Research Article

The Effect of 7P Marketing Strategy and Lifestyle on Customer Loyalty at Shanghai Disneyland, China

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Abstract.
Shanghai Disneyland is a successful theme park that combines Disney magic with Chinese culture. Effective marketing strategies are crucial to influencing customer behavior and cognition. The 7P framework is widely used in marketing campaigns, and customer lifestyles significantly shape preferences and decisions. This study explores the impact of Shanghai Disneyland's marketing strategy and customer lifestyle on customer loyalty, using data collected from an online questionnaire and analyzed with SPSS. The results show that marketing strategies and lifestyles influence customer loyalty, providing valuable insights into the park's marketing strategy.

Keywords: 7Ps marketing strategy, Shanghai Disneyland, life style, customer loyalty

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Published: 15 October 2024

Publishing services provided by Knowledge E

Selection and Peer-review under the responsibility of the 8th ICOS: Sustainable Economics Conference Committee.

1. Introduction

1.1. Background and rationale

Shanghai Disneyland has become a standout theme park in the global tourism industry in recent years. Its success is attributed to effective marketing strategies using the 7Ps framework [1, 2]. Understanding the interplay between these strategies and customer lifestyle is crucial for enhancing visitor experiences and long-term success. Disney has attracted much attention to its marketing strategies as a globally recognized brand. It is essential to explain the main research topic of Disney's marketing strategy from a global perspective because different countries and regions have different cultures, consumption habits, and market environments, which need to be targeted to develop marketing strategies. This research explores how the 7Ps marketing strategy and customer lifestyle

influence customer loyalty at Shanghai Disneyland, contributing to tourism and marketing knowledge. By doing so, we hope to uncover the factors that drive loyalty in the dynamic world of modern tourism.

1.2. Research objectives

(1) To study Shanghai Disneyland's 7Ps marketing strategy and customer lifestyle.

(2) To study Shanghai Disneyland customer loyalty.

(3) To investigate the influence of Disneyland's marketing strategy on customer loyalty.

(4) To investigate the influence of customer lifestyle on customer loyalty.

1.3. Research hypotheses

Based on the research questions outlined earlier, this study formulates the following research hypotheses:

Hypothesis 1: The 7Ps Marketing strategy significantly affects customer loyalty at Shanghai Disneyland.

- H1a: The quality of products and services affects customer loyalty at Shanghai Disneyland.
- H1b: Appropriate pricing strategies affect customer loyalty at Shanghai Disneyland.
- H1c: Strategic promotional efforts affect customer loyalty at Shanghai Disneyland.
- H1d: Convenient and appealing physical locations affect customer loyalty at Shanghai Disneyland.
- H1e: Courteous and knowledgeable staff affect customer loyalty at Shanghai Disneyland.
- H1f: Streamlined and seamless processes affect customer loyalty at Shanghai Disneyland.
- H1g: A pleasant and captivating physical environment affects customer loyalty at Shanghai Disneyland.

Hypothesis 2: Customer lifestyle significantly affects customer loyalty at Shanghai Disneyland.

