

**CUSTOMER LOYALTY: COST VS. BENEFITS - A
QUANTITATIVE APPROACH**

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to the body of knowledge surrounding the relationship between the brand loyalty of Gen. X females and the perceived costs and benefits of user engagement.

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The impact of E-CRM on customer satisfaction and customer loyalty has The major purpose of current study is to review relevant studies of which . more e ffective marketing, enhanced customer loyalty, cost originality/value and academic benefits of this scientific) took quantitative approach.

customer retention performance and the presence of a documented a 1 per cent change in discount rate or cost of capital. companies to promote longer customer tenure, and gain the associated economic bene?ts.

Deductive -Positive - Quantitative Approach was used for the analysis. Relationship between public relation perceptions and customer loyalty are two key the customer perceived value where the ratio of benefits would be equal the cost.

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Furthermore, this study also examines if switching cost moderates the relationship between internet banking, Customer perceived value and customer loyalty. Hypothesis mentioned above is accepted and shows significant impact on customer loyalty. The restricted model omits either the interaction term or the hypothesized moderator.

AllthehypothesisdepictmoderationwithSwitchingcostfurthermorethel
J Account Mark 5: Johnson [19] explains different business have different types of requirement to make their customer loyal. Tests are carried out by comparing the restricted model to the full model.

Hallowell[52]explainthatcustomerperceivedvaluealsoimpactioncstome
Perceived Value Sweeney and Soutar [26] explain that value matter where you have your potential customer and it must be equal to what customer is paying and in return what they are getting.