

●● The Influence of Trust and Marketing Mix on
Customer Loyalty: A study on Beihai South Pearl Jewelry
(Chinese Akoyo Pearl) ●●

Meng Meng Li¹

Karnravee Anuntaakalukul²

ABSTRACT

South Pearl is the best sea-pearl of China, and Beihai City Beihai is known as the “Hometown of the South Pearls” in China. This study aims to investigate the vital role of Trust and Marketing Mix in establishing and maintaining customer loyalty of Beihai South Pearl Jewelry (BSPJ). Data were collected from 400 Chinese customers selected randomly from mainly trading venues of Beihai South Pearl Jewelry (BSPJ) and quantitative approach was the major method used. Mean, Standard deviation and Multiple Regressions were applied to analyze data and test hypothesis.

The results found that most respondents were female (67%), aged 41 years and above (44%), having an income over 4000 Yuan (73%).The majority of the respondents were married (78 %), and were non-local customers (53%).Customer trust in BSPJ was at the high level, and most customers viewed that promotion, product and place of BSPJ were good or proper. However, most customers were unsure that price of BSPJ was proper.

The results also showed that : 1. Trust, composing of benevolence and perceived credibility, has a positive effect on the consumer loyalty of Beihai South Pearl jewelry (BSPJ) in Beihai City, and the independent variables can describe loyalty of BSPJ at 56.2% by average. 2. Product, composing of product quality, product variety and package, has a positive effect on the consumer loyalty of Beihai South Pearl jewelry(BSPJ) in Beihai City, and the independent variables can describe loyalty of BSPJ at 60.1% by average. 3. Price, composing of list price and discount, has a positive effect on the consumer loyalty of Beihai South pearl jewelry(BSPJ) in Beihai City, and the independent variables can describe loyalty of BSPJ at 13.4% by average.4. Promotion, composing of advertising, personal selling, public relation and direct marketing, has a positive effect on the consumer loyalty of Beihai South pearl jewelry(BSPJ) in Beihai City,and the independent variables can describe loyalty of BSPJ at 62.5% by average. 5. Place, composing of availability and store layout, has a positive effect on the consumer loyalty of Beihai South Pearl jewelry (BSPJ) in Beihai City,and the independent variables can describe loyalty of BSPJ at 60.5% by average.

Keywords : Trust, Marketing Mix, Customer Loyalty, Beihai South Pearl Jewelry

¹ Master of Business Administration Degree in Management Srinakharinwirot University

² Business Faculty of Social Sciences Srinakharinwirot University

Introduction

In ancient China, pearl symbolized wealth, honor and authority, being treated as royal treasures. Especially, the pearl produced in the southern sea of China, was the most famous due to its superior and had been royal tribute for dynasties (Zhang. 2008). Named south pearl, it is the best pearl of China (Zhang; & He. 2007). Beihai is a city located in Guangxi province of the southern China. It is coastal, facing the southern sea of China. Beihai began to produce pearls 2000 years ago (Zhang; & He. 2007).The produced pearls are well known for their quality and authenticity, earning them the title of China's "south pearls" (Guangxi Marine Research Institute. 2006). In 1958, China's very first pearl farm was set up in Beihai. In 1965, Beihai City succeeded in breeding China's first sea-water pearl producing clams. In 1981, Beihai City's first pearl production company was founded and formed a rapidly developing pearl industry chain (Beihai Government.1999). As a result, in China, Beihai City is known as the "Hometown Of The South Pearls" (Guangxi Marine Research Institute. 2006).Today, Beihai has been China's largest distribution center of sea-pearl products (Beihai Government, 2010), and Beihai South Pearl Jewelry (BSPJ) is the city's most famous and popular commodity (Guangxi Marine Research Institute. 2006). For nearly

ten years, BSPJ has brought in several billion Yuan of revenue every year and has contributed to growth in local economy (Beihai Government.1999). Over the years, BSPJ has held a high reputation in China, and has been one of the hottest products on the Jewelry market (Guangxi Marine Research Institute. 2006). Subsequently, the market possesses a number of highly loyal customers, and loyalty has been one of the main points of focus for the businesses in the market and is one of the keys which Beihai's related departments care about (Behai's Aquatic Animal Husbandry and Bureau. 2011).

Many studies highlight the vital role of trust in customer loyalty (Morgan; & Hunt, 1994). Reichheld and Schefter (2000) even argued that, "to gain the loyalty of customers, you must first gain trust". However, there have also been debate that, it is possible for a customer to be loyal without being highly trust (e.g. when there are few other choices), and to be highly trust and yet not be loyal (e.g. when many alternatives are available). Thus, this study suggests that measuring relationship between trust and customer loyalty should not stop there.

Marketing mix as "a creator of differentiation" (Waterschoot, 1918), allows marketers to gain a competitive advantage, and can develop customer loyalty

(Oliver, 1999). However, some researchers found that such market-led approaches simply increase the sales temporarily, some elements of it even made a negative impact on customer loyalty (e.g.Owomoyela; Olasunkanmi ;& Oyeniyi .2013). Therefore, we may ask, for jewelry industry, especially for BSPJ, should marketers invest resources in developing all the elements of marketing mix designed to increase their customer loyalty? This study provides an answer to these questions. This study tries to establish the conceptual link between customer loyalty of BSPJ with that trust and marketing mix (4Ps) have a positive influence on the loyalty of BSPJ customers.

