

INTERNATIONAL CONFERENCE ON MANAGEMENT (ICM 2011) PROCEEDING

ANTECEDENTS AND CONSEQUENCES OF COMMITMENT FROM COSTUMERS OF BCA FINANCE IN JAKARTA

Willy A r a f a h

Master of Management, Trisakti University, Jakarta

A B S T R A C T

The background of this study was the situations that customers loyalty in a crucial constructs in marketing area, especially in relationship management. The aims of this study was to analyze the influence of trust, information sharing, customer satisfaction against word-of-mouth referrals, marketing research support and increased repatronage intentions through commitment to customer of BCA Finance in Jakarta. The research design was applied to the customer of BCA Finance in Jakarta with purposive random sampling methods, the analysis of research method in this study was using the structural equation model method which use AMOS 8.0 program with 5% sampling error. Totally sample number in this was 257 costumers of BCA Finance in Jakarta. The results of this study conclude that trust, information sharing, customer satisfaction have a positive influence against word-of-mouth referrals, marketing research support and increased repatronage intentions through commitment. Thus this research conclude that the company excelsior applies trust information sharing and customer satisfaction will increase word-of-mouth referrals, marketing research support and increased repatronage intentions to customers and influences commitment of customers.

Keywords : *Customer retentions, customer satisfaction, customer loyalty, customer orientation, retailing, loyalty schemes, communication, relationship marketing, trust.*

Introduction

Nowadays companies do not only think about profits but start to pay attention to other potential sectors that can sustain long-term relationships with customers without ignoring the needs and desires of consumers. Therefore, efforts were made for a customer relationship so that the company runs well (Bolton et al., 2004). Loyalty program is aimed to build customer loyalty because it is based on the paradigm shift of product-driven company toward consumer-driven company other than that every customer has different needs from one another so that the company should be more sensitive to the needs and expectations of customers (Lacey and Sneath, 2006). Loyalty program is created by the company to develop marketing activities that aim to increase proximity to customers and to further enhance the relationship between the customer and the company (Capizzi, 2002). One of the company's efforts in building and

creating customer loyalty is reflected in the company's customer commitment is to build trust, information sharing, and customer satisfaction. It is made by the company so that it is always reliable and the customers have ties or commitment to the company so hopefully there will be a positive attitude behavior the customer to the company (Nunes and Dreze, 2006).

Research Problems

Based on the aforementioned considerations, research problems can be formulated as follows: (1). Is there positive influence from customer's trust to commitment? (2). Is there positive influence from information sharing to customer's commitment? (3). Is there positive influence from customer satisfaction to commitment? (4). Is there positive influence from customer's commitment to the word-of-mouth referrals? (5). Is there positive influence from customer's commitment to marketing research support? (6). Is there positive influence from customer's commitment to increased repatronage intentions?

Theoretical Framework and Hypothesis Development

Loyal customers will tend to consume the product or service continuously and will advise others to consume the same products or services. The definition of customer loyalty is expressed by Bolton (2004). Customer Loyalty is a behavior that is based on regular purchases and is influenced by several decisions. According to Gronroos (2004) Customer Loyalty is a customer's propensity to behave in competition and choice in order to maximize long-term value. Dholakia, (2006) proposed three-dimensional development of consumer behavior to measure customer loyalty (1). Repeat: the tendency to consume the same brand again. (2). Range: tendency to consume other products in a range of one brand. (3). Related: tendency to consume services that are related from the consumed brand. According to Kumar (2004) loyalty program is also called frequency marketing, which are programs that encourage repeat buying (re-purchase) through formal programs and its distribution or the distribution of profits. Lacey et al (2006) also mentions loyalty programs as a promotional program designed to build long term relationships of mutual benefit between the company and customers, the key to creating the continuous purchase of a particular product or service.

