

ANTECEDENTS INFLUENCING THE BRAND SWITCHING BEHAVIOUR AMONG YOUTH IN APPAREL PURCHASE

Ms. Nidhi Sharma*
Dr. Shruti Sharma**

ABSTRACT

The repurchase of a certain brand by a number of customers demonstrates their devotion to that brand, regardless of marketing pressure created by rival brands for the same product. This is accomplished through the phenomena of brand loyalty. This is critical from the standpoint of the company's impression, since consumers who get devoted to garment brands will generate a significant portion of the company's profits. The goal of this reading is to understand why some consumers are loyal to garment companies while others are not, as a result of different variables that cause customers to swap from one brand to other. This research examines a range of characteristics that may be used to distinguish between brand switchers and brand loyalists. A questionnaire was used to perform this study as a descriptive approach. Product quality, price, and consumer variety-seeking behaviour all have a substantial influence on customer happiness, according to the research. Customer satisfaction and brand marketing lead to brand preference. Consumers' repurchase intentions are influenced by brand preference. Customers' brand loyalty was to be influenced by customer satisfaction, brand choice, and repurchase intention. Customers that are dissatisfied with their experiences may transfer brands. Clothing is more preferred to brand switching than any other product on the basis of situational considerations in a wide range of situations. In terms of brand switching reasons, there were significant variations between various types of fashion items. When it comes to clothing, shift behaviour is usually associated with product characteristics such as colour, price, design, and fiber composition. This research aids garment companies in determining which elements they should prioritize in order to maintain consumer loyalty. The study's findings may also aid them in comprehending the reasons why clients could switch garment companies. Brands rely on the characteristics identified in this study to maintain customers and increase profits.

Keywords: Brand Switching, Brand Loyalty, Customer Satisfaction, Apparel Industry.

Introduction

The importance of brand loyalty for firms and how growing competition in the global markets had led to brands striving harder to retain their existing customer base along with attracting new customers is given. The probability of changing brand by the households may increase or it may stay with the last purchase brand or it can have no effect on probability of choice. Now days with changing technology and spread of globalization, brand loyalty is a burning topic to be

* Research Scholar, Sharda University, Greater Noida, Uttar Pradesh, India.

** Assistant Professor, IMS UC Ghaziabad, Adhyatmik Nagar, Uttar Pradesh, India.

discussed. Brands are the creation of product fame in the market to satisfy customer needs and wants. Brand loyalty is really important for business and marketing as now a day the difficult task is determining customer loyalty towards the brand and to satisfying them with a single brand and to become the organization who could lead in the trade and field of marketing. Brand can be a symbol a name an identity which differentiate itself in the aggressive market environment. Brand is the aggressive means to differentiate itself from the competitors as it creates goodwill in the market. This gives companies a chance of making the group of loyal customer in order to increase share in the market. The frequent purchase behavior of customer and recommendation of brand create Brand loyalty.

Preferences of customer have been formed with the choice and brand attributes so organizations must act effectively and efficiently for survival in the market. Customer purchase decision making is depend upon the brand also as customer always want to choose brand according to his need and resources. Thus, purchase behavior and loyalty of customer always get influences by choice of brand. Thus a positive loyalty is purchasing of the same brand and negative loyalty is switching of brand. There are many brands in the market available of same types and attributes, and being a customer he or she is having n number of options available so that they can purchase according to their need and choice, this made loyalty for difficult, So the challenging nature of Brand loyalty attract many researcher towards this topic.

In today's competitive market ensuring that customers stay loyal to a brand is very important for any firm's Profitability. The study's goal is to better understand consumer behaviour by considering a variety of elements. It also emphasis to find the main factors which lead to either brand loyalty or brand switching among the customers. The motivation for conducting this study will be discussed. This is pursuing by the objectives of the study further followed by timeline which help to conduct the study. Advertising as we know if it works affect the brand share of any product of the market by inducing switching or retaining customers. There may be three possible consequences occurred on household brand choice [Wood. L2004].

Literature Review

- **Brand Loyalty and Buying Decision**

The evolution of dependability estimation writing appears to have started with behavioral-based notions and proceeded to incorporate attitudinal, cognitive, and values-based techniques. To begin, behavioral methods operationalize loyalty in four ways: first, through metrics based on actual product or service usage; second, through metrics based on actual product or service usage; and third, through metrics based on actual product or service usage. This technique, in general, combines buy volume with repetition at specified time intervals. (Veloutosou et al, 2004; Lin et al, 2000).