Objectives

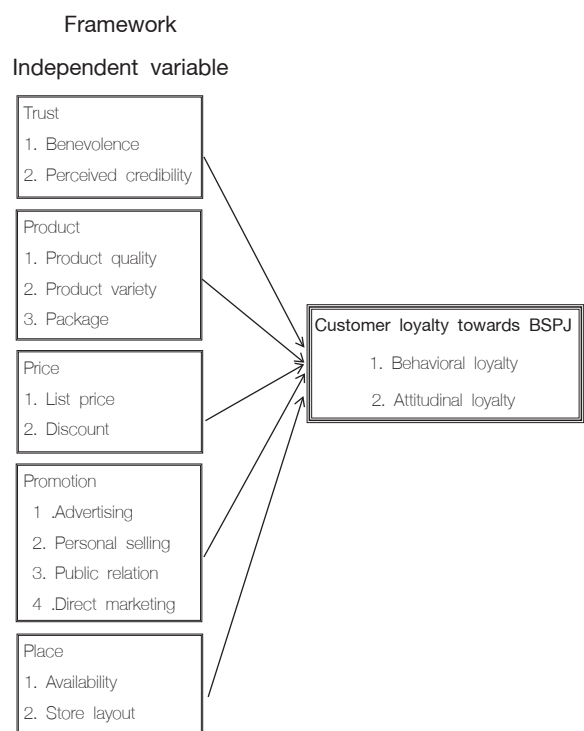
The purposes of the study are:

1. to examine the influence of trust on customer loyalty towards Beihai South Pearl Jewelry(BSPJ) in Beihai City.
2. to examine the influence of the elements of marketing mix(4P') on customer loyalty towards Beihai South Pearl Jewelry(BSPJ) in Beihai City.
3. to explore customer loyalty towards Beihai South Pearl Jewelry(BSPJ) in Beihai City.

Significance of the Study

First, the framework raised in this paper provides a reference on the relationship among trust, the elements

of marketing mix (4P') and customer loyalty. Second, this research offers a useful exploration for the further study on customer loyalty to Beihai South Pearl Jewelry (BSPJ). Third, the information used in this paper is based on the real situation of Beihai South Pearl Jewelry (BSPJ), it is useful for accumulating experience for the business future carrying out the research in this area. Fourth, although the findings are based on the evidence from the Beihai South Pearl Jewelry (BSPJ), they are helpful in other pearl industries as well.



Hypotheses

1. H1: Trust ,composing of benevolence and perceived credibility, has a significant effect on the customer loyalty towards Beihai South Pearl Jewelry (BSPJ) in Beihai City.

2. H2: Product, composing of product quality, product variety and package , has a significant effect on the customer loyalty towards Beihai South Pearl Jewelry(BSPJ) in Beihai City.

3. H3: Price ,composing of list price and discount, has a significant effect on the customer loyalty towards Beihai South Pearl Jewelry(BSPJ) in Beihai City.

4. H4: Promotion, composing of advertising, personal selling, public relations and direct marketing, has a significant effect on the customer loyalty towards Beihai South Pearl Jewelry(BSPJ) in Beihai City.

5. H5: Place, composing of availability and store layout., has a significant effect on the customer loyalty towards Beihai South Pearl Jewelry(BSPJ) in Beihai City.

Literature Review

1. Trust

1.1 Defining Trust

Trust is that customers believe what the salesperson says or promises about the claims and outcomes in a risky situation (Swan; & Trawick.1987). Doney and Cannon (1997) divide trust into benevolence and perceived credibility aspects.

Benevolence: Benevolence focuses on caring and being motivated to act in one's interest rather than acting opportunistically (Holmes. 1991). It is based on the qualities, intentions, and characteristics attributed to the focal partner (Rempel; Holmet ;& Zanna.1985).

Perceived credibility: Perceived credibility focuses on the trustee actions (Bromiley;& Cummings.1995). It means that customers trust on the information offered by advertisement and the promises made by salesmen (Bromiley;& Cummings.1995), and believe they will not take unexpected actions which will negatively impact the company (Geyskens ;& Steenkamp. 1995).

1.2 Trust and loyalty

Trust is the very basis of loyalty (Berry;& Parasuraman .1991). Ballester and Aleman (2001) claim that trust is an important antecedent of loyalty and has a direct effect on customer loyalty . As trust plays a major role in the world of business (Morgan; & Hunt.1994), to win back loyalty ,customer marketers began to embrace the idea of building a strong relationship with customers so as to win over their trust(Bennet. 1996).

1.3 Trust of BSPJ.

At present, some of Beihai's pearl enterprises have been awarded the title of "consumer trust business" in Guangxi, even in China. In 2007, BSP has been included

in a national geographical presentation. Beihai City has been viewed as the geographical origin of the “south pearl” (Guangxi Marine Research Institute. 2006).

2. Marketing Mix

2.1 Defining Marketing Mix

Marketing mix is viewed as “a creator of differentiation” (Waterschoot, 1918) since it was introduced in 1940s. Its elements work together to develop both long-term strategies and short-term tactical program (Palmer. 2004). 4Ps, which generally, refers to product, price, promotion and place, is the most common model of marketing mix (Kotler; et al. 2008).

2.2 Marketing Mix and loyalty

Numerous studies have firmly established the relationship between marketing and customer loyalty (Cengiz;& Yayla. 2007). For example, Bolton and Drew (1991) believe that there is a direct relation between increasing customer’s loyalty and the elements of the marketing mix. A suitable marketing mix—product, price, place, and promotions, can help contribute to customer loyalty towards a certain brand or company (McCarthy.1971).

3. Product

3.1 Defining Product

Product is the first element of the marketing mix, it refers to anything that can be offered

to a market to satisfy a need or want (Kotler.1997). Product includes the decision about product quality, variety, design, features, brand name, packaging, size, services, warranties and returns (Kotler.2000).

