

Management the organization faces during product or/and service offerings regarding customer satisfaction

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Abstract

The research has been written to bring solution to problem that organization faces during product or/and service offerings regarding customer satisfaction. However, the problem today within retail industry is that there is no strategy to retain or keep customers and strategically make them be loyal through using factors that satisfies them. Furthermore, a research methodology has been used such as research design where the sample size is 120 survey questionnaires distributed to customers from CG Mini market stores in Selangor, Malaysia. To conclude, the research has been conducted well despite challenges faced and can help future researchers to continue on this topic since some relevant information has been found from the study in order to expand understanding on customer satisfaction.

Keywords

Customer satisfaction, management, product, service.

1. Introduction

1.1 Background of the Study

Globalization of retailing industry has brought amazingly mega-sized retailing companies recently due to the rapid and the globalization of the world economy is continuing tremendously. With such many competition in today's business, the retail industry is going to be highly and positively effective for economies the fact that the world's population is increasing. Retailing involves activities such as selling services and goods to consumers for their household, family or personal use.

Particularly Malaysia has been a target for Tesco retail store company to enhance their objectives and goals in to achieve an organizational success. Tesco as a case, it is one of the biggest retailer companies with a headquarter located in Cheshunt, United Kingdom. When it comes to profit, Tesco comes second after Walmart, where it got many stores in more than 13 European, Asian and American countries. Tesco stores in Malaysia operates as PLC subsidiary and the first one was established in Puchong then came later Selangor, Kuala Lumpur, Kedah, Penang and many more. Retailing business has been helpful since its appearance especially hypermarkets where consumers can acquire products based on preferences that offer many variety of products. Therefore organizations have a full responsibility to consider satisfying their customers at any price. Many competitors in retail industry, it shows that consumers have more choices to shift if expectation is not met at the right time.

1.2 Research Questions

To what extend customer loyalty will influence customer satisfaction?

To what extend product or/and service quality will influence customer satisfaction?

To what extend perceived value will influence customer satisfaction?

To what extend trust will influence customer satisfaction?

1.3 Research Objectives

To find the relationship between customer loyalty and customer satisfaction.

To examine the influence of product or/and service quality on customer satisfaction.

To describe the influence of perceived value on customer satisfaction.

To determine the relationship between trust and customer satisfaction.

1.4 Definition and Terms

1.4.1 Customer satisfaction

Customer satisfaction is defined as a positive feeling or dissatisfaction after making a comparison on the outcome and performance of a product or service as well as the expectation on the efficiency of the related product or service (Aelen and Dalen, 2014).

1.4.2 Customer loyalty

Customer loyalty is defined as a commitment that is deeply held to repurchase or repatronize a preferred service or product constantly in the future, thus causing repetitive purchasing of same brand-set or same brand despite the influence of the situations and marketing efforts that got the ability to bring switching behavior (Chen and Hu, 2013).

1.4.3 Product or/and service quality

Product or/and service quality can be defined as a gap between customer perceptions as well as customer expectations (Nejad and Firoozbakhit, 2014).

2. Customer satisfaction

Satisfaction is defined as a general feeling towards an emotional reaction or product to the difference between what customers expect and what they receive (Albinsson and Hasemark, 2004). Satisfaction can be defined as a person's feelings of excitement, pleasure, disappointment or delight which can result to compare her expectation with the products perceived performance (Hoyer and Kotler, 2000).

There is satisfaction when contentment takes place that one feels due to fulfillment of need, desire and expectation. In retail industry, customer satisfaction is vital and it is a measure of how happy are customers through products and services of a hypermarket or supermarket. The most important thing to organizations is to keep customers happy constantly because those who are satisfied as customers can be loyal to companies and can even be a great source as referral in order to bring more of his or her friends. According to Dahlggaard and Ciavolino (2007), customer satisfaction is the overall assessment of utilization or service performances.

In addition, the impact of customer satisfaction on retention, repeat purchase, loyalty have been viewed by many studies and it is obvious that satisfied customers are willing to share their experiences with about five to six other people regarding the products or services (Zairi, 2000). Furthermore, satisfaction has an influence over the intention of repurchasing and dissatisfaction is considered as primary reason for customer to not repurchase or shift to another one (Marzarsky and Barbera, 1983). Dissatisfied customers can leave the services or goods and spread negative word of mouth of the services or goods that they have experienced (MacInnis and Hoyer, 2001).

