



## FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR

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### ABSTRACT

*The closure of many textile companies in Nigeria is obviously traceable to low patronage of locally made textile fabrics. As a result of this, the study identified some perceptual variables affecting the buyers buying behaviour. It also explored the determinates of consumers buying behaviour and factors influencing the consumer patronage of made in Nigeria textile*

### RESEARCH ARTICLE

**KEYWORDS:** Exploration; Consumer; Buying Behaviour; Made In Nigeria; Textile

## INTRODUCTION

Before the amalgamation, Nigeria's various ethnic groups had their own style of dressing, using local fabrics such as calico, Akwete, Sanyan Gwado, hides and Skins, and so on. Although the transition from Calico's hides and skins, etc., to cotton and refined wool fabrics, as clothes, is a well-coming growth. The bulk of the cloth commonly used is manufactured from cotton or synthetic fibre spun in big textile mills. Generally, buyers in Nigeria favour imported imports to products manufactured in Nigeria, with textile materials reflecting the same pattern. Global textiles (Swiss-made, Chinese-made, Indian-made, Korean- made and Dutch-made) have dominated the Nigerian textile industry. Imported textiles are of good quality and of high price. Many middle and upper-class people use overseas textiles for their clothes. Nigerian produced textiles are patronised by lower-class people only because of their lower quality and cannot afford high-priced international textiles.

The Nigerian Government recently barred imports of all printed fabrics in order to protect its own ailing industry. The number of local textile factories in Nigeria dropped to just 40, a quarter of the number in the mid 1980s. The Government has announced that it has taken a decision to protect the economy from dumping where the exported products are sold below their usual value. It's a question of Nigeria's future. We, the government officers, are now going to wear textiles manufactured in Nigeria," said Jerry Gana, then Minister of Media (<http://news/bbc.Co.UK/2/hi/business>).

Nigeria's clear preference for foreign made products is a big challenge in its attempts to grow its manufacturing sector. The most immediate manifestation of this issue is the apparently intractable problem of piracy in the face of numerous efforts by Nigeria's governments to limit the unregulated import of manufactured products. Any of the main efforts to regulate this prejudice against locally manufactured goods include a ban on such imports, concerted commercial calls to Nigerians to patronise Nigerian goods made on radio and television.

Despite these and other measures, the issue remained largely unresolved. As a result, there has been a downturn in numerous local sectors, the most adversely affected being the textile industry. Employment in this sector declined from 137,000 jobs in 1997 to 57,000 in 1997 or approximately 58% over a seven-year period. The number dropped lower between 2003 and 2004. This problem is exacerbated by the systematic and uncritical implementation of the world trade organisation (WTO) rules by the despotic military regime of Abacha in 1997.

Low production of locally produced products and snub appeals add to the problems of the textile industry in Nigeria. Any locally made products are of poor quality relative to their overseas counter parts. In Nigerian consumers, no amount of patriotic slogans about products made in Nigeria have been able to remedy this characteristic. It has continued to the point that many retailers in Nigeria use international logos or marks as a marketing weapon, in particular to justify high commodity prices. Discrimination by the Nigerian customer is the highest in the textile industry. Nigerians appear to disregard domestically manufactured products in preference to imported materials. This derogatory approach towards home-made goods adds to the economic growth of advanced countries and relegates the country's cultural heritage to the history of [HTTP://news.bbc.co.uk/2/hi/Business/; 2/7/2006](http://news.bbc.co.uk/2/hi/Business/;2/7/2006).

## **Overview Of Consumer Buying Behavior**

The American Marketing Association describes consumer behaviour as the complex relationship of affect and intellect, behaviour and the atmosphere in which human beings partakes in the sharing of facets of their lives." In other words, consumer behaviour includes the thoughts and emotions individuals encounter and the behaviours they conduct in the course of consumption. It also contains all aspects in the world that trigger these emotions, emotions and actions. This includes feedback from other customers, advertising, pricing information, packaging, product appearance and even government regulations such as the ban on the importation of textile materials.