Product Quality: Product quality is the totality of features and characteristics of a product that bear on its ability to satisfy stated or implied needs (ISO .1994). A product should fit the purpose for which it was intended (Russel ;& Taylor (2006). However, the differences of economic, technological, social and cultural achievements can vary their understandings of quality (Wankhade;& Dabade. 2006).Product quality is determined by three primary factors (1) Technological characteristics, (2) Psychological characteristics, and (3) Time-oriented characteristics (Juran; & Gryna .1980).

Product variety: Product variety is the number of different versions of a product offered by a firm at a single point in time (Berger, Draganska & Simonson. 2007). Variety within a product line arises by varying the values of attributes from one product to another (Lancaster.1979). A greater variety of options can cater to a wider range of tastes, thus firms would rather offer customers more options than offer fewer options (Lancaster.1979). However, offering greater product variety is usually associated with higher costs. Some research has shown that

more options can generate decision conflict and confusion, leading to choice deferral or even no choice at all (Berger, Draganska & Simonson. 2007).

Package: Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, label and materials used (Agariya ; et al.2012). Package is a necessity for almost every type of product (Philips ;& Bradshaw. 1993), and the different

package choice depends on the nature of the goods, distribution and types of hazards it will encounter and different marketing goals(Pilditch. 1972). In some cases, the design of the packaging itself may become the reason to buy (Hall, 1993). A good package design should be (1) attraction of the buyer, (2) communication to the buyer, and (3) selling the product. (Griffin; Sacharow; & Brody, 1985).Thus Pilditch (1972) describes that efficient packaging is the “silent salesman”.

3.2 Product of BSPJ

During the Expo 2010 Shanghai China, the “Pearl Fairy” of BSPJ, was given the title ‘Greatest treasure’ in the Guangxi exhibition hall. “Pearl Fairy” is worth 6 million Yuan,

while the pearl held in her hand are worth 2 million Yuan. It is China’s largest natural seawater pearl (Guangxi Daily, 2010,May 4).



Figure 1: Product of BSPJ and China’s largest natural seawater pearl.

Source: <http://www.bh.chinanews.com/news/zh/20100417/74178.shtml>

4. Price

4.1 Defining Price

Price is considered as the second element of marketing mix (Goi.2005). It refers to the amount of money charged for a product, or the total values that consumers exchange for the benefits of having or using the product (Kotler; et al .200). Today, price for the product is set when the firms introduce or acquire a new product (Arachchige,2002), it is used by different retailers for achieving their respective goals (Arokiasamy. 2012) and generating revenue to the organization (Goi .2005). Price includes the decision about list price, discounts, allowances, payment period, credit term (Chelliah; & Kwon.2011).

List price: List price refers to the selling price that is shown in a catalogue or advertisement, where sellers publicly post “list” prices and advertise prices on a take-it-or-leave-it basis in a wide variety of retail situations (Davis; & Holt. 1994). Sellers, who compete only on the basis of price, must undercut their competitors in order to make any sales. Buyers, who make decisions only on the basis of the listed prices, are concerned only with making a purchase at the lowest posted price (Davis;& Holt. 1994).

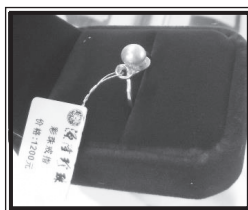
Discount: Discount refers to the actions which allow the customer to purchase a product at a lower price than unusual, which is so widespread in producer goods markets (Chelliah;& Kwon.2011). Some researchers found that price discounts are effective promotional tools for encouraging customers to buy more (Chelliah;& Kwon.2011)

4.2 Price of BSPJ

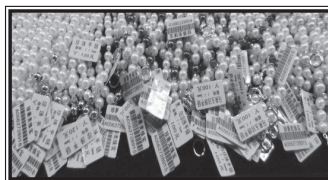
Customer can choose different price based on individual decision, in general, the rule are : (1) different price for different quality. (2) Different price for different brand. (3) Different price for different varieties. (4) Different price for different style. (5) Different price for different sales environment.



The Pearl Pendant
In A Pearl Shopping Mall



The Pearl Ring
In A Pearls Sales Store



The Pearl Bracelets
In A Pearl Market

5. Promotion

5.1 Defining Promotion

Promotion is an important factor in the marketing mix (Chung;& Lee .2003). It refers to the tools used to enhance the levels of customer awareness towards a service or product (Yoo, Donthu; & Lee. 2000) through various activities that can get the attention, hold the interest, arouse desires, and to perform action to buy (Arachchige. 2002). Promotion includes the decision about advertising, personal selling, public relations, sales promotions, and direct marketing (Borden. 1984).

Advertising: Advertising is defined as every form of commercial promotional activity, from concert sponsorship to telemarketing (Schultz.1995). There are seven main indicators of advertisement divergence: (1) Flexibility: advertisement that contains different ideas or switch from one perspective to another. (2) Fluency: advertisement that contains a large number of ideas—more than expected. (3) Elaboration: advertisement that contains unexpected details, or finish and extend basic ideas so they become more intricate, complicated, or sophisticated. (4) Synthesis: advertisement that combines, connect, or blend normally unrelated objects or ideas. (5) Artistic Value: advertisement that contains artistic verbal impressions or attractive colors or shapes.

(6) Originality: advertisement that contains elements which are rare, surprising, or move away from the obvious and commonplace.

(7) Imagination: advertisement that helps customers form vivid mental images, or make something unreal come to life (Smith; &Yang, 2004).

Personal Selling: Personal selling is defined as the communication between a buyer and seller often in face to face encounter designed to influence a person's or group's purchase decision (Onditi. 2012). However, with advances in technology, personal selling also takes place over the telephone, through video conferencing and interactive computer links between buyer and selling though personal selling remains a highly human intensive activity despite the use of technology (Onditi. 2012).