The term loyalty is commonly swapped with recurrent purchase since it conveys the extraordinary of the behaviour seen on the surface. In reality, one of the early and or maybe broadly acknowledged definitions of loyalty (McMullan and Gilmore, 2008) has been recommended by Jacoby and Kyrner (1973), who essentially centered on rehash buy and characterized loyalty as a "biased behavioral (that's' purchase) reaction, communicated overtime". In broader setting, loyalty envelops states of mind towards a item or an association. In this way, Divett et al. (2003) cited Buchanan to characterize loyalty as a "feeling of fondness for and connection to the association"

According to a 2004 study in the consumer durables business, the drivers of customer loyalty include product quality, service quality, and firm viability to forecast growth rate of sales and return on assets, according to the brand image employed by the researcher. [William F. Wright and Rodney E. Smith, 2004]. Service quality and business viability are accorded more priority in the study, but image is not as essential. Customer loyalty and product quality have been found to be mutually exclusive.

In 2013, Md. Rizwan performed research to assess the impact of perceived quality on brand loyalty, brand trust, and customer pleasure. [Etal, Rizwan, 2013]. Students, employees, and businesspeople make up the responders. According to the survey, brand trust is the most significant element affecting brand loyalty. Customer happiness and perceived quality were other important considerations.

The facts were investigated by Russell, and it was discovered that brand loyalty is assessed by the amount of purchases made to improve satisfaction.

- **Changing Brand Loyalty**

According to a 2015 research [Miyazaki, K., 2015], a brand's market share may be enhanced by either growing the market size or convincing customers to move from competing brands. This demonstrates that, if the market size remains constant, brand switching behaviour and changing brand loyalty have an impact on the brand's market share.

T.Y. Lin and M.Y. Chang published a paper in 2013 [Lin, T.Y., and Chang, M.Y., 2013] a research was done to determine the link between a teenager's impression of a mobile brand and loyalty to that brand. The survey was completed by 400 individuals. Descriptive statistics, reliability analysis, factor analysis, and regression analysis were all used in this study. Young people's brand loyalty is influenced by the image of a mobile phone company.

Customer happiness is the most important element in determining whether or not a brand is meeting the requirements and wishes of its consumers to the desired degree. Customer satisfaction is divided into two categories: motivated and cognitive [Rodriguez, K.P., 2008].

- **Purchase Decision and Buying Behaviour**

A study was conducted in 2016 [Hazhbar et al., 2016] to know about various determinants affecting the purchasing decision and buying behavior of students to the Shopperstop apparel brand. They made questionnaires based on factors such as brand image, trust, the intention to purchase. They applied step by step multiple regressions to study the force of these factors on student buying behavior. The study creates the trust for brand was the most important factor among all.

When customers purchase an item for which they have no loyalty, they will purchase a distinct brand of that item. In any event, devoted customers choose to buy the same brand with whom they have a strong relationship, as long as this bond is not harmed by fluctuating exchange. Dick and Basu (1994); Bolton et al., 2000).

In 2014 research [Kumar, M.S., 2014], which studied the important factors affecting brand preference among consumers in the edible oils market, it create the most vital factors which affect the brand preference and purchase decision in terms of health consciousness, product quality, price and image of the specific brand.

As per the study conducted in 2008 [Kotler, P. & Armstrong, G., 2008], the price became one of the important factor which contributes in brand switching. Price is the sum paid by the consumer for purchasing the product or using it. If the service providers charge effective prices & give better services than competitors, which make customer satisfaction and fewer consumers will switch to another brand, because of fair price which is significant concern that leads towards satisfaction and shows their buying behavior pattern. They also argued that the promotion mix includes various promotional strategies to give maximum results to companies. The promotion strategy means to deliver information and exchange of ideas between the sender and recipient.