Additionally customer satisfaction is defined as a positive feeling or dissatisfaction after making a comparison on the outcome and performance of a product or service as well as the expectation on the efficiency of the related product or service (Aelen and Dalen, 2014). Customer satisfaction is such a great indicator of how a customer can make a future purchase (Shameela, 2013).

Customer satisfaction has been taking into consideration in terms of marketing in the last few decades. However, scholars within marketing haven't fully agreed regarding an accepted definition generally on satisfaction. As Satisfaction is key to an organizational reputation, it plays an important role in marketing the fact that it has an ability to predict a purchase behavior such as brand choice, switching behavior, purchase intention, repurchase. There many factors that can influence customer satisfaction in retail industry where retailers must focus on according to their organizations. Customer satisfaction is an important tool that measures how services or products provided by a company exceed or meet customer expectations (Joeng and Lee, 2015). As it is an indicator to measure the success of the organization's products or/and services provision to the marketplace. Furthermore, maintaining and increasing customer satisfaction at higher levels can enhance customer retention and loyalty.

Noticeably, any business that survives in the market where there is competition is the one who considers customer satisfaction as important factor.

3. Customer Loyalty

Among marketing theory, customers' loyalty is one of the lead area of global research, especially in the 1990s where customers' satisfaction was a hot point then come customers' loyalty as additional point (Wang and Chu, 2009). It is obvious that customers' loyalty is something with huge dimension due to a difficulty to demonstrate as well. Customers have different personalities and may not judge the products or services offer in the same way. Additionally, loyal customers have been those who got positive behavior and perception about services holders (Abdullah, 2010). There is a significant relationship between customers' loyalty and customers' satisfaction (Thompson and Getty, 1994). Based on previous studies, it shows that customers' loyalty has an influential power on consumers to purchase products or services (Leenheer and Magi, 2003). What takes a customer to be loyal is satisfaction with the product or service provided and even influence them to repurchase next time. Post-purchasing attitude comes from satisfaction especially the first purchase. The degree of behavioral purchase and actual behavioral purchase can reflect customers' loyalty (Gomez and Davis, 2006). From customers' loyalty, there are two types of loyalties such as emotional loyalty and behavioral loyalty on services or goods. Customers' emotional loyalty shows customers' concern in the direction of some retailers based on previous attitude and experience, and customers' behavioral loyalty is explained by a repeat purchase from a particular retailer (Gomez, 2006). Customers' loyalty program is considered as a marketing tool to enhance customers' loyalty through the provision of inducement benefits to consumers (Jeon and Yi, 2003).

Furthermore, the relationship between service providers and customers is focused by the loyalty of customers. Customer loyalty is defined as a commitment that is deeply held to repurchase or repatronize a preferred service or product constantly in the future, thus causing repetitive purchasing of same brand-set or same brand despite the influence of the situations and marketing efforts that got the ability to bring switching behavior (Chen and Hu, 2013).

Many organizations have been developing programs concerning customer loyalty as something that is part of relations development activities. Customer loyalty can be seen as a concept that is complicated. However, behavior standards such as repeated purchase were criticized the fact that it lacks a conceptual basis of a vibrant procedure (Sabol and Singh, 2014). For instance, low level of repurchasing of a product or service can be resulted from different factors such as absence of a provider or non-availability. Based on this point, loyal behavior can't offer an understandable formation of vital causes of loyalty. On the other hand, loyalty can be resulted from a psychological bond with a service or product and a company. Therefore customer loyalty was taken into consideration as an attitudinal structure. In addition, more studies in the past confirmed that there is significant relationship customer loyalty and customer satisfaction (Chi, 2015). Any customer that is satisfied with a service or product is willing to share positive word of mouth. To sum up, a few researchers have agreed that there is a strong relationship between customer loyalty and customer satisfaction (Mullah, Ina and John, 2013). An increase in profitability and sales are led by customer loyalty.

4. Product or/and service quality

Product quality plays a key role to customers' satisfaction a loyalty. It exist a lot attributes of product qualities that has been details relevantly into eight such as performance, features, conformance, serviceability, reliability, aesthetics, durability and customer perceived quality (Garvin, 1987). Therefore many organizations used at least five elements regarding the measurement of product quality such as product freshness, durability, attractiveness, variety and brand equity. Those attributes are massively important as measurement of customers' satisfaction and loyalty (Yuen and Chan, 2010). But the remaining ones are important to be used for customers' satisfaction and loyalty improvement. Product variety is extremely significant and can help retailers serve the buying behavior of customers, due to the differences regarding their preferences of product quality. To have

product variety is beneficial, not only it attracts but influence customers because they have more choices and shopping visits at the hypermarkets. When hypermarkets have product variety, it is reducing the perceived cost (Lukoma and Lu, 2011). Product quality is considered as a key part that companies or retailers are able to be different from competitors and possibly get competitive business advantages (Minguela, 2006). Moreover, it exist two parameters that are extremely important such as product attractiveness and the experience of product users in terms of customers' satisfaction and brand equity (Cha, 2006).