Public Relation: Public relation is defined as the publicity efforts which are coordinated with news releases, conferences, advertising, donations to charities, volunteer activities endorsements and any other activities that may impact on public perceptions (Onditi. 2012).

Direct Marketing: Direct marketing is defined as an interactive to offer goods or services or transmit messages to a specific, targeted segment of the population by mail, telephone, email or other direct means (Online).

5.2 Promotion of BSPJ

Beihai's pearl enterprises main concern is about promotion. Beihai's pearl enterprises and related department, respectively, in 1991, in 1993, in 1997 and in 2004, took part in international pearl festivals, hosted "South Pearl" seminars, theatrical performances, photography and calligraphy exhibitions, and the "Miss South Pearl" competition (Beihai Government. 2010). In addition, related departments shorted TV feature film, edited historical books of BSP (Beihai Government.1999).In Beihai's famous scenic spots a group of sculptures of BSP are built. Moreover, there is "Pearl Square", "Pearl Avenue". "Pearl Hotel", "Pearl Commercial Building". South Pearl has been one of the business card of Beihai City (Beihai Government. 2010).



Figure 3: Beihai International pearl festivals

Source: <http://www.sinowaytravel.com/Chinese-Culture/Beihai-International-Pearl-Festival.203.aspx>

6. Place

6.1 Defining Place

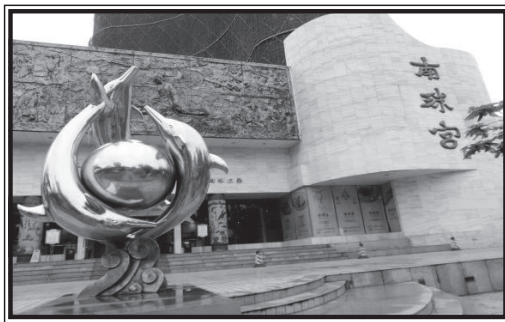
Place is agreed to be one of the most important elements of marketing mix (Yu.2006).Generally, place can be described as the location where the customer can buy the product and service with reliability and easiness (Online). It has been found that same products displayed in different place may be perceived by customers and has an effect on customer's decision (Hsiao; & Wang. 1998). Place includes the several decisions such as availability and store layout as follows: (Hsiao; & Wang. 1998)

Availability: Availability is just a matter of being visible and available everywhere (Parment. 2008). Parment (2008) found that product availability can create customers' reaching and more customers' repurchasing.

Store layout: Store layout is the interior layout of the store/library for the ease of user movement through the store to provide maximum exposure of good and attractive display (Koontz. 2011). A well-designed store should have an individual image that makes it different from all other stores (Koontz. 2011). Keep simple type of layout that facilitate the customers to browse all of the merchandise and does not confuse the customers (Hasty ;& Reardon. 1997).

6.2 Place of BSPJ

Today, there are more than 400 businesses in Beihai city. Among them, “Chinese pearl town” is known as China’s largest seawater pearl market, with a business area of over 7500 square meters, including 125 pearl businesses (Beihai Government. 2010).



Pearl Sales Mall of BSPJ



China's Exhibition Center of Pearls In Beihai City

Figure 3: Pearl Sales Mall of BSPJ and China's Exhibition Center of Pearls In Beihai City

7. Customer loyalty

Loyalty has received a great deal of attention in marketing literature for over 80 years (Jacoby; & Chestnut .1978). Not only does it have a powerful impact on the long-term financial performance of an enterprise, researchers have also found that it offers a host of many benefits (Reichheld. 2003). Facing the ever-growing competition, today's firms can gain a competitive edge by having a high number of loyal customers (Moorman; et al. 1992). Losing a customer means a decrease in revenue. In order to understand customer loyalty fully, scholars have explored the variables affecting customer loyalty at almost every angle. There are more than 50 definitions of customer loyalty (Jacoby; & Chestnut .1978) Generally, scholars love to divide it into three principal areas (Baumann, Elliott; & Hamin. 2011).

Behavioral loyalty: This point of view focuses on customer behavior (Reichheld. 2003). Frey and Daly (1989) claim, customers are loyal as long as they continue to buy and use a product / service. In addition, if a customer is loyal, they will speak highly of value of a product / service and be enthusiastic enough to refer particular good or service to friends or family (word-of-mouth) (Reichheld. 2003).

Attitudinal loyalty: This point of view focuses on customer attitude (Rauyruen; & Miller. 2007). Customer loyalty can be defined as is customers' feeling a sense of belonging to a product (Eagly; & Chaiken. 1993). It means that customers have certain positive feeling tendency to a product, and attitudinal advocacy into product (Rauyruen; & Miller. 2007). Some research found that if a customer is loyal, he/she sees the product as their first choice, even is the best alternative and no need to make more comparisons in long- term consumption (Curtis. 2009).

Composite loyalty: This point of view focuses on both customer behavior and attitude (Baumann, Elliott; & Hamin. 2011). It is a merger of behavioral and attitudinal loyalty. This point of view believes that loyalty has both behavioral and attitudinal dimensions (Baumann, Elliott; & Hamin. 2011).

Research Methodology

Population and sampling:

The study involved a number of Chinese customers who had ever bought BSPJ from Beihai City. The sample size is calculated by using the unknown population formula and 385 respondents are required as the sample size and to be rounded up to 400 respondents.

This research uses Multi- stage sampling as follows:

1. Purposive Sampling: First, this researcher selected specific 3 main locations to collect data which are pearl markets, shopping malls and pearl sales shops, because those places are mainly trading venues of Beihai South Pearl Jewelry in Beihai City, where would annually attract a large number of customers for shopping pearl Jewelry.

