

Handbook of Research on the Interplay Between Service Quality and Customer Delight

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

Research in the field of service quality and consumer behavior has developed in many dimensions in the past decade. A number of models have been developed to determine the factors leading to satisfaction; however, within the past few years, scholars have proved that satisfaction is not sufficient to leave a strong mark in the minds of the customers. Service quality and customer delight have been the buzzwords in the business world in recent times as scholars have proven that customer delight is the key to customer retention.

The **Handbook of Research on the Interplay Between Service Quality and Customer Delight** considers how companies around the world in a cross-cultural environment are dealing with service quality and customer delight and proposes a global outlook on the current trends, tactics, and opportunities. Covering key topics such as buyer funnels, consumer dissonance, and digital solutions, this major reference work is ideal for business owners, managers, industry professionals, researchers, scholars, practitioners, academicians, instructors, and students.

ISBN: 9781668458532

Pages: 400

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Release Date: January, 2023

Hardcover: \$295.00

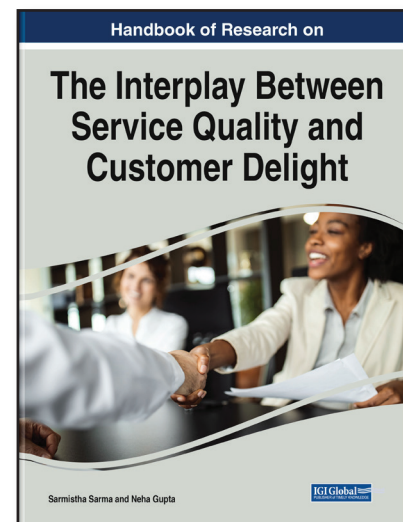
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Customer Perceived Value

Customer Satisfaction
Digital Solutions
Growth Mindset
Purchase Intention
Service Quality



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