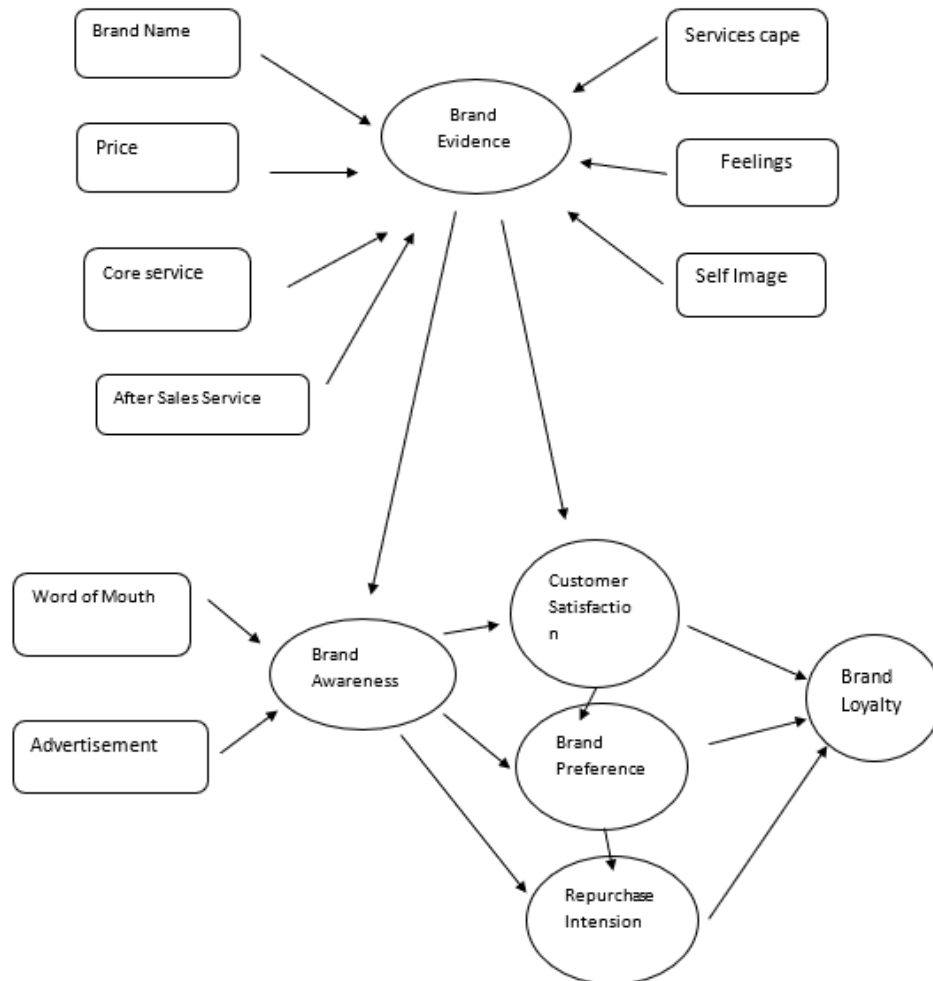
A study [Tsai, Young. J., & Powers, C.M., 2017], factors influencing university students to purchase particular apparel brands which were studied. The mainly factors which were found to be influencing their apparel purchase decisions were product features, durability, quality of product and information sources such as word of mouth of friends, family and salesperson

When consumers are dissatisfied with the outcome of a connection, the process of disintegration begins [Sike Michalski, 2004]. In showcasing writing, the most frequently mentioned trigger event for brand exchanging conduct is the client's dissatisfaction with the item or service execution. [Samreen Lodhi and Ayesha Kanwal, 2015]. Client recognition as it relates to the financial outcome of the connection, such as cost, is also an important predictor of whether or not they intend to continue their engagement with them.

A good attitude toward a brand and the confidence of purchasing it on a long-term basis. Lifestyle of repurchasing of customers evaluates loyalty [Tawfiq, O.A.R., 2007]. It is also believed when the consumer purchases the product from one company even if the other provides more inducement and makes better performance of the products.

According to many research, there are a variety of different definitions of customer satisfaction. Customer happiness may be measured in two ways: transaction-specific satisfaction, which evaluates customer satisfaction as a result of the complete purchase decision, and after-purchase contentment.

Conceptual Framework



After preparation of conceptual framework, Hypotheses were done based on the respondent dependencies.

H₁: Brand Evidence has a strong beneficial impact on Brand Awareness.

H₂: Customer satisfaction is influenced by brand evidence in a favourable way.

H₃: Customer satisfaction is influenced by brand awareness in a favourable way.

H₄: Brand preference is influenced by customer satisfaction in a favourable way.

H₅: Brand Loyalty is influenced by customer satisfaction in a favourable way.

Methodology

Research Approach

A quantitative approach has been used to study the preferences of apparel customers. The deductive rationale generally utilised quantitative inquire about in which analysts begin the method with theories and after that assist collect information which may be utilised to decide whether observational prove to bolster that speculation exists.