2. Quota sampling: Second, this researcher used quota sampling for collecting data by allocating 133-134 questionnaires in each location.

3. Convenience sampling: Third, this researcher chose customers intending to answer the questionnaires from pearl shops located in the 3 main locations which were Chinese pearl town, Beihai pearl town, Beihai Pearl Ming town, Wan Hai Pearl town Red Sail- walking street, Pearl Palace, Pearl Family, Huan Zhu Tang, Ming Zhu Gong and Pearl Sales Shops in "Red Sail" Walking Street.

Research Instrument development

Instrument used in this research is 1 questionnaire which consists of questions about consumers' opinion on trust, marketing mix, and customer loyalty, which was divided into 5 parts and includes 47 questions with Likert scale, and the questions about personality of respondents. There are 5

close-ended response questions. This researcher compiled the suggestions from specialists to rectify each question in the questionnaire before trying out the 40 verified questionnaires with population which similar to sample group by alpha cronbach coefficient method.

Data collocation

Data collection was done through both secondary and primary sources.

1. Primary Data: Primary Data was obtained by a questionnaire containing the same key questions. A sample of 400 Chinese customers of BSPJ was selected randomly from mainly trading venues of BSPJ, namely pearl markets, pearl sales malls, pearls stores, and pearl retail shops. This was done by choosing study participants by first asking potential participants if they had “ever previously purchased BSPJ products”, before distributing the survey.

2. Secondary Data: Secondary Data mainly covered the related literariness on trust, marketing mix, gender, pearls, Beihai’s government document and annual reports of the related department of BSPJ. It helped to cross-check official information, learn about major events and historical details.

Data analysis

1. Descriptive statistics: Number and percentage were used to describe demography, while mean and standard deviation were used to analyze customers’ opinion in BSPJ.

2. Inferential statistics: Enter regression analysis was used to test hypothesis.

Results

1. The results found that most respondents were female(67%), aged 41 years and above(44%), having an income over 4000 Yuan (73%).The majority of the respondents were married (78 %),and were non-local customers(53%).

2. In overall, customer trust in BSPJ was at the high level with mean 4.05. In the benevolence aspect, results showed that in overall, customer’s trust in this aspect was at the very high level with mean 4.24. Determining each point, this research found that the customer trust that BSPJ is real sea-water pearl at the very high level with mean 4.40, trust that BSPJ is authentic south pearl and trusted in the quality of BSPJ were at the high level with mean 4.18 and 4.14 respectively. In the perceived credibility aspect, results showed that in overall, customer’s trust in this aspect was at the high level with mean 3.86. Determining each point, this research found that the customer’s trust in the information provided by BSPJ’s

advertisement was at the high level with mean 3.87, customer trust in promises made by BSPJ's salesmen and trust that BSPJ's salesmen do not behave negative impact to BSPJ's image were at the high level with mean 3.85 and 3.84 respectively.

3. In overall, customer's opinion in product attribute of BSPJ was at the agree level with mean 3.82. In the product quality aspect, results showed that in overall, customer viewed that product quality of BSPJ aspect was at the agree level with mean 4.10. Determining each point, this research found that the customers thought the quality of BSPJ's pearl is brighter when compared to the other south pearls was at the strongly agree level with mean 4.61, and the beauty of BSPJ can be kept for a longer time, has a more circle shape when compared to the other south pearls, smoother when compared to the others and BSPJ is more beautiful when compared to the other south pearls jewelry were at the agree level with mean 4.16, 4.14, 4.01 and 3.64 respectively. In the product variety aspect, results showed that in overall, customer viewed that product variety of BSPJ aspect was at the agree level with mean 3.72. Determining each point, this research found that the customer thought product variety of BSPJ provides various kinds of pearls to be chosen from at the agree level with mean 4.16, and thought product variety of BSPJ provides various colors of

pearls and provides various styles of pearls were at the agree level with mean 3.66 and 3.34 respectively. In the product package aspect, results showed that in overall, customer viewed product package of BSPJ was at the agree level with mean 3.63. Determining each point, this research found that the customer thought package of BSPJ is various was at the agree level with mean 3.81, and thought package of BSPJ looks precious and is fashion were at the agree level with mean 3.61 and 3.49 respectively.

4. In overall, customer's opinion in price attribute of BSPJ, was at the neutral level with mean 3.36. In the list price aspect, results showed that in overall, customer viewed the list price of BSPJ was at the neutral level with mean 3.30. Determining each point, this research found that the customer thought the list price of BSPJ is reasonable was at the agree level with mean 3.59, and thought that list price is value for money was at the agree level and its covering all of warranty expenses was at the neutral level with mean 3.43 and 2.91 respectively. In the discount aspect, results showed that in overall, customer viewed this aspect was at the agree level with mean 3.42. Determining each point, this research found that customer thought salesmen of BSPJ offer a volume discount ,if they buy BSPJ in larger amounts was at the agree level with mean 3.55, and thought that salesmen of BSPJ offer

reasonable discount was at the neutral level with mean 3.30.