Consumer behaviour is complex regardless of the thought, emotions and behaviour of individual customers. For example, the Internet has changed the way people look for information about goods and services. The idea that consumers and their environments are continually evolving underlines the importance of continuous consumer research and marketer insight to keep up with key developments. The complex nature of customer behaviour makes the production of communication campaigns an interesting and daunting challenge. Strategies that succeed at one time or in one market may struggle miserably at other times or in other markets. Market behaviour includes connections between people's thinking, emotions and behaviour, and the environment. Marketers also need to consider what goods and brands mean to customers, what consumers need to do to purchase and use them, and what affects purchasing, ordering and using Peter and Olson (2005).

In addition, market activity includes exchanges between human beings. In other words, people are offering away something of worth to others and getting something in exchange. Most of buying activity entails people giving up money and other items to purchase goods and services that are transactions between customers (consumers) and sellers (marketers). In reality, the role

of marketing in society is to help build exchanges by formulating and applying the marketing strategies of Brassington and Pettit (2003).

### **Consumer Decision Making Process**

Even thinking about your own experiences as a consumer is enough to help you to appreciate the variety of goods that people purchase, the individuality of each purchasing episode and the complexity of the influences affecting the final decision. Never the less, there have been many attempts to create models of consumer decision making of greater or lesser complexity and detail that try to capture the richness of the experience, such as those proposed by Howard and Sheth (1969) and Engel, Kollat and Black well (1978). The Engel, Black Well and Miniard (1990) model presented here, although more concise and simpler in its outline, provides a framework that still allows us to consider, through discussion, many of the more complex elements. It traces the progress of a purchasing event stage by stage from the buyers point of view, including the definition of likely information needs and a discussion of the level of rationality and analytical behaviour leading to the eventual decision. Let us consider each stage in turn;-

**Problem Recognition:** In trying to rationalise the decision- making processes, problem recognition is a good place to begin. After all, if you are not aware that you have a problem how can you decide to purchase something to solve it? More functional purchases, such as replenishing stocks of washing powder or petrol, may be initiated by a casual glance at current stock levels. Other purchases may be triggered by a definable event. If for example, the exhaust falls off your car, you will soon become aware of the nature of the problem and the kind of purchase that will provide the remedy. These are very practical and straightforward examples, but not all situations are quite so self-explanatory. Where psychological needs are involved, the problem recognition may be a slow dawning or may lead to a sudden impulse, when the consumer, realising that the current position or feeling is not the desired one, decides to do something to change it through a purchase.

However the impetus to go into a purchasing decision making routine comes from the consumer. The consumer identifies or recognises the problem independently from the marketer, and looks for a solution. But marketers can use the marketing mix elements to influence the choice of solution. However it is also possible for the marketing mix to put an issue to the attention of the customer.

If one were to be skeptical, one might suspect them (marketers) of purposely causing difficulties to encourage sales. There is a big distinction, of course, between being conscious of a need or a concern and being able to do something about it. Such desires are latent and stay unfulfilled, either because customers prefer not to do anything about it now, or because they are reluctant to do anything about it. We can all feel the need to wear Holland's wax, but we must not only be eager, but also financially able to identify challenges if it is to lead somewhere, because it takes both willingness and capacity to address evolving needs.

**Knowledge Search:** Defining the problem is one thing, but defining and applying the solution is another thing. The questions to be asked include what kind of transaction can solve the issue, where and how it can be purchased, what information is needed to make a decision and whether that information is available, in some situations customers can aggressively look for the necessary information in order to make a decision, but they will also collect information passively and store it until it is made accessible. Thus, Blotch et al (1986) differentiated between on-going search (browsing and solid for potential reference) and on-going search with a clear goal in mind. Consumers are exposed to a wide variety of media on a regular basis,

many intended to affect perception and recall of individual goods and services.

Whatever forms the knowledge quest takes; the data retrieved is worthless before it is analysed. However it is possible that certain customers will continue to the appraisal with a minimum of details that might in effect, be too partial, skewed or overly organized for the judgment that needs to be taken. This is bound to have an effect on the consistency of the final judgment.