Numeric information in the form of variables is required in quantitative analysis. A variable is a way of measuring any trait that varies or has two or more possibility of values. As numerous characteristics are actually numeric in nature (such as long time of instruction, age, pay); for these numeric factors, the numbers which are utilised to degree the characteristics are significant in that they degree the sum of that characteristics is display.

Sampling Technique

Snowball sampling technique was used where subjects were selected to answer the survey who further selected more subjects.

Snowball examining is the inspecting where analyst members enlist other members for a test or ponder. It is utilised for potential members who are difficult to discover. Its call snowball inspecting as once you have got the ball rolling; it picks up more 'snow' along the way and gets to be bigger and bigger. It is the non-likelihood included, with say, straightforward irregular examining. The analysts utilise their claim judgment to select members.

Two steps are utilised in Snowball Sampling:

- Recognise conceivable within the population. Regularly, as it were one or two subjects can be found initially.
- Ask those subjects to recruit other individuals (and after that inquire those people to recruit. Participants ought to be mindful that they don't need to give other names)

Sample Population

The sample population consists of customers of different age groups, geographical locations, occupation and varying economic background. The population size is unknown. The sampling frame is made up of customers who purchase apparels from both online and offline stores. The Questionnaire method was used for survey and distributes among the subjects using online mode. There were 30 questions with sample size is 400.

Result Analysis & Discussion

In this study, these results were extracted by running the PLS Algorithm on the conceptual framework with the collected data. The first and foremost demographic distribution of respondents is done and then reliability tests were conducted on collected data which is reliable. The hypotheses were assessed using T- Statistics and P Values to determine if they proved the hypotheses that had been prepared before. The results are used to make a broad conclusion when the procedure is completed.

Cronbach's Alpha

It's a metric for internal consistency, or how tightly a bunch of items are related when grouped together. Cronbach's Alpha is a scale reliability measurement [Tavakol, Mohsen, and Reg Dennick., 2011]. The fact that alpha is high does not imply that the degree is unidirectional. Exploratory calculate investigation is one strategy of checking dimensionality. The detail is it isn't measurable test – it may be coefficient of reliability.

Cronach's Alpha is determined by multiplying the number of test items by their average inter-correlation. Cronach's Alpha has a mathematical formula:

$$\alpha = \frac{A\bar{b}}{\bar{p} + (A-1)\bar{b}}$$

The number of items is equal to A, the average inter-item covariance of all items is equal to b-bar, and the average variance is equal to p-bar.

Cronach's Alpha increases as the number of things increases, as can be observed from this calculation. Furthermore, alpha will be low if the average inter-item correlation is low. The average inter-item correlation grows in lockstep with Cronach's alpha.

The Cronach's Alpha for the collected data was calculated was found to be 0.926. a value of Cronach's Alpha above 0.7 is considered acceptable.

The T-statistics and P Values

The statistics of t-test is used to compare the two groups. It is used broadly for statistical hypothesis tests in studies.

Isolate into two bunches using a t-test. The autonomous t test is used when the two groups being compared are unrelated to one another, while the combined t test is used when the test participants are divided into two groups, one of which is given M and the other N.

A T statistics vale above 1.97 can be used to validate the hypothesis at 0.05 level of significance.

In a factual speculation test, the p value represents the degree of insignificant centrality, which refers to the chance of an event occurring based on a particular outcome. The p value is used instead of rejection focuses to determine the lowest level of note worthiness at which the erroneous hypothesis should be dismissed. A low p value implies that the evidence in favour of speculation is stronger.

A p value less than 0.05 is used to say that path is significant at 95% significance.

The given below table represents the data of T statistics and P values for the model.

Brand Awareness-> Customer Satisfaction	1.112	0.266
Brand Awareness-> Repurchase Intention	1.160	0.237
Brand Preference-> Brand Loyalty	3.832	0.000
Brand Preference -> Repurchase intention	11.101	0.000
Customer Satisfaction-> Brand Loyalty	2.254	0.024
Customer satisfaction -> Brand Preference	3.859	0.000
Customer Satisfaction -> Repurchase intention	7.243	0.000
Price -> Customer Satisfaction	3.476	0.002
Word of mouth -> Brand Preference	2.083	0.037
Word of mouth -> Repurchase intention	1.333	0.183
Advertisement -> Customer Satisfaction	1.532	0.128
Advertisement -> Repurchase intention	2.098	0.036
Advertisement -> Brand Preference	1.276	0.202
Brand Evidence -> Customer Satisfaction	5.513	0.000
Brand Evidence -> Repurchase Intension	1.146	0.252
Brand Evidence -> Brand Preference	6.772	0.000

Conclusion

According to the study, the quality of branded clothes has a substantial impact on consumer pleasure and loyalty to the Apparel brand. Customers should select clothing that is both durable and comfortable in order to avoid pain while wearing it.