5. In overall, customer's opinion in promotion attribute of BSPJ was at the agree level with mean 3.87. In the advertising aspect, results showed that in overall, customers viewed this aspect was at the agree level with mean 3.81. Determining each point, this research found that customers thought they can see advertising of BSPJ frequently was at the agree level with mean 3.81, and thought the information they received from advertising of BSPJ is true was at the agree level and the advertising of BSPJ is creative at the neutral level with mean 3.83 and 3.40 respectively. In the personal selling aspect, results showed that in overall, customers thought personal selling of BSPJ is at the agree level with mean 3.84. Determining each point, this research found that the customers thought the salesmen of BSPJ have adequate knowledge in their products at the agree level with mean 3.81, and thought the salesmen have patience to introduce products to customers and the suggestions given by salesmen of BSPJ is useful to them at the agree level with mean 3.80. In the public relation aspect, results showed that in overall, customers thought this aspect is at the agree level with mean 3.95. Determining each point, this research found that the customers thought pearl festivals of Beihai City make them know

about BSPJ more at the agree level with mean 4.02, and thought the TV feature films of BSP shorted by related department and the TV feature films of BSP shorted by related department make them know about BSPJ more at the agree level with mean 3.93 and 3.91 respectively. In the direct marketing aspect, results showed that in overall, customers thought this aspect is at the agree level with mean 3.86. Determining each point, this research found that the customers thought getting information of Beihai South pearl by postal selling is convenient at the agree level with mean 3.88, and thought buying Beihai South pearl by postal selling is convenient, getting information of Beihai South pearl by telemarketing is convenient and buying Beihai South pearl by telemarketing is convenient are at the agree level with mean 3.84, 3.83 and 3.78 respectively. 3.4. Data analysis of customer attitude towards place of BSPJ.

6. In overall, customers' opinion in place attribute of BSPJ is at the agree level with mean 3.81. In the availability aspect, results showed that in overall, customers viewed this aspect is at the agree level with mean 3.87. Determining each point, this research found that the customers thought pearl trading venues are easy convenience to be found at the agree level with mean 4.14, and thought pearl trading venues are convenience to be entered by transport and

shopping BSPJ online is very convenience at the agree level with mean 3.40 and 3.44 respectively. In the store layout aspect, results showed that in overall, customers viewed this aspect is at the agree level with mean 3.76. Determining each point, this research found that customers thought the store layout of pearl shopping mall have make BSPJ more outstanding at the agree level with mean 3.91, and thought he store layout of general pearl market is fashion and the store layout of general pearl market is simple and does not confuse them at the agree level with mean 3.78 and 3.58 respectively

7. When considering standardized regression coefficient (Beta) this research found that trust in BSPJ has 2 aspects that have positive relation with customer loyalty, which arrange by relation size from high to low, they were benevolence and perceived credibility, and the adjusted R² has the value equal to.562 that means the independent variable in this equation can describe the relationship level on loyalty towards BSPJ at 56.2% by average. Thus, this research used the coefficient to write a prediction equation of loyalty towards BSPJ from the raw data as follow:

$$\text{Loyalty towards BSPJ} = 0.286 + 0.509 \text{ Benevolence} + 0.384 \text{ Perceived credibility}$$

As seen in this equation, the variables, which have positive relation with loyalty

towards BSPJ in Beihai and have a statistical significance level at 0.05, are benevolence and perceived credibility, with the value equal to 0.509 and 0.384 respectively, which can be explained as follows:

For the regression coefficient of benevolence aspect, this research found it have the positive relation with loyalty towards BSPJ, which can explain that if the customers in Beihai city have increase in the attitude towards benevolence for 1 unit, the loyalty towards BSPJ will increase 0.509 unit (define the other variables is constant). For the regression coefficient of perceived credibility aspect, this research found it have the positive relation with loyalty towards BSPJ which can explain that if the customers in Beihai city have increase in the attitude towards perceived credibility for 1 unit, the loyalty towards BSPJ will increase 0.384 unit (define the other variables is constant).

8. When considering standardized regression coefficient (Beta) this research found that product attribute of BSPJ has 3 aspects that have positive relation with customer loyalty, which arrange by relation size from high to low, they were product quality, product variety and package, and the adjusted R² has the value equal to.601 that means the independent variable in this equation can describe the relationship level on loyalty towards BSPJ at 60.1% by average. Thus, this research used the

coefficient to write a prediction equation of loyalty towards BSPJ from the raw data as follow:

$$\text{Loyalty towards BSPJ} = 0.177 + 0.632 \text{ Product quality} + 0.206 \text{ Product variety} + 0.108 \text{ Package}$$

As seen in this equation, the variables, which have positive relation with loyalty towards BSPJ in Beihai and have a statistical significance level at 0.05, are product quality, product variety, package with the value equal to 0.632, 0.206 and 0.108 respectively, which can be explained as follows:

For the regression coefficient of product quality aspect, this research found it have the positive relation with loyalty towards BSPJ which can explain that if the customers in Beihai city have increase in the attitude towards product quality for 1 unit, the loyalty towards BSPJ will increase 0.632 unit (define the other variables is constant). For the regression coefficient of product variety aspect, this research found it have the positive relation with loyalty towards BSPJ which can explain that if the customers in Beihai city have increase in the attitude towards product variety for 1 unit, the loyalty towards BSPJ will increase 0.206 unit (define the other variables is constant). For the regression coefficient of package aspect, this research found it have the positive

relation with loyalty towards BSPJ which can explain that if the customers in Beihai city have increase in the attitude towards package for 1 unit, the loyalty towards BSPJ will increase 0.108 unit (define the other variables is constant).

