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Customer Loyalty And Lifetime Value: An Empirical ...Repeat Satisfaction From The Brand, In Turn, Leads To Weak Attitudinal Commitment. Customers' Repeat Purchases Are Not Necessarily Because Of Strong Attitudinal Commitment, But Because It Is Not Worth Time Evaluating Alternatives (Ehrenberg, Barnard, And Scriven 1997; Ehrenberg, Uncles, And Goodhardt 2004). Such Inertia Or Habitual Buying Is An Jan 4th, 2024Why Businesses Must Focus On Customer Satisfaction And LoyaltyThis Leads To Accelerated Growth, Repeat Purchases And Greater Certainty In Forecasting Revenue And Cash-flow. "Loyal Customers Are 5 Times More Likely To Purchase Again And 4 Times More Likely To Refer A Friend To The Company." - Forbes Why Businesses Must Focus On Customer Satisfaction, And Loyalty: The ...Customer-Perceived Value Perceived Value Has Its Root In Equity Theory,which Considers The Ratio Of The Consumer's Outcome/input To That Of The Service Provider's Out-come/input (Oliver & DeSarbo,1988).The Equity Concept Refers To Cus-tomer Evaluation Of What Is Fair,right,or Deserved For The Perceived Cost Feb 1th, 2024. The Role Of Perceived Value In A Customer Loyalty Model: An Investigation Of The Australian Coffee Outlet Industry Po-Tsang Chen Thesis Submitted In Fulfillment Of Apr 5th, 2024

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