The apparels should be of good quality so that they do not switch to another brand. If the customers feel that the quality of apparel sold by particular brand is low, then it leads to lower level of satisfaction among the customers. Having the higher quality product as compared to other competitors is desirable to ensure customer satisfaction. The results are similar to those of previously studied. The product quality doesn't significantly affect brand preference which determines intention for repurchase. The result shows contradict between the current studies with previous studies. This may result to the fact that people tend to change their apparel quite often, as they do not expect the good quality of the apparels.

The Brand Awareness of the product doesn't have a considerable effect on customer satisfaction or repurchase intention. If a customer is loyal to the brand they may lead to patient enough to get the product even after a delay instead of going for another brand. This results show contradicts of previous research. Customer satisfaction is also heavily influenced by word of mouth. Customers should be able to afford the items that are being provided to them, therefore brands must make sure that they are priced correctly. Customers should not get the impression that they are not getting adequate value for their money. In the event of a higher-quality product, buyers are also prepared to pay a premium for it.

The product Advertisement affects the brand preference of the customers. This change the results from the previous studies conducted. The brand advertises its products in a innovative way on different platforms which affect the customer perception for particular brand. This is also helpful in attracting new customers to the brand's products. In this digital era, customers can easily access product reviews written by customers who have previously purchased and used the apparel. This affects the customer's decision to choose the apparel brand and if the reviews are good then he/she will go for that specific brand.

The Price of the apparel also one of the major factor which affects the customer satisfaction. With large number of options available in the brands for apparel market, customers also look for the variety with reasonable price that a brand is offering. The value of the product that brand offers should be reasonable and affordable for the customer and appealing for the all age groups and varying social and economic background. If brands update their products according to ongoing and ever-changing fashion trends, customer feel satisfied with their choice of the product.

The level at which customer is loyal with their specific apparel brand is satisfied as it affects them. It fulfills the customer expectation when they purchase the product. Brand image should be creating in the mind of the customers. The experience of the customer is bad with the specific brand then they will switch to another brand of apparel. It is significant for the brand to ensure the customers should prefer their brand over their competitors. The brand should ensure that they have significance market presence so that the customer sees the brand as the leader in the market segment. If the customer chooses the brand over the others, it will lead to their first choice when they plan to buy apparels. The attitude of salesperson in the apparel brand stores also affects the brand preference of the customers.