9. When considering standardized regression coefficient (Beta) this research found that price attribute of BSPJ has 2 aspects that have positive relation with customer loyalty, which arrange by relation size from high to low, they were list price and discount, and the adjusted R^2 has the value equal to 0.134 that means the independent variable in this equation can describe the relationship level on loyalty towards BSPJ at 13.4% by average. Thus, this research used the coefficient to write a prediction equation of loyalty towards BSPJ from the raw data as follow:

$$\text{Loyalty towards BSPJ} = 2.778 + 0.206 \text{ List price} + 0.138 \text{ discount}$$

As seen in this equation, the variables, which have positive relation with loyalty towards BSPJ in Beihai and have a statistical significance level at 0.05, are list price and discount with the value equal to 0.206 and 0.138 respectively, which can be explained as follows:

For the regression coefficient of list price aspect, this research found it have the positive relation with loyalty towards

BSPJ which can explain that if the customers in Beihai city have increase in the attitude towards list price for 1 unit, the loyalty towards BSPJ will increase 0.206 unit (define the other variables is constant). For the regression coefficient of discount aspect, this research found it have the positive relation with loyalty towards BSPJ which can explain that if the customers in Beihai city have increase in the attitude towards discount for 1 unit, the loyalty towards BSPJ will increase 0.138 unit (define the other variables is constant).

10. When considering standardized regression coefficient (Beta) this research found that promotion attribute of BSPJ has 4 aspects that have positive relation with customer loyalty, which arrange by relation size from high to low, they were personal selling, direct marketing, public relation and advertising, and the adjusted R² has the value equal to .625 that means the independent variable in this equation can describe the relationship level on loyalty towards BSPJ at 62.5% by average. Thus, this research used the coefficient to write a prediction equation of loyalty towards BSPJ from the raw data as follow:

Loyalty towards BSPJ = 0.483 +0.264 Personal selling + 0.217 Direct marketing + 0.214 Public relation+0.197 Advertising

As seen in this equation, the variables, which have positive relation with loyalty

towards BSPJ in Beihai and have a statistical significance level at 0.05, are personal selling, direct marketing, public relation and advertising with the value equal to 0.264 ,0.217, 0.214 and 0.197 respectively, which can be explained as follows:

For the regression coefficient of personal selling aspect, this research found it have the positive relation with loyalty towards BSPJ which can explain that if the customers in Beihai city have increase in the attitude towards personal selling for 1 unit, the loyalty towards BSPJ will increase 0.264 unit (define the other variables is constant). For the regression coefficient of direct marketing aspect, this research found it have the positive relation with loyalty towards BSPJ which can explain that if the customers in Beihai city have increase in the attitude towards direct marketing for 1 unit, the loyalty towards BSPJ will increase 0.217 unit (define the other variables is constant). For the regression coefficient of public relation aspect, this research found it have the positive relation with loyalty towards BSPJ which can explain that if the customers in Beihai city have increase in the attitude towards public relation for 1 unit, the loyalty towards BSPJ will increase 0.214 unit (define the other variables is constant). For the regression coefficient of advertising aspect, this research found it have the positive relation with loyalty towards BSPJ which can explain that

if the customers in Beihai city have increase in the attitude towards advertising for 1 unit, the loyalty towards BSPJ will increase 0.197 unit (define the other variables is constant).

11. When considering standardized regression coefficient (Beta), this research found that place attribute of BSPJ has 2 aspects that have positive relation with customer loyalty, which arrange by relation size from high to low, they were availability and store layout. And the adjusted R² has the value equal to. 605 that means the independent variable in this equation can describe the relationship level on loyalty towards BSPJ at 60.5% by average. Thus this research use the coefficient to write a prediction equation of loyalty towards BSPJ from the raw data as follow:

Loyalty towards BSPJ = 0.833 + 0.425 Availability + 0.385 Store layout

As seen in this equation, the variables, which have positive relation with loyalty towards BSPJ in Beihai and have a statistical significance level at 0.05, are availability and store layout with the value equal to 0.425 and 0.385 respectively, which can be explained as follows :

For the regression coefficient of availability aspect, this research found it have the positive relation with loyalty towards BSPJ which can explain that if the customers in Beihai city have increase in the attitude

towards availability for 1 unit, the loyalty towards BSPJ will increase 0.425 unit (define the other variables is constant). For the regression coefficient of place of store layout aspect, this research found it have the positive relation with loyalty towards BSPJ which can explain that if the customers in Beihai city have increase in the attitude towards store layout for 1 unit, the loyalty towards BSPJ will increase 0.385 unit (define the other variables is constant).

Conclusions and Discussion:

1. Trust in BSPJ: The benevolence aspect has an effect on customer loyalty of BSPJ. The reason is that production of Beihai south pearl have been well known for quality and authenticity for 2000 years, and Beihai's pearl product has been built up an image as good quality product with trustworthy brand. Customers believe that BSPJ is quality authentic south pearl. It is according to Prasarnphanich (2007) refer to "Does trust matter to develop customer loyalty in online business?", the research result showed that the benevolence dimension of customer trust in an Internet retailer plays a crucial role in determining customer commitment and customer loyalty.

The perceived credibility aspect has an effect on customer loyalty of BSPJ. The reason is that a number of Beihai's pearl processing companies have operated for 20 to 50 years. Those pearl processing

companies have promoted trustworthy image through so many different channel, especially through word-of-mouth by customers. With so many years of buying experience, customers trust in information providing from BSPJ's advertisement, and salesman. It is according to Erdem and Swait (2007) theories, which had insisted on the significance of brand credibility in consumer's decision making and choice perceptions.

2. Product of BSPJ: The product quality aspect has an effect on customer loyalty of BSPJ. The reason is that Beihai's climate and environment is very suitable for the production of seawater pearl, and there are a large number of outstanding enterprises in Beihai handle work-in-process pear. As a result, the pearl produced in Beihai has better shape and better quality. They are shinier and more beautiful. It is according to Rahman and Jalil (2014) refer to "Exploring factor influencing customer loyalty", the research result showed that product quality has significant relationship with customers' loyalty towards retail outlets in Malaysian hypermarket context at the high level.