For the past decades, researchers have been focusing on service quality as spotlight. Service quality has an important and strong effect on the performance of business, customer loyalty, customer satisfaction and profitability. Importantly, service has many things as characteristics such as perishability, heterogeneity, intangibility and concurrently production and consumption Philip et al., 2014). Service quality can measure how good the level of the services that are delivered matches the expectations of customers (Himukhe, 2013). For instance, it can be also the outcome of an assessment process where consumers are able to compare their expectations with the same perceived service they have received. Based on the competition going on in the retail industry, product and/or service quality and customer satisfaction are crucial and interested because they are critical factors for business to succeed surely. Improving customer service is beneficial and is able to enhance customer satisfaction and can retain customer longer. Product or/and service quality has been considerably studied by researchers as it helps firms gain reputation and having an increase in profit through market shares.

To sum up, product or/and service quality is one of the strategy that attract customers and boost market shares through service distinction.

5. Research Instrument

Sample Type	Section	Variables that need to be measured	Items	Scale	Resources
Customers above 18 as age	B	DV Customer satisfaction $\alpha=0.787$	5	5-point	(Aelen and Dalen, 2014)
Customers above 18 as age	C	IV IV1:Customer Loyalty $\alpha=0.744$	5	5-point	(Poel, 2014)
		IV2:Product or/and service quality $\alpha=0.727$	5	5-point	(Gummesson, 2013)
		IV3:Perceived value $\alpha=0.774$	5	5-point	(Woodruff, 2013)
		IV 4: Trust $\alpha=0.742$	5	5-point	(Kenny et al., 2013)

6. Research Design

6.1 Sample Size

In this study, the sample size is 120 and considered as satisfactory number presently. With such sample size, it is helpful to analyze variables based on the chosen method.

6.2 Target population

Consumers from retail industry especially in Selangor (Malaysia) are the target population. Consumers seen as respondents were from different background and got experience of buying from Tesco store in Selangor. Therefore respondents considered as target are from various Tesco stores in

Selangor which helps get an amount of information concerning the retail industry on customer satisfaction.

6.3 Sampling Technique

First of all, sampling is defined as a central operation for the statistical and auditing analysis of data base that is large (Rotem & Oklen, 1996). Importantly, sampling technique helps select some portion of the population to find the estimation of the population at small cost. Many types of sampling methods exist and are used by researchers based on the preferences. Yet, the chosen sampling method is random sampling as basic and it helps to build block regarding sampling methods that are complex.

7. Research Approach

7.1 Descriptive Analysis

Descriptive analysis has a role to describe and summarize the important features of the data collected from respondents (Day, Kumar & Aaker, 2007). Furthermore, it transforms the elements in modest way through the description of the basic features such as central tendency measurement, frequency, and other demographic segments in the research. To obtain the frequency, it is through nominal variables such as age, race, gender, education level, occupation, monthly salary and more.

And a table of frequency, percentage and cumulative percentages is obtained from descriptive analysis regarding all the values. Thus, it is vital in analyzing data since it gives an interpretation of the collected data form survey questionnaires to reasonable and productive information for all individuals.

7.2 Pilot study

After collecting data, pilot study has been conducted as a purpose to guarantee that the content of the questionnaire and given instructions are understandable and clear by the respondents. Moreover, it will enable to test the validity and the reliability of the study through distributed questionnaire. Once the pilot test is done, the examination of the reliability regarding the pilot test will be done by using Cronbach's Alpha value.

7.3 Reliability Test

The importance of reliability test is that, it helps you get the measurement of standardization which in turn can agree whether all variables involving items are reliable. The reliability test is used in this research as test method. Due to its simplicity, it is preferred among several measurement devices. In addition, it can show if there is a sense of significance or not between individual items in the scale. Moreover, the value of Cronbach alpha has to be over or equals to 0.7 to show that variables in the questionnaire is reliable. Therefore, in this study, the value of Cronbach alpha has to be over or equals to 0.7 in order to get a positive and reliable result with a possibility to keep moving on the research.