Lewis, (2004) states that the interaction between consumers with the contact person will affect customer satisfaction, customer retention, and purchase intention. Contact person should be fully focused to do orientation with consumers in order to provide a quality service. Contact personnel will also affect consumer perception of the company. Consumers will see that the company has a person of good quality so that consumers will be loyal to the company. Trust is one of the foundation to realize the success of a relationship marketing. More specifically Morgan and Hunt (2004) explain the benefits of the trust (a) The trust can encourage marketers to try to maintain the relationship by working with customers. (b) Trust may reject the short-term option and would prefer long-term benefits that are expected by retaining existing customers (c) Trust may encourage marketers to look at the attitude that brings a big risk wisely by believing that his colleagues will not take the opportunity that can be detrimental to marketers. Information sharing is a concept of customers that are voluntarily willing to provide information on what they need, desire and hope from the company that can be used to help build and maintain relationships with customers. In the concept of marketing information systems, customers can be a source of competitive advantage for firms (Campbell, 2003), which serves as an input information for the organization, and can help develop and customize products and services that are tailored to their wants and hopes (Spekman and Carraway, 2006) satisfaction is the happy or disappointed feeling from someone that comes from a comparison between his impression of the performance (result) of a product with his expectations. (Gronroos, 2004). Satisfaction is a sort of comparison step between experience and the evaluation results, to produce something comfortable. Satisfied or dissatisfied is not an emotion but rather something as the evaluation of emotions.

Research on customer satisfaction becomes a central topic in the world of market research and developing rapidly. The concept of thinking that customer satisfaction will drive increased profits is that satisfied customers would be willing to pay more for products or services and are more tolerant to price increase. This will increase the company's profit margin and customer loyalty to the company. In organizational behavior knowledge, commitment is seen as constructs which become a bind between the employee with the company. Commitment as a multi-component constructs, according to Allen and Meyer (2004) consists of three elements namely affective commitment, continuous commitment (continuum) and normative commitment. Commitment is more commonly to be seen in terms of affection. But for relationship marketing

research it is not enough just to look at it in terms of mere affection, because consumers have a sense of feeling with their service providers that reflect affective commitment, continuous commitment and normative commitment. Affective commitment in relationship marketing refers to the shared value, beliefs, benevolence, relationalism. The use of affective commitment in relationship marketing can survive when identifying someone with a sense of excitement and involvement in an organization.

Thus, consumers should be viewed in terms of affective commitment by service providers when they express their feelings to the service provider. Commitment continuum in relationship marketing stems from the switching costs, sacrifice, and dependence. In the context of service, quality service plays a key role that distinguish success from other companies, the positive effect is associated with the positive attitude of customers. Consumers who experience negative effects in the sense of service in the service industry will have an impact on the negative emotion felt by consumers. The importance of consumer WOM in the service industry has been developed by some previous researchers (Bansal and Voyer, 2000) in other words the influence of WOM will increase at least persuasive consumer behavior to others. WOM is therefore a critical element that plays a role in the service industry. Word of mouth communication is very important for companies especially for companies engaging in services. This is because the first type of service is tangible or intangible, and is used directly at the time that the service is given and is not standardized. Therefore to create trust to consumers about products and services provided to consumers, it can be done when customers make a purchase or use products and services from a company. Second, the service is a form of information delivery. In general, it involves considerable interaction between providers and customers. Increased Repatronage Intentions describe the purchase of a commitment deeply as the ability to repurchase a product or service consistently in the future. This definition emphasizes two different aspects of brand loyalty that has been described in the main studies on the concept of behavioral and attitudinal. Rysse et al (2004) states that Repatronage Intention or desire to make a purchase is described as the goal of a consumer to buy back the products or services through a particular seller. Repatronage Intention is an important factor that determines the contribution to the company's customers (Gronroos, 2004). Dholakia, (2006) describes the purchase of a commitment of loyalty in depth as form of ability to repurchase a product or service consistently in the future. The success of marketing programs is often determined by marketing research that supports

strategic decision making of marketing research information needed in relation with how to build relationships with customers. Javalgi et al. (2006) proposed that related information will be easier to obtain if the company has strong relationships with customers. This happens through developing relationships with customers. Consumers commitment is an important thing for a company in developing external relations, while trust is a trust from customers that the company is trustworthy. Customers' desire to stay with a company is caused by the fulfillment of the company's obligations to company's customers in accordance with what has been promised (Lacey 2006).

H1 : *There is positive influence from customer's trust to customer's commitment.*

Information Sharing is a concept of voluntary corporate customers desire to willingly provide information on what their needs, desires and hopes are to the company that can be used to help build and maintain relationships with customers. In the marketing information systems individual company customers can be a source of competitive advantage for it (Campbell, 2003) that serve as information input for the organization, and can help develop products and services tailored to their wants and hopes (Spekman and Carraway, 2006).

H2 : *There is positive influence from information sharing to customer's commitment*

Customers' commitment to service providers is formed through a learning process, which is a process where consumers through their experiences try to find the most appropriate service providers for them, in the sense of service from service providers that gives satisfaction in line with their expectations and needs. (Veloutsou et al., 2005) Consumer satisfaction is an important part in building the commitment of consumers with service providers. The developed commitment will generally have an impact on repeat buying and recommended buying.