References

1. Abendoth, L.J. (2001), "Disentangling regret from expectancy-disconfirmation", *Advances in Consumer Research*, Vol. 28, pp. 371-2.
2. Al-hazhbar, A. H., Jeavik, J., Behbahani, Z., & Khabiri, M. (2016). „A study of affecting factors on the degree of university student's loyalty to the brand of Nike,". *Journal of Fundamental and Applied Sciences*, Vol 8,No.2,pp.1619-1629.
3. Ahire, S.L., Golhar, D.Y. and Waller, M.A. (1996), "Development and validation of TQM implementation constructs", *Decision Sciences*, Vol. 27 No. 1, pp. 23-56.
4. Anderson, J. and Gerbing, D. (1988), "Structural equation modeling in practice: a review and recommended two-step approach", *Psychological Bulletin*, Vol. 103 No. 3, pp. 411-23.
5. Auty, R. (2001), "Being like or being liked: identity vs. approval in a social context", *Advances in Consumer Research*, Vol. 28, pp. 235-41.
6. Ayesha Kanwal, Samreen Lodhi (2015), Relationship between Brand Switching Behaviour & Customer Satisfaction: A Case of Cosmetic Industry of Karachi, *The International Journal of Business & Management*.
7. Brian D. Foster, John W. Cadogan, (2000) & quot; Relationship selling and customer loyalty: an empirical investigation & quot;; *Marketing Intelligence & Planning*, Vol. 18 Issue: 4, pp.185-199
8. Baltas, G. (1997), "Determinants of store brand choice: a behavioral analysis", *Journal of Product & Brand Management*, Vol. 6 No. 5, pp. 315-24.
9. Beckett, A., Hower, P. and Howcroft, B. (2000), "An exposition of consumer behaviour in the financial services industry", *International Journal of Bank Marketing*, Vol. 18 No. 1, pp. 15-26.
10. Bentler, P.M. (1990), "Comparative fit indices in structural equation models", *Psychological Bulletin*, Vol. 107 No. 2, pp. 238-46.
11. Bolton, R.N., Kannan, P.K. and Bramlett, M.D. (2000), "Implications of loyalty program membership and service experiences for customer retention and value", *Journal of the Academy of Marketing Science*, Vol. 28 No. 1, pp. 95-108.
12. Browne, M. and Cudeck, R. (1993), "Alternate ways of assessing model fit", in Bollen, K. and Long, J. (Eds), *Testing Structural Equation Models*, Sage, Newbury Park, CA.
13. Chisnall, P. (2004), *Marketing Research*, 8th ed., McGraw- Hill, London.
14. Dekimpe, M.G., Steenkamp, J., Mellens, M. and Abeele, P.V. (1997), "Decline and variability in brand loyalty", *International Journal of Research in Marketing*, Vol. 14 No. 5, pp. 405-20.
15. Dick, A., Jain, A. and Richardson, P. (1996), "How consumers evaluate store brands?", *Journal of Product & Brand Management*, Vol. 5 No. 2, pp. 19-28.
16. Dick, A.S. and Basu, K. (1994), "Customer loyalty: toward an integrated framework", *Journal of the Academy of Marketing Science*, Vol. 22 No. 2, pp. 99-113.
17. Driver, L. (1996), "What is loyalty in customer loyalty: the issues for the 90s", *The Researcher*, Vol. 1, pp. 2-5.
18. East, R., Harris, P., Willson, G. and Hammond, K. (1995), "Correlates of first-brand loyalty", *Journal of Marketing Management*, Vol. 11 No. 5, pp. 487-97.
19. Ehrenberg, A. (1988), *Repeat-buying: Facts, Theory and Applications*, Griffin, London.