7.4 Normality Test

To test the normality of the error term assumption it is important to use the normal probability plot (p-p plot) and the histogram of the residuals. A normal distribution is represented by the histogram of residuals with bell-shaped. Moreover the normality of the data is indicated by the residuals in the probability plot that fell strictly along the diagonal line.

7.5 Linearity Test

The partial regression plot is used to evaluate the relationship between the dependent variable and a single independent variable in order to be able to confirm the linearity assumption. The linearity is met through the indication of the randomized outline of the scatter plot.

7.6 Correlation Analysis

The direction of the relationship is indicated by negative or positive sign. As a result, the value of the correlation ranges from -0.1 to +1.0. It means that -0.1 shows the relationship is negative and 0.0 doesn't show any relationship neither negative nor positive. While +1.0 shows that the relationship

is positive. Pearson correlation method is used to show the relationship between independent and dependent variables in this study.

7.7 Multiple Regression Analysis

To make sure that all variables got a normal distribution, regression analysis is used. If the distribution of variables are opposite to normal therefore the significant or relationship test can be affected the fact that kurtosis or skewed variables or variables with considerable outliers are high. The r (correlation coefficient) demonstrates strong point between two variables. Nevertheless it is impossible that it explains the difference within the dependent variable the moment it has been conceived to impact. In this study, multiple regression analysis is used in order to determine the significant relationship between variables (dependent and independent).

8. Pilot Study

Table 8.1: Reliability of pilot study

Reliability Statistics	
Cronbach's Alpha	N of Items
.925	25

From table 8.1 above, it shows that the result regarding the reliability statistics based on pilot study is reliable with 0.925 as Cronbach's Alpha. This result has been obtained from the first 30 questionnaire given to target population.

8.1 Reliability Test of variables

Table 8.2: Reliability test of variables

Variables	Cronbach's Alpha	N of items
Customer Satisfaction	0.787	5
Customer Loyalty	0.744	5
Product or/and Service quality	0.727	5
Perceived Value	0.774	5
Trust	0.742	5

From table 8.2, it shows the result of the reliability statistics of variables such as customer satisfaction, customer loyalty, product or/and service quality, perceived value and trust. According to Cronbach's alpha, the reliability result should be equal to or over 0.7 to prove that the model is fit, reliable and acceptable. As mentioned in the table, all the results regarding the value of reliability were above 0.7 as cronbach's alpha. Therefore the model is fit, reliable and acceptable for those variables (dependent and independent).

8.2 Normality Test

Table8.3: Normality test

	Kolmogorov-Smirnova		
	Statistic	df	Sig
Customer Satisfaction	0.286	10	0.200

From table8.3 based on the normality test, the sig. value is 0.200 since the number of respondents in this study is over 100. Therefore the data is normally distributed the fact that the sig. value is more than 0.05 according to normality test standard.

8.3 Linearity Test

In this area, it has been conducted to prove that the correlation is linear. The assumption of linearity has been met the fact that there was a randomized scatter plot. In appendix B, the result of linearity is found at the end of the report.

8.4 Multiple Analysis

Table 8.4: Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.603a	.564	.342	.62361	1.823

a. Predictors: (Constant), Trust, Customer_Loyalty, Product_and_Service_Quality, Perceived_Value

b. Dependent Variable: Customer_Satisfaction

From table 8.4 based on the model summary, it indicates that Durbin Waston is 1.823 which means that there is no autocorrelation among the residuals because the result itself is between 1 and 3. Additionally R Square is important in the table as it is referred as the strength of the relationship between the outcome and forecast from the research measured in this study. Therefore, in the table R Square is 0.564 which means 56.4% of the independent variables affect the dependent variable. Additionally it shows that 56.4% of total variation of dependent variable is explained by the independent variables and the remaining 43.6% is accounted by other variables that are involved in this study.

Table 8.5: ANOVA

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.597	4	6.399	16.455	.000b
	Residual	44.722	115	.389		
	Total	70.319	119			

a. Dependent Variable: Customer_Satisfaction

b. Predictors: (Constant), Trust, Customer_Loyalty, Product_and_Service_Quality, Perceived_Value

From table 8.5 based on ANOVA, the sig. value called p-value is 0.000 which is less than 0.05. It indicates the model is fit to use and the independent variables that are customer loyalty, product or/and service quality, perceived value and trust are significantly affecting customer satisfaction which is the dependent variable.