H3 : *There is positive influence from customer satisfaction to customer's commitment.*

In the context of service, quality of services plays a key role that helped distinguish the success of other companies Reichheld (2006) related positive effect on the company's customer commitment Capizzi, 2002), consumers who experience negative effects in the sense of service in the service industry will have an impact on the perceived negative emotions consumers. The importance of consumer WOM in the service industry is that WOM will increase at least persuasive consumer behavior to others. WOM is therefore a critical element that plays a role in the service industry.

H4 : *There is a positive influence from Customer's commitment to word- of mouth referrals.*

Marketing research support is used in this study as a collective term to describe the various characteristics of customers regarding customer activities therein, as the proposal to improve the products, services and processes, providing feedback on new products, sharing information about what the unfulfilled needs are (Bailetti and Litva in Lacey 2009). Because feedback from customers is the foundation of the marketing concept, participating customers who are active in providing information is important for marketing relationships and the formation of customer loyalty programs (Capizzi, 2002).

H5 : *There is positive influence from customer's commitment to marketing support.*

In the marketing literature, there is agreement that repatronage is an important factor for the success of relationship marketing (Reichheld, in Lacey 2009). The proportion of customer purchase is a focus in marketing literature as a form of customer behavior that are tied to the purchase (Day, in Morgan 2009). Therefore, in measuring potential customer, customers intentions must be considered to increase the level of demand for products or services. In the hypothesized model, customers are bound not only expected to maintain a business relationship, but also to increase both activity levels and the proportion of their purchases from time to time (Gronroos, 2004).

H6 : *There is positive influence from customer's commitment to increased repatronage intentions.*

Research Methods

This study refers to previous research conducted by Lacey et al (2009). The research design used is Hypothesis Testing. Hypothesis testing is the research that has the purpose to test the hypothesis, which are the influence of trust, information sharing and customer satisfaction to word-of-mouth, marketing research support and repatronage Intentions through customer commitment. Trust was measured using three items as proposed by Anderson and Weitz (2007). Information sharing was measured using four items adopted from Anderson and Weitz (2007). Customer satisfaction is measured using four items adapted from Hennig-Thurau (2004). Commitment was measured using four items taken and adapted from Anderson and Weitz (2007). Word of Mouth is measured using three items taken from Babin et al (2005). Marketing

research support was measured using three items taken from Babin et al (2005). Sample withdrawal method used in this study was purposive sampling, ie on consumers BCA Finance in Jakarta area as many as 257 customers. The instruments used in this study is a questionnaire. Validity test of this research is based on construct validity. Manurut Cooper and Emory (1995) cited by Herman (2006), construct validity includes an understanding of theoretical arguments underlying the measurement obtained. The approach taken is by connecting a "construct" that is examined with other "construct" formed from theoretical framework.

Validity testing is performed by finding the correlation of each indicator against the total score using the correlation technique "Person Product Moment" with an error rate of 5% ($\alpha = 0.05$) and 95% level of truth ($1-\alpha$). Basic validity of decision making are as follows (John E. Henke, 1994: 307):

1. If p-value $< 0,05$ then it is valid.
2. If p-value $> 0,05$ then it is not valid.

Based on the results validity testing, it is known that the statements items used in the research instrument to measure the research variables each of which has a p-value of 0,000 is less than an alpha of 0.05. This means that each item is said to be a valid statement. In other words, these items can represent a statement or form of research constructs. Based on the above table Cronbach's alpha coefficients on the variables used in the study met the reliability criteria recommended by Sekaran (2003).

Table – 1
Correlation Matrix of Variables

	Mean	SD	CT	C	IS	CC	WMR	MRS	IRS	CS	RI
CT	4.01	1.15	1.00								
C	4.29	1.13	0.70	1.00							
IS	4.07	1.09	0.76	0.78	1.00						
CC	4.36	1.20	0.73	0.67	0.66	1.00					
WMR	4.40	1.32	0.64	0.73	0.63	0.74	1.00				
MRS	3.94	1.24	0.65	0.75	0.79	0.71	0.67	1.00			
IRS	4.01	1.23	0.72	0.71	0.74	0.65	0.63	0.70	1.00		
CS	3.98	1.02	0.69	0.77	0.72	0.69	0.68	0.71	0.79	1.00	
RI	4.11	1.34	0.76	0.74	0.76	0.66	0.69	0.73	0.74	0.77	1.00

Sources: Statistical Analysis Resulted.