Information Evaluation: an internet search could produce more than 1000 entries and even traditional yellow pages could include up to 10 pages of exhaust device dealerships, with over 100 possible outlets within a fair distance of travel. If one has had no prior knowledge with either of them, so he must find a way to differentiate between them. One might not be able to research all of them since this may take too long, and so one may draw up a shortlist on the basis of those with the highest feature entries in the yellow pages, those whose names appear first in the internet search, or those that are often heavily promoted in the local press or on television, such ads may emphasize the benefit of using a specific channel. In all assessment procedures, the user narrows the final shortlist for severe assessment from a broad list of alternative alternatives to an evoked collection (Howard and Sheth, 1969). Being part of the consumer's evoked set and remaining there is obviously critical for the marketer, but it is not always convenient. For example, Sutton (1987) found that it was easier for a new product or brand to join the evoked set than for an existing one that had been previously considered but rejected.

Generally, what generally happens is that, without really being aware of it the prospective customer draws up a list of performance requirements, and assesses against each provider or available brand. This appraisal can be based on quantitative criteria relevant to the characteristics of the product and its application (price, specification, service) or subjective criteria such as rank, self-image or confidence of the supplier.

Decision: The decision may be a normal outcome of the appraisal point, if one provider is significantly more outstanding than the rest of the parameters. If the decision is not as straightforward as this, it could be appropriate for the customer to further prioritise the requirements, likely determining that price or comfort is an overwhelming consideration. Three aspects have an effect on the consumer's purchasing intention, namely the mood of others, expected situational factors and unanticipated situational factors.

Post-purchase Assessment: Whatever the purchase, there is likely to be a form of post-purchase evaluation to determine whether the commodity or its provider has lived up to the standards posed in the earlier stages of the process. In particular, whether the decision-making process has been complicated or whether the customer has expended a lot of time, commitment and resources on it, there might be questions as to whether the correct decision has really been reached. This is what Festinger (1957) called cognitive dissonance, 'suggesting that customers are mentally uncomfortable,' seeking to weigh the decision taken against the questions already held about it. Such dissonance can be exacerbated if customers are subjected to marketing messages that offer praise to the functionality and advantages of the rejected alternatives

## **Determinants Of Consumer Brand Choice**

Howard Sheath's customer behaviour model for the evoked group suggests the following on the consumer decision-making process as it applies to manufactured and locally produced textiles. Non-specific reasons, such as the need for bodily security and attractiveness, direct the consumer's awareness of the desirability of textile materials as a product class, confronted with the option of an evoked collection of alternatives in the product class, the consumer tries to fulfil his more specific motivations through the use of decision-making mediators. The

consumer's evoked range, which in this case consists of two large sets of alternatives imported and manufactured locally, is built on the basis of his previous experience with textile materials, his motivations and his learning method. Mediators, on the other hand, are built by learning and practice.

### **Consumer Buying Preference**

Several variables may be described as influences that control customer decisions. These can involve behaviours, tastes and photographs. But where a variety of alternatives occur between products, the customer merely repeats a solution that has proven acceptable in previous related circumstances.

Consumer decisions are taken in a number of ways, ranging from nuanced, deliberate decision-making to simple fast assessments. But, generally speaking, customers make decisions that lie between these two extremes. There are always two types of variables at work.

- (a) the principles, priorities or motivations for assessing alternatives, and
- (b) Behaviors with respect to alternatives that link them to beliefs.

The role of value in customer preference manifests itself in decision making, for example, in the choice between two goods (foreign and locally produced textiles) that the concept of time both can last may be consciously or unintentionally salient. Both items can be judged favourably or negatively, based on the customer's previous experience. If the consumer has had a good encounter with one of the two food brands, the result will have a positive effect and bad interactions will have a negative effect.

In other words, the effect depends on the sum of positive or negative incentives that were historically correlated with the benefit. Values have a significant effect on customer behaviour, and even in a specific case they may dictate slightly different acts, above all there is much similarity in the consumer, conduct within a common society, such as in preferences, shopping practises, and so on.