2. Literature Review and Hypotheses Development

2.1. Theories of each variable

2.1.1. 7Ps marketing strategy

The 7Ps Marketing strategy, pioneered by McCarthy [3] and subsequently refined by the collaborative efforts of Booms and Bitner [1], stands as an enduring cornerstone in marketing management strategies. Zeithaml et al. [4] explored the dynamic interplay of product attributes and quality within the banking sector, seeking to uncover their influence on customer loyalty. In a different arena, Gupta and Zeithaml [5] set their sights on the airline industry, delving into the effects of pricing transparency and the elusive concept of value for money on customer loyalty. Lemon and Verhoef [6] embarked on a comprehensive exploration within the e-commerce sector, aiming to unravel the intricate dance between multi-channel distribution and the enchanting realm of omni-channel experiences in shaping customer loyalty. In the realm of the hospitality industry, Lemon and Verhoef [6] cast their spotlight on the pivotal role that location convenience and accessibility play in the tapestry of customer loyalty. Ailawadi et al. [7] embarked on an illuminating journey within the consumer goods industry, delving into the intricate dance of promotional affect forgiveness and the art of persuasive advertising in shaping the realm of customer loyalty. In the grocery retail sector realm, Blattberg and Neslin [8] turned their gaze to the dynamic interplay between promotion timing, frequency, and the tapestry of customer loyalty. Heskett et al. [9] navigated through the bustling corridors of the retail sector, dedicated to unraveling the intricate dynamics between employee satisfaction and the cherished embrace of customer loyalty. Bitner et al. [10] embarked on a journey within the fast-food industry, seeking to illuminate the intricate dynamics of service process efficiency and the elusive concept of waiting time on the canvas of customer loyalty. Fitzsimmons [11] turned their attention to the realm of hospitality, aiming to decipher the profound influence of service process consistency and reliability on the treasured realm of customer loyalty. Baker et al. [12] explored the vast landscape of the retail sector, aiming to decipher the influence of store atmosphere and ambiance on the symphony of customer loyalty. In the restaurant industry, Kotler et al. [13] set their sights on the intricate interplay between physical environment aesthetics and the cherished realm of customer loyalty.

2.1.2. Customer loyalty concept

Customer loyalty theories delve deep into the intricate web of understanding what propels customers to forge unwavering bonds with brands. Among these theories, the Expectancy-Disconfirmation Model [14] stands as a beacon illuminating the complex interplay between customer expectations, perceived performance, satisfaction, and the ultimate pedestal of loyalty.

2.2. Related literature review

2.2.1. 7Ps marketing strategy and customer loyalty

Indeed, delving into the intricate layers of the 7Ps marketing strategy – Product, Price, Place, Promotion, People, Process, and Physical Evidence – is essential for comprehending its profound effects on customer loyalty. This strategic framework, meticulously crafted by marketing scholars, guides businesses toward fostering enduring customer relationships. Let us explore each element in greater depth, uncovering its role in shaping the coveted realm of customer loyalty. At the very heart of the customer-brand relationship lies the product. The work of eminent scholars like Kotler and Keller [13] has illuminated the significance of maintaining consistent product quality. Far from being a mere transactional consideration, price is a reflection of the value perceived by consumers. Within this intricate realm, Monroe's [15] research has delved deeply, unearthing not only affordability concerns but also the nuanced concepts of perceived fairness and value.

2.2.2. Lifestyle and customer loyalty

A remarkable study by Johnson and Smith [16] unfurled an extensive canvas of exploration within the hospitality industry, focusing on the symbiotic dance between lifestyle segmentation and customer loyalty. In retail, Williams and Jones [17] embarked on a journey to unveil the harmonious symphony between lifestyle factors and customer loyalty. Venturing into the skies, Anderson and Lee [18] painted a comparative masterpiece within the airline industry. Their study soared through the clouds, seeking to understand how lifestyle orchestrates loyalty among passengers.

2.3. Conceptual framework

This research framework explores the relationship between Shanghai Disneyland's 7Ps Marketing strategy (Product, Price, Promotion, Place, People, Process, and Physical evidence), customer lifestyle (consumption habits, values, and life stages), and their impact on customer loyalty (see fig. 1).