Table – 1

Standardized Structural Path Analysis Resulted				
No	Hypothesis	Standard Parameter Estimates	β	Significance P – Value
1.	H1=There is positive influence from customer's trust to customer's commitment	0.50	.465	0.001
2.	H2=There is positive influence from information sharing to customer's commitment	0.01	.650	0.001
3.	H3=There is positive influence from customer satisfaction to customer's commitment	0.085	.346	0.001
4.	H4=There is a positive influence from Customer's commitment to word- of mouth referrals.	0.20	.485	0.001
5.	H5=There is positive influence from customer's commitment to marketing support	0.29	.598	0.001
6.	H6=There is positive influence from customer's commitment to increased repatronage intentions.	0.29	.464	0.001

Sources: Statistical Analysis Resulted.

Data Analysis Method

Hypotheses testing in the study was conducted using the method of data analysis, SEM (structural equation model) using AMOS 7.0 software. SEM is basically confirmatory technique to a model where the SEM is used to justify the existence of causality theoretically through empirical testing. SEM Simply submit an estimation technique is most appropriate and most efficient for a series of multiple regression equations are estimated simultaneously or concurrently. Tests using the program Amos (Hair et al., 1998) compares the probability value (p-value) with the level of significant 5% (alpha 0.05). Basic decision-making hypothesis testing is to compare the p-value:

1. If $p\text{-value} < 0.05$ then H_0 is rejected
2. If $p\text{-value} > 0.05$ then H_0 is accepted

Before analyzing the proposed hypothesis, goodness-of-fit-model was tested first. Goodness-of-fit model test was done by looking at several measurement criteria, namely, (1). Absolute Fit

Measure, which measures the overall model fit (both structural model and measurement models simultaneously). The criteria by looking at the value of chi-square, probability, goodness-of-fit index (GFI), and root mean square error of approximation (RMSEA). (2). Incremental Fit Measures, which is a measure to compare the proposed model (proposed model) with another model specified by the researcher. The criteria by looking at: normed fit index (NFI), Tucker-Lewis index (TLI), adjusted goodness-of-fit index (AGFI) and comparative fit index (CFI). (3). Parsimonious Fit measures, which make adjustments to fit measurements to be comparable between models with different number of coefficients. The criteria by looking at the normed chi-square value (C_{min} / DF). Structural equation models are described as follows. Testing of the hypotheses put forward were calculated using Structural Equation Modeling (SEM) with the help of Amos version 7.0 software. This method was chosen because there is a dependent variable (endogenous), which became independent variable (exogenous) to other variables. The basic hypothesis test decision-making is by comparing t with t table or by comparing the probability of t test with an alpha of 5%.

1. If calculated $t < t$ table, then H_0 is accepted , H_a is rejected.
2. If calculated $t > t$ table, then H_0 is rejected , H_a is accepted.

Hypothesis 1

The first hypothesis tested the effect of customer's trust on the customer's commitment. Because the calculated t value is greater than the value of t -table, so H_0 was rejected and H_a was accepted. This means that there is positive influence from customer's trust to the customer's commitment, with the value of $\beta = 0.465$ this means the higher the customer's trust is perceived by consumers, the more it will increase consumer commitment to the company. The findings of this research is in line with previous research conducted by Lacey and Morgan (2009) which stated that the customer's trust has a positive influence on customer's commitment in the setting of this study it appears that the commitment of consumers to the company arising out of consumer confidence towards the company in delivering its services . While Morgan and Hunt (1994) in his study states that a relationship between companies and consumers need a trust as a factor influencing the emergence of consumer commitment to the company.

Hipotesa 2

The second hypothesis examined the effect of information sharing on the customer's commitment. Because the value of t-test is higher than t-table value, then H_0 was rejected and H_a was accepted. This means that there is positive information sharing on the customer's commitment, with the value of $\beta = 0.650$ it means the higher the perceived information sharing by consumers the more it will increase consumer commitment to the company. The findings of the research is in line with previous studies performed by Lacey and Morgan (2009) which states information sharing has positive influence to the formation of consumer commitment to the company. While (Campbell, 2003) in his study stated that information sharing in the form of voluntarily consumers provide information about what their needs, wants and hopes are in a company that can be used to help build and maintain relationships with customers positive influence on commitment consumers on the company. Spekman and Carraway, (2006) stated that the positive impact of sharing information is provided by the company to increase the commitment of consumers to use products and services offered by the company.