21. Ehrenberg, A.S.C., Uncles, M.D. and Goodhardt, G.J. (2004), "Understanding brand performance measures: using dirichlet benchmarks", *Journal of Business Research*, Vol. 57 No. 12, pp. 1307-25.
22. Feltham, T. (1998), "Leaving home: brand purchase influences on young adults", *Journal of Consumer Marketing*, Vol. 15 No. 4, pp. 372-85.
23. Fornell, Claes, and David F. Larcker. "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error." *Journal of Marketing Research*, vol. 18, no. 1, 1981, pp. 39–50.
24. Fintikasari, Indah & Ardyan, Elia. (2018). BRAND SWITCHING BEHAVIOUR IN THE GENERATION Y: EMPIRICAL STUDIES ON SMARTPHONE USERS. *Journal Manajemen dan Kewirausahaan*. 20. 23. 10.9744/jmk.20.1.23-30.
25. Global Footwear Report, <https://www.alliedmarketresearch.com/footwear-market>
26. Hair, F., Anderson, E., Tahtham, L. and Black, C. (1995), *Multivariate Data Analysis with Readings*, 4th ed., Prentice-Hall, New Delhi.
27. Jahanshahi, Asghar Afshar, et al. & quot; Study the effects of customer service and product quality on customer satisfaction and loyalty. & quot; *International Journal of Humanities and Social Science* 1.7 (2011): 253-260.
28. Kumar, M. S. (2014). „Brand preference and buying decision A study with reference to organized Indian edible oil brands, *African Journal of Marketing Management*, Vol6, No.1pp.17-26.
29. Kotler, P. & Armstrong, G. (2008). *Prinsip-prinsip pemasaran*. Jakarta: Erlangga.
30. Kahn, B. E. & Louie, T. A. (1990). Effects of retraction of price promotions on brand choice behavior for variety seeking and last-purchase-loyal consumers. *Journal of Marketing*, 27(3), 279–289.
31. Lin, T. Y., and Chang, M. Y. (2013). „A study of the factors that influence the brand loyalty of Taiwanese adolescents with respect to purchasing mobile, The case of Taichung City, *Problems and Perspectives in Management*, Vol11, No 2, pp.86-97.
32. Leigh McAlister and Edgar Pessemier, *Variety Seeking Behavior: An Interdisciplinary Review*, *Journal of Consumer Research*, 1982, vol. 9, issue 3, 311-22.
33. LaBarbera, P.A. and Mazursky, D. (1983), "A longitudinal assessment of consumer satisfaction/dissatisfaction", *Journal of Marketing Research*, Vol. 20, pp. 393-404.
34. Lorber, Avraham, Lawrence E. Wangen, and Bruce R. Kowalski. & quot;A theoretical foundation for the PLS algorithm." *Journal of Chemometrics* 1.1 (1987): 19-31. Ayesha Kanwal, Samreen Lodhi (2015), *Relationship between Brand Switching Behaviour & Customer Satisfaction: A Case of Cosmetic Industry of Karachi*, *The International Journal of Business & Management*.
35. Miyazaki, K. 2015. Examining brand-switching behavior using latent class dynamic multinomial probit models with random effects. *Journal of Behavior metrika* 42 (1): 1–18.
36. Müller, H. and Diels, J. (2016), *Reversing the Similarity Effect in Stock-Outs: A New Look at a Renowned Phenomenon in Consumers' Brand Switching Behavior*. *Psychol. Mark.*, 33: 48-59.
37. Rodney E. Smith and William F. Wright (2004) *Determinants of Customer Loyalty and Financial Performance*. *Journal of Management Accounting Research*: December 2004, Vol. 16, No. 1, pp. 183-205.
38. Rizwan Muhammad, Usman Ali, Hussain Tajamul, Shafiq Akasha, Rauf Sana, Ayaz QuratUIAian (2013). *The Impact of the Perceived Quality, Customer Satisfaction*,
39. Rodriguez, K.P. (2008) "Apparel Brand Endorsers and their Effects on Purchase Intentions: A Study of Philippine Consumers", *Philippine Management Review*, 15, pp. 83-99.
40. Russell-Bennett R, McColl-Kennedy JR, Coote LV (2007) *Involvement, satisfaction and brand loyalty in a small business services setting* *J. Bus. Res.*, 60(12): 1253-1260
41. Ralph C. Craft, Charles Leake, (2002) & quot;The Pareto principle in organizational decision making", *Management Decision*, Vol. 40 Issue: 8, pp.729-733.
42. Rebekah Bennett, Sharyn Rundle-Thiele, (2004) & quot; Customer satisfaction should not be the only goal", *Journal of Services Marketing*, Vol. 18 Issue: 7, pp.514-523

43. Silke Michalski (2004), Types of Customer Relationship Ending Processes, *Journal of Marketing Management*, 20:9-10, 977-999.
44. Snowball Sampling, <https://www.statisticshowto.datasciencecentral.com/snowball-sampling/>
45. Structural Equation Modelling, <https://www.statisticssolutions.com/structural-equation-modeling/SPSS>, <https://www.surveygizmo.com/resources/blog/what-is-spss/T-statistics>, <http://www.jerrydallal.com/LHSP/sigtest.htm>
46. Tawfiq, O.A.R. (2007) Customer service, the status of professional experience of management, Cairo.
47. Tsai, Young. J., & Powers, C. M. (2017). The influence of footwear sole hardness on slip initiation in young adults,' *Journal of forensic sciences*, Vol53, No.4, pp.884-888.
48. Tavakol, Mohsen, and Reg Dennick. "Making sense of Cronbach's alpha." *International journal of medical education* 2 (2011): 53. 25
49. Tingchi Liu, M., Anthony Wong, I., Shi, G., Chu, R., & L. Brock, J. (2014). The impact of corporate social responsibility (CSR) performance and perceived brand quality on customer-based brand preference. *Journal of Services Marketing*, 28(3), 181-194.
50. Wood, L. (2004), "Dimensions of brand purchasing behavior: consumers in the 18-24 age group", *Journal of Consumer Behavior*, Vol. 4 No. 1, pp. 9-24
51. Wong, K. K. K. (2013). Partial least squares structural equation modeling (PLS-SEM) techniques using Smart PLS. *Marketing Bulletin*, 24(1), pp. 1-32, p. 1, p. 15, and p. 30.
52. Yim KH, Nahm FS, Han KA, Park SY. Analysis of statistical methods and errors, *Korean JPain*. 2010; 23:35-41.

