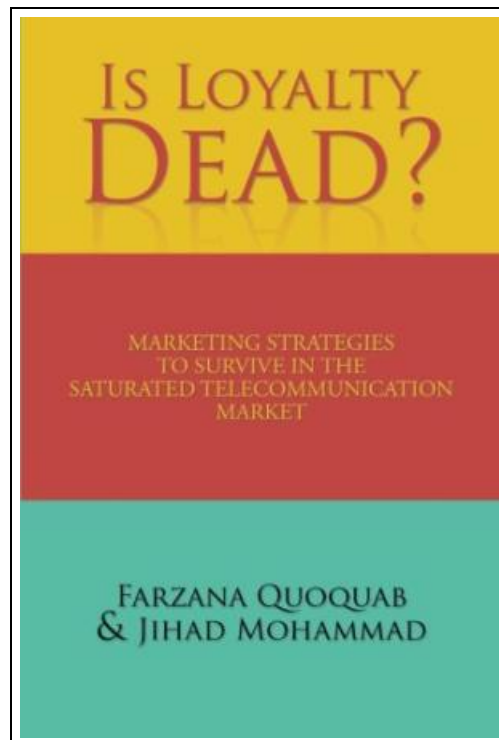


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Partridge Singapore, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This book is for those who are interested to know more about the recent trend of service loyalty and service switching among mobile phone service users. This timely and important book is an essential guide for researchers, policy-makers, managers and marketers to develop an insight to better strategize and effectively implement loyalty programs and prevent their customers from switching. The term loyalty is acknowledged as an important indicator of the likely success of a service business whereas, switching costs a service firm the customer s future revenue stream. However, recent research revealed that in many industries, satisfied customers also tend to switch. This book discusses the role of switching cost and consumer innovativeness in explaining consumers switching tendency. Last, but not the least, this book offers a richer explanation about loyalty and switching phenomena than past studies that mostly discussed these two constructs in isolation. Now-a-days, divided loyalty as well as switching became a common issue which made it difficult for the company managers to retain their customers for a long time. With no exception, the mobile phone service market is also filled with divided loyals as well as switchers. This book presents some depth and breadth strategies for the mobile phone network service providers in order to manage such promiscuous customers.

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