### **Major Factors Influencing Consumer Buying Behaviour**

The following are significant factors that influence consumer behaviour viz: membership of various social class, cultural, religious and economic groups.

#### **Social Class;**

Social class is a form of stratification that attempts to structure or divide a society. Social classes are divisions of the total society into which individuals and families can be placed.

In Nigeria and Africa in general, membership in any particular social class is determined by factors, such as; occupation, wealth, income, education, power and prestige. Occupation is said to be the best predictor of social class membership.

Generally, members of each social class tend to be homogenous in attitudes, and behaviour. In other words, people of the same social class tend to dress alike, live in the same neighborhoods, have similar attitudes and opinions and shop in the same shop.



The major characteristic found among the upper and middle class of Nigerians, for instance, includes:

- More urban identification; they love to live in big cities of Abuja, Lagos, Kaduna, Port Harcourt, Kano etc.
- Stresses rationality; they are too conscious of their behaviour; easily makes one believe they know what they are doing.
- Greater sense of choice making.

## Reference Groups

Reference groups are any groups whether formally or informally constituted, to which an individual either belongs or aspires to belong, for example professional bodies, social or hobby-oriented societies, or informal, vaguely defined life style groups (I want to be a Yuppie). There are three main types of reference group, each of which affects buying behavior and these are membership groups, Aspirant groups and Dissociative groups. Membership groups; - are the groups to which the individual already belongs, whether they are conscious of it or not. In buying clothing, for example, the purchaser might think about the occasion for which it is going to be worn and consider whether a particular item is suitable. There is great concern here about what other people will think. Buying clothes for work is severely limited by the norms and expectations imposed by colleagues (a membership group) and bosses (an aspirant group?), as well as by the practicalities of the workplace. Similarly, choosing clothes for a party will be influenced by the predicted impact on the social group who will be present; whether they will be impressed; whether the wearer will fit in; whether the wearer will seem to be overdressed or underdressed; or whether anyone else is likely to turn up in the same outfit. Thus, the influence of membership groups on buying behaviour is to set standards to which individuals can conform, thus consolidating their position as group members. Of course, some individuals with a strong sense of opinion leadership will seek to extend those standards by exceeding them and challenging the norms with the expectation that others will follow.

Aspirant groups: are the groups to which the individual would like to belong, and some of these aspirations are more realistic than others. An independent professional single female might aspire to become a full-time housewife with a husband and three children, and the housewife might aspire to the career and independent lifestyle. People's desire for change, development and growth in their lives is natural, and marketers frequently exploit this in the positioning of products and the subtle promises they make.

Dissociative Groups; - are groups to which the individual does not want to belong. Clearly, these dissociations are closely related to the positive influence of both membership and aspiration groups. They are simply the other side of the coin, an attempt to draw closer to the "desirable" groups while differentiating oneself from the undesirable.

His reference groups in various ways influence a person. The reference groups expose him to possible new behavior. They also influence his attitudes and self-concept because of his desire to "fit in." And they may create pressures for conformity that may affect his product and brand choices. However, the type or brand of product used is strongly influenced by reference groups. In other words, in buying a dress, it is not the dress decision per se that is influenced by reference groups but its style and the label that are the key.

Work And Social:GroupsWork and social peers exert pressure upon individuals to conform to particular norms and standards. These norms and standards provide the benchmark for acceptable behaviour influence, the development and modification of attitudes. This is often expressed in subsequent product preference.

### **Culture;**

Culture can be described as the personality of society within which an individual lives. It manifests itself through the built environment, art, language literature, music and the products society consumes as well as through its prevalent beliefs, value systems and government .18. Culture is also the sum total of behavior response made by large groups of people when the are faced with similar problems. Culture represents ideas, values and attitudes governing the behavior of a member of the group. The growing new baby learns the set of values, preferences, and behaviors in a society through the process of socialization involving the family and neighborhood.