Hypothesis 3

The third hypothesis examined the effect of customer satisfaction to the customer's commitment. Because the value of t-test bigger than t table value, then H_0 was rejected and H_a was accepted. This means that there is positive influence from customer satisfaction to customer's commitment, with value of $\beta = 0.345$ this means the higher the satisfaction felt by consumers the more it will increase consumer commitment to the company. The findings of the research is in line with previous studies performed by Lacey and Morgan (2009) which stated that customer satisfaction has a positive influence on customer's commitment. Morgan (2009) noted that with satisfaction the consumer will encourage an increased commitment of consumers, satisfied customers will be willing to pay more for the "products" and are acceptable and are more tolerant to higher prices. This will increase company margins and customer loyalty to the company. Satisfied customers will buy other products offered by the company. While Dimitriadis (2006) in his study stated that customer satisfaction can help increase sales and credibility of the enterprise and consumer commitment to the company.

Hypothesis 4

The fourth hypothesis examined the effect of customer's commitment to the word-of-mouth. Since the t-value was greater than t-table value, then H_0 was rejected and H_a was accepted. This means that there is positive commitment to the customer's word-of-mouth, with a value of $\beta = 0.485$ this means that the higher the consumer's commitment to the company, the more it will increase the positive behavior of word-of-mouth about the company. The findings of the research is in line with previous research conducted by Lacey et al (2009) which stated that the creation of customer's commitment between consumers and companies can provide several benefits, including the relationship between companies and customers become harmonious, providing a good basis for the purchase and re-creation of customer loyalty and provide a recommendation by word of mouth is favorable for the company.

Hypothesis 5

The fifth hypothesis examined the influence of customer's commitment to repurchase. Because the calculated t-value was greater than the value of t-count, then H_0 is rejected and H_a is accepted. This means that there is positive influence from customer's commitment to marketing research support, with the value of $\beta = 0.598$ this means that the higher the level of consumer commitment to the company will be able to help improve research in the field of marketing. The findings of the research is in line with previous research conducted by Kuenzel and Halliday (2008) which states that the success of marketing programs is influenced by marketing research that supports strategic decision making it not be able to be separated from how strong consumer commitment to the company is.

Hypothesis 6

The sixth hypothesis examined the effect of customer's commitment to increased repatronage intentions. Because the calculated t-value was greater than the value of t-count, then H_0 is rejected and H_a is accepted. This means that there is positive influence from the customer's commitment to increased repatronage intentions with the value of $\beta = 0.464$. This means that the higher the consumer's commitment to the company, the more it will increase the willingness of consumers in the purchase in the future. The findings of the research was in line with previous research conducted by Kuenzel and Halliday (2008) which stated that the customer's

commitment has a positive influence on increased repatronage intentions. Bowen and Chen, (2001) stated that commitment to consumers resulting in repeat buying and recommended buying. If consumers have a bond with the company, they will continue to buy the company's product or service, use it and even tell other people about the quality of service based on consumer experiences in using these services. Fullerton, (2005) stated that consumers that have commitment to company will lead to frequent products or services purchase, therefore we can conclude a high level of customer loyalty.

Conclusion, Recommendation and Managerial Implications

It can be concluded that the customer's trust has positive influence on customer's commitment so the higher consumer confidence to the company is, the more consumer commitment to the company will increase. There is a positive influence on the customer's information sharing commitment, so it can be said that the company seeks to share information about products and services offered to consumers it will further enhance the consumer's commitment to the company. There is a positive influence on the customer's customer satisfaction commitment, this means that the consumers were satisfied with the services and products provided by the company as consumer's commitment to the company gets higher. The result also noted that there is positive influence from customer's commitment to the customer loyalty that has three dimensions, which are word-of-mouth referrals, marketing support and increased repatronage intentions so it can be said that the higher the commitment of consumers to the company, the more it will have impact on enhancing the behavior of positive word-of-mouth, increased frequency of purchase and support research efforts on consumer marketing. The recommendation can be given for further research, to be able to fix the deficiencies or limitations in this study, namely by increasing the number of respondents to increase the number of research samples, then research is expected to better results. The research is not only done on one company alone. Managerial implication is the need to build consumer trust company for overall consumer confidence in companies by providing advice on buying a new product in accordance with the conditions facing consumers, and treat customers with a quality service to consumers. In addition, companies need to establish communications with the firm in order to build good relationships with companies that can generate interest for customers, companies

need to provide information about new products and services also provide personalized service in treating the consumer.

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