The product variety aspect has an effect on customer loyalty of BSPJ, The reason is that Beihai is the main place of manufacturing, processing and distributing of Chinese sea pearl, where may provide more complete product variety than the other place. Therefore, agree that BSPJ

provide various kinds / styles /colors of product. It is according to Dash (2012) refers to "Online shopping and customer satisfaction". The research result showed that product variety has significant connection with customer satisfaction level,

The package aspect has an effect on customer loyalty of BSPJ. In Beihai, most of the time, the pearl jewelry is purchased as a gift to family members and friends. In order to increase the desire of purchasing pearl jewelry from customer, most jewelry stores would present the pearl jewelry in various, fashion, and precious packages.

3. Price of BSPJ: The list price aspect has an effect on customer loyalty of BSPJ. The reason is Customers buying Beihai pearl jewelry emphasis on value for money, customers viewed the prices offered by BSPJ's salesmen are fair prices. It is according to Khan (2012) refer to "Contribution of brand awareness and brand characteristics toward customer loyalty", the research result showed that significant relationship between price and customer loyalty at the average level.

The discount aspect has an effect on customer loyalty of BSPJ. The reason is that customers agree the discount offering from the salesmen of BSPJ by a volume discount. In general, for same products, discounting will attract more customers to buy. It is according to Elhauge (2009) refers

to “How loyalty discount can perversely discourage discounting” ,the research result showed that there will exist an above-cost price that rivals can charge to free buyers without being undercut by the firm using loyalty discounts

4. Promotion of BSPJ: The advertising aspect has an effect on customer loyalty of BSPJ. The reason is that the frequent and colorful advertising by Beihai pearl enterprises will further enhance customer awareness of Beihai pearl jewelry. It is according to Hameed (2011) refers to “The effect of advertising spending on brand loyalty mediated by store image, perceived quality and customer satisfaction: A case of hypermarkets”, the research result showed that the impact of advertising spending on brand loyalty.

The personal selling aspect has an effect on customer loyalty of BSPJ. The reason is that the salesmen of BSPJ would illustrate the product detail patiently. Sales person’s friendly attitude towards customers has encouraged purchase and repeat purchase. It is according to Hocking (2012) refer to “The relationship between personal selling and building consumer based brand equity”, the research result showed that there to be significant relationships between personal selling and brand awareness / associations.

The public relation aspect has an effect on customer loyalty of BSPJ. The reason is that in order to promote enterprise image and reputation, the companies always organize many different kinds of activities open to public, such as pearl theory seminar, dinner gala, product presentation. By doing so, the companies has enhanced its relationship with public and also promoted its product. It is according to Hocking (2012) refers to “The relationship between personal selling and building consumer based brand equity”, the research result showed that direct marketing is an efficient tool to increase customer loyalty,

The direct marketing aspect has an effect on customer loyalty of BSPJ. The reason is that Beihai pearl enterprises are gradually changing their traditional way of doing business and adapting other selling channels, such as postal selling, telephone selling and online selling to increase more customers to purchase. Direct marketing becomes a more convenient channel for customer to purchase

5. Place of BSPJ: The availability aspect has an effect on customer loyalty of BSPJ. The reason is that most of pearl jewelry stores are located in city urban area and tourist attractions. Those areas all features convenient transportation and logistics flow. Convenient store location

encourages product purchasing and re-purchasing. It is according to Mattsson (2009) refers to “customer satisfaction in the retail market”, the research result showed that customers are mostly satisfied and customers are finding the goods that they are looking for and the locations of the stores are good and functional.

The store layout aspect has an effect on customer loyalty of BSPJ. The reason is that most high-end pearl jewelry stores make lots of effort on their in-store interior design which embraces fashionable element and is simple design. It is according to Klein and Bartmann (2008) refer to “Anti-Clockwise or Clockwise? The impact of store layout on the process of orientation in a discount store”, the research result showed product location in the shopper’s mind is a key factor for retailing success.

Suggestion

1. Product:

Product variety: It found that customers scored lower rate of agree level with some product attributes such as “various styles of pearl Jewelry”, “various colors of pearl Jewelry”. This research suggests that business entrepreneurs should be aware of the new product and add more various styles and colors of BSPJ.

Product quality: It found that customers scored lower rate of agree level with “the beauty of BSPJ”. This research suggests that business entrepreneurs should pay more attention to the appearance of BSPJ.

Product package: It found that customers scored lower rate of agree level with “package of BSPJ is fashion”. This research suggests that business entrepreneurs should pay more attention to fashion packaging.

2. Price

List price: It found that customers scored lower rate of agree level with “list price covers all of warranty expenses”. This research suggests that the business entrepreneurs of BSPJ should pay more attention to relate price to be value in the menu pricing, which covers more kinds of warranty expenses.

Discount: It found that customers scored lower rate of agree level with “Salesmen of BSPJ offer reasonable discount”. This research suggests that a standard price should be made.

3. Promotion

Advertising: It found that customers scored lower rate of agree level with “the advertising of BSPJ is creative”. This research suggests that business entrepreneurs of BSPJ should improve the creativity of advertising.

4. Place

Availability: It found that customers scored lower rate of agree level with “shopping BSPJ online is very convenience”. This research suggests that business entrepreneurs pay more attention to the availability of online shopping and makes it more convenience to customers.

Store layout: It found that customers scored lower rate of agree level with “the store layout of general pearl market is simple and does not confuse me”. This research suggests that business entrepreneurs should simplify the store layout without confusing customer.

Further Research

First, the ability to generalize the findings is limited since this study was collected from main pearl trading venues in Beihai City only. It is recommended to further research to collect data from more other places. Second, this study focused only on the Chinese customers perspective, which is one limitation placed on understanding the extent of customer loyalty in the pearl industry. It is recommended to further research to collect data from foreign customers besides from Chinese.

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