An indication of our cultures orientation toward achievement from a marketing perspective is the importance of certain symbols in our society. Because achievement often has a materialistic aspect to it, owners of certain products are granted with the stamp of having arrived. for example a v-boot Mercedes Benz or jeep car tells something about the achievements to its owner, as does a large house in the right neighborhood. So also is the constant appearance of Ibo woman from the south eastern Nigeria often with Holland's wrapper or clothing granted with the stamp of a Big Madam.

### **Religion:**

Most Nigerians are religious, and they embrace Islam, Christianity and traditional religion. There are just a few elite who generally claim to be atheists. Buying behaviors and mode of dressing among Nigerians are often generally dictated by the tenets of their faith. For instance, a responsible Muslim woman from the north in line with her religion is expected to cover her head with hijab, so is a Christian woman expected to tie wrapper that will go down beyond her knees, with head scarf to cover the head

### **The Development And State Of Textile Industry In Nigeria**

Textile fabrics are an important part of a person's everyday lives. They provide the basis for clothes, home furnishings and various domestic fabrics used in the home. Textiles are present in nearly every area of human everyday life. The history of textile fibres and their use has been documented beforehand. Archeological data suggests that fine-quality textiles have been produced thousands of years before written documents mention their presence. The history of textiles is an important part of the history of civilisation. The legendary fig leaf of the Garden of Eden has been complemented by cloth body coverings, and textiles have acquired significance in the household.

Over the years, these influences have led to the production of complex fabrics and, eventually, to an immense technical expansion. The industrial revolution of the sixteenth and seventieth centuries changed the production of fibres and the manufacture of garments from the home and small cottage store to the factory.

Mechanization became increasingly important and the textile industry eventually grew. Cotton and wool have been particularly affected by their growth, and production has become a priority of governments around the world. Tariffs have been introduced, wars have been waged and empires have fallen due to the political social and economic stresses that have followed technological developments in the manufacture, distribution and application of textiles.

Before the 20th century, the textile industry relied on the origins and forces of nature combined with people's ability to use these sources in the production of all the textile fibres available to the human race. The first fibre created was rayon, which was invented, sold and made practical in the early 1930's. The decades of the 1960s and 1970s brought significant improvements in the industrial process and machinery used in the manufacture of yarns and fabrics.

The garment industry is one of Nigeria's longest known industries. Efforts to produce textiles in Nigeria started in the early 1960s, although there were many cotton mills spread throughout the country, most of them in the northern and eastern parts of the country. The mills thrived on the development of finished cotton cloth products, such as sewing threads and folding threads.

Underwear and outerwear Fibres were manufactured locally and were readily available at the time. There are many company houses of different sizes and descriptions associated with the selling of textile products in Nigeria. For economic purposes, the bulk of these textile companies are based in the big cities of Lagos, Kano, Kaduna, Aba, Gusau, Benin, to name but a handful. Some of the best known names in the industry include United Nigeria Textiles Limited, Aba Textile Mills, Afprint Nigeria, Arewa Textiles, Nichentex Nigeria Limited, Western Textiles Mills Limited, In fact, over 100 textile mills have been found in Nigeria.

Early industry history has shown dominance by foreign traders, even though Nigeria is a big exporter of cotton to the world market, it is widely suspected that one industrialist, Cha Chi Ming, an Asian and his associates, are controlling a large proportion of West African Coast Textile Factories. The United Nigerian Textile Limited (UNTL) represents the Cha textile community in Nigeria and is the parent firm of Unitex Limited, Funtua Textile Limited, Zamfara Textile Industries Limited and Supertex Limited. About 12,000 people are working by the UNTL Party in northern Nigeria. Their mill, founded in Nigeria in 1964, was their pioneering investment factory in Africa. The party is believed to collectively use 40% of Nigeria's overall cotton output at the end of 2001 and to manufacture high-quality African prints, Java prints, Natural Wax prints as well as polyester cotton prints and dyed items for local use. Apart from their wide quantity of exports to ECOWAS nations, high-quality grey fabric has begun to be exported to the USA, Europe and Asia. Exports to the USA were made possible by the then US Legislation Backed by the Afro-American

Caucus, which gave duty to some types of goods – free entry into the American market as part of President Bill Clinton's administration package to free the African economy.

