.532	308	.127	.09031	.05897	-.02572	.20635
	Equal variances not assumed	1.561	277.421	.120	.09031	.05786	-.02359	.20421
Prospective purchase decision of sewing threads	Equal variances assumed	.274	308	.784	.02512	.09159	-.15510	.20534
	Equal variances not assumed	.268	239.389	.789	.02512	.09384	-.15974	.20997

Experience with current brand of sewing thread	Equal variances assumed	1.987	308	.048	.10434	.05251	.00101	.20767
	Equal variances not assumed	2.025	277.406	.044	.10434	.05153	.00291	.20577
Perception towards product description of sewing thread	Equal variances assumed	2.015	308	.045	.11762	.05836	.00279	.23246
	Equal variances not assumed	2.025	265.204	.044	.11762	.05809	.00324	.23200
Perception towards sewing thread price as per the size	Equal variances assumed	.480	308	.632	.03119	.06497	-	.15902
	Equal variances not assumed	.483	267.061	.629	.03119	.06453	-	.15824
Brand switchover	Equal variances assumed	1.008	308	.314	.05982	.05934	-	.17659
	Equal variances not assumed	1.021	272.202	.308	.05982	.05859	-	.17517

Source: Computed Primary Data

From the above table infers that the t-values are highly calculated from the mean values is for the equal variances not assumed to 'Experience with current brand of sewing thread', 'Perception towards product description of sewing thread' at 5 per cent significant; and to 'Machine and thread application knowledge of the tailors, at 10 per cent significant the hypotheses are rejected. It denotes that both the rural and urban tailors are differed in their perception on experience, product description and application knowledge of the sewing threads. There is no difference between the rural and urban/semi-urban tailors' perception on the sewing thread brand preferences and loyalty in Cuddalore district on other factors of the study during the study period. Hence the alternative hypothesis is rejected at 95 per cent of the confidence. The t values are very poor to 'factors influenced on good thread', 'source of awareness about the sewing thread brands', 'perception towards sewing thread price as per the size' and 'prospective purchase decision of sewing threads'. It denotes that both the rural and urban tailors are not differed in their perception on quality, source of awareness, price and purchase decision of the sewing threads. Therefore, the researcher has concluded that the manufacturers of the sewing threads in India and abroad have to concentrate the rural market with increased quality; sources of awareness and with an affordable piece rate will definitely improve the purchase decision and brand loyalty.

Conclusion

From the above discussions of comparative analysis of the mean values and simple percentage and as per the findings, researcher has concluded that the goodness of the thread is perceived as equal in everywhere. There is no disparity of opinion on the quality of the threads has been identified. The perception relating to the thread break causes are assumed as highly possible for the statements perceived by the rural tailors more than the urban/semi-urban tailors averagely. The tailors of urban have understood the concepts of machine and thread application knowledge are more than the rural tailors. The manufacturers of the sewing threads they should advertise their brands both in rural and semi-urban markets in affordable media selection, concentrate and extent their brands sales both in rural and semi-urban markets. Manufacturers of the sewing threads, they

can demonstrate their product features both the rural and urban tailors to improve the sales; they can improve the font size with legible to identify the required fields of the product description; they can extend the retailers in rural markets by the way of increasing the representatives and their incentives. The urban area of the study is highly involved in the brand switchovers. Hence the price, quality, product description, colours availability, advertisement, representative approaches, and other marketing aspects should be in satisfied conditions. It will prevent or reduce the brand switchovers frequency. The brand loyalty of the sewing threads is moderately responded by both the area tailors of the study. If the manufacturers of the sewing threads made an attempt to increase their promotional activities such as advertisement, increasing representative and their incentives and retailers benefits will improve the brand loyalty. The manufacturers of the sewing threads in India and abroad have to concentrate the rural market with increased quality; sources of awareness and with an affordable piece rate will definitely improve the purchase decision and brand loyalty.

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