Table 8.6: Coefficients

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.058	.307		3.450	.001		
	Customer_Loyalty	.104	.052	.160	2.006	.047	.869	1.151
	Product_and_Service_Quality	.254	.099	.279	2.566	.012	.469	2.132
	Perceived_Value	.306	.131	.270	2.339	.021	.415	2.408
	Trust	.034	.113	.031	.300	.045	.506	1.977

a. Dependent Variable: Customer_Satisfaction

From table 8.6 based on coefficients, in the B column the following is generated.

Customer satisfaction = 1.0558 + 0.104 (customer loyalty) + 0.254 (Product or/and service quality) + 0.306 (Perceived value) + 0.034 (Trust).

Therefore, it indicates that a unit increase in customer loyalty increases customer satisfaction by 0.104. And a unit increase in product or/and service quality increases customer satisfaction by 0.254. In

addition, a unit increase in perceived value increases customer satisfaction by 0.306 and a unit increase in trust increases customer satisfaction by 0.034

Moreover, all the significant values in the same table are less than 0.05 which show that all variables are significant. An regarding the VIF column, it shows that there is no multicollinearity as the total value of VIF is 7.668 which is less than 10.

9. Overall findings based on the research objectives

Table 9.1: Overall findings

Reliability statistic	Customer satisfaction: 0.787 Customer loyalty: 0.744 Product or/and service quality;0.727 Perceived Value: 0.774 Trust: 0.742
Normality test	Sig. : 0.200 (normally distributed)
Correlation test	Customer loyalty: 0.347 Product or/and service quality: 0.538 Perceived Value: 0.537 Trust: 0.432
Multiple Regression Analysis	Durbin Wastson: 1.823 R-Square: 0.564 (56,4%) ANOVA: 0.000 (Good) P-value of Customer Loyalty: 0.047 P-value of Product or/and service quality: 0.012 P-value of Perceived Value: 0.021 P-value of Trust: 0.045

From table 9.1 regarding the overall findings, first of all, it shows that the reliability statistics of dependent and independent variables exceed 0.7 which is good. Therefore, in this study all variables are reliable. Secondly, the normality test is 0.200 which shows that the data is normally distributed in this study.

Thirdly, the correlation test shows that there is correlation between the dependent variable and independent variables. Therefore, the correlation result of customer loyalty indicates that it has low correlation with customer satisfaction while the remaining independent variables such as product or/and service quality, perceived value and trust have moderate correlation with customer satisfaction. Lastly, regarding the multiple regression analysis, the result of Durbin wastson is good which is 1.823 because it is between 1 and 3. The R-Square result is 0.564 which means 56.4% of the independent variables affect the dependent variable. The result of the ANOVA is 0.000 which is ideal value since it doesn't exceed 0.05. The P-value of all independent variables are less than 0.05 which is good.

10. Recommendation for future research

As the research has been conducted based on these factors such customer loyalty, product or/and service quality, perceived value and trust that influence customer satisfaction, but more work need to be done or carried out regarding customer satisfaction.

In this study, it shows that the independent variables such as customer loyalty, product or/and service quality are accepted by the dependent variable as customer satisfaction. But there is only independent variable such as customer loyalty that has low correlation with customer satisfaction.

According to the findings of this research, all independent variables influence customer satisfaction which is the dependent variable, but more work needs to be done for future research such as extending research on perceived value due to less information about them. Furthermore, for future research on these variables, qualitative study or research would be effective rather than quantitative. In addition, future researchers can choose another retail store such as GIANT retail stores to conduct the

qualitative research by extending the variable. By doing so, it will enhance and improve customer satisfaction from retailing industry.

To overcome this issue, the future researchers should increase the sample size because more survey in the research can affect the quality of the research positively and it will be accurate. And future researchers can use this research for the next work about this topic as reference in order to have more relevant information.

11. Conclusion

To conclude, in this chapter the overall findings based on the research objectives are provided such reliability statistics of variables which are all good, normality test which is also good as it proves that the data has been normally distributed. Additionally, the result of the correlation between independent variables (customer loyalty, product or/and service quality, perceived value and trust and the dependent variable (customer satisfaction). Moreover the model summary, ANOVA, P-value, R-Square were all good as they meet the requirement. Lastly, the implication of this study is discussed including limitations and recommendation regarding future researchers for this topic has been given to bring more contribution.

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