Indeed, it has commonly been thought that the ban on the import of foreign produced textiles into Nigeria has secured foreign investment and as a result, has provided a healthier atmosphere for the textile industry to prosper. Yet the fortunes of the garment industry are also in decline. The rate of smuggling of foreign textiles into the country has continued to rise, and the business condition in the Nigerian textile industry has continued to decrease, leaving most of the



country's textile firms in severe financial distress. Most have understandably folded, while some have had the sad experience of retraining their employees in order to stay alive, as a result of which employment has declined from 137 000 jobs in 1997 to 57 000 in or approximately 58% over a seven-year period and has begun to decline further.

### **Buyers Mindset Towards Made In Nigeria Textile Materials**

In Nigeria, textile materials work on the buyers' market, so people can select between international and local textiles. Attitude plays a crucial role in making buyer decisions in the purchasing of clothing products. The mindset of Nigerian consumers towards textile development in Nigeria is comparatively cognitive and affective. Cognitive here refers to belief or scepticism, where it applies as affective to feeling of a negative or positive nature, and includes a certain emotional meaning.

Nigerians claim that textiles produced in Nigeria are of low quality and expensive, on the one hand, and that on the other, the use of foreign textile products made in Nigeria is a sign of progress. On the basis of this assumption, the patronage of textile materials produced in Nigeria is based on cost and reputation. Cost here ensures that those who cannot afford overseas expensive ones patronise local textile fabrics because they are cheaper.

Prestige suggests that the customer has to be known. This happens when people have gone to be associated with an entity, person or case. For eg, printing an approach that is very relevant to a textile material would invoke the instinct that results from transactions from his/her admirers or sycophants. A community of people may also vote to follow a certain colour or printing of textile materials as a way of distinguishing friends or an affiliation popularly known as 'Ashobi' in Nigeria.

### **Conclusion**

According to this research results, amid Nigeria's government campaigns, three factors have proven to have a major relationship with customer tastes for international and locally manufactured textiles. These provide high-quality profits and price. Quality has been described as core determinants of the choice of Nigerian consumers for international and local textile materials.

Foreign textile products were considered to be of high quality and longevity. Nigerian customers often assume that there are obsolete machinery in local textile mills, which is why their textile materials do not typically come out well after processing.

Price was also found to be a driving factor, though Nigerian consumers continue to prefer foreign textile products. Nigerian customers assume that locally manufactured textiles are of poor quality and heavily priced. Therefore, they tend to buy textile fabrics that are durable and of good quality at any expense. It was widely accepted that the cost of production of local textiles was high. This may be because producers continue to import raw materials such as additives and spare parts. Nigerian customers believe that local textile producers are profit-driven at the cost of customer satisfaction. That is, the mills charge high prices for low-quality cloth products. Income also plays a major role in assessing market preferences towards international textile products. Many that appear to be patronising textile products produced in

Nigeria do so because of their amount of wages, which they could not afford to purchase foreign goods.

## Recommendations

Accordingly, on the basis of the aforementioned observations, some specific policy recommendations for potential references may be made.

The mere request to customers to sponsor locally manufactured textiles on nostalgic or patriotic grounds should be accompanied by more far-reaching policy measures. For eg, smuggling should be regulated by enforcing tougher fines on criminals and more efficient armed surveillance of our borders and international air and sea ports, so as not to turn Nigeria into a dumping ground for foreign textile materials.

The Nigerian Government, through a tariff system, can protect local textile firms by ensuring that their import duties benefit local textile mills.

Textile mills in Nigeria should make attempts to lower costs and/or boost the quality of their goods to cater to customers. Prices will be lowered if average prices are reduced by way of growth aimed at regenerating economies of scale where they occur. Increased production can also be seen in additional markets in other West African countries. Improvements in consistency should rely in particular on longevity and dyeing.

There is a need for a central laboratory sponsored by all textile factories in the country to promote research, quality control and the use of ideas. In addition, all Nigerian textile mills can conform to new machinery and high quality cotton linen.

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