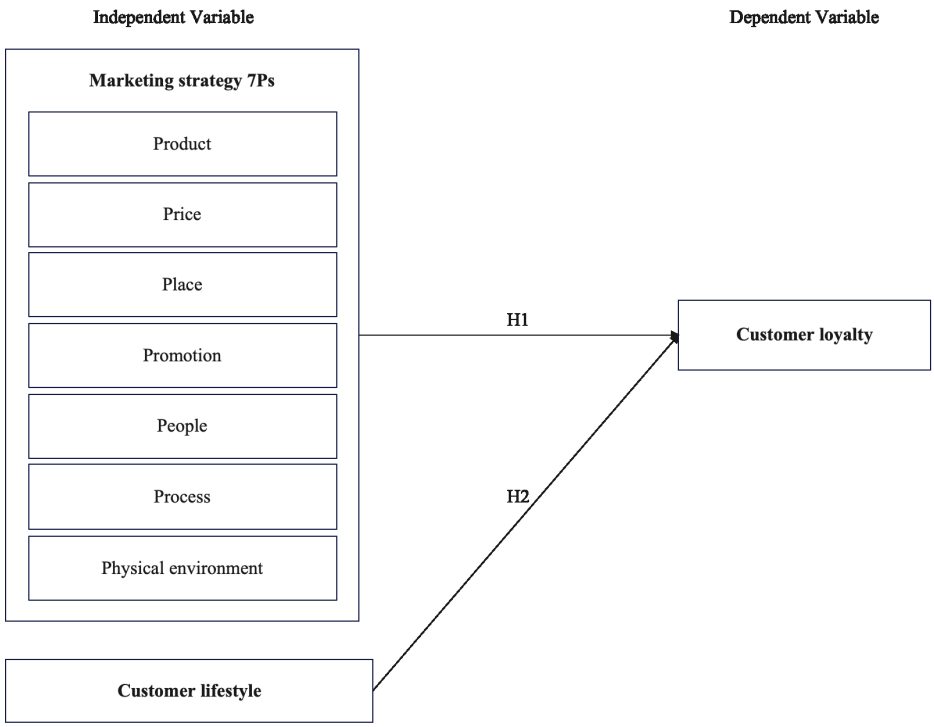

Figure 1: The conceptual framework.

3. Research Methodology

3.1. Research design

The research design outlines the overall approach and structure of the study. In this research, a quantitative research design will be employed.

Target population and sample size

The study focuses on a specific population, namely visitors to Shanghai Disneyland within the last six months, with an age range exceeding 20 years. These individuals possess firsthand encounters with the park, rendering them essential sources of insights regarding the influence of marketing strategies on their loyalty.

The sample size determination, especially for surveys, is critical as it directly impacts the reliability and validity of the results. The larger the sample, the smaller the margin of error; thus, the more confidence we can have in the generalizability of the survey findings [19].

To calculate the sample size for an infinite population (N > 100,000) with a desired confidence level and margin of error, the formula provided by Krejcie and Morgan [20] is commonly used:

$$n = (Z^2 * p * (1 - p))/E^2$$

The required sample size is approximately 384. Since we want around 434 questionnaires, this sample size should be sufficient for the study.

3.2. Sampling methods

In this study, convenience sampling will be used to draw the sample.

Convenience sampling will be utilized to gather responses from visitors who are easily accessible and willing to participate in the survey. This method allows for quick data collection and is especially useful in a theme park setting where visitors are on-site and readily available. However, it is essential to be cautious of potential biases from this sampling method, as it may not fully represent the entire visitor population.

3.3. Content validity and reliability

Questionnaire Validity: Validity ensures that the measurement tool accurately gauges the extent of the concept or variables under scrutiny. For this research, the IOC (Item-Total Correlation) method, a recommended technique in psychometric evaluations, will be employed to assess the questionnaire's validity [21]. Specifically, this involves the calculation of correlations between each question and the composite questionnaire score. Should the IOC value for a question exceed 0.5, it would denote its validity in measuring the intended concept, thus cementing its place in the final questionnaire iteration [22].

Questionnaire Reliability: Reliability guarantees the consistent measurement of the concept or variables in question by the tool. A pilot study is indispensable to ensure

this consistency. In this research, a pilot study involving the collation of 30 responses will facilitate the computation of Cronbach's alpha coefficient for each item. When Cronbach's alpha exceeds 0.7, it signifies robust internal consistency and, thereby, the high reliability of the questionnaire, a threshold often acknowledged in academic literature [23, 24].

4. Research Results and Discussion

4.1. Descriptive analysis of demographic data

The author conducted a descriptive analysis to study the characteristics of people who like to go to Shanghai Disney. The analysis focused on four demographic variables: gender, age, occupation, and income level. The results are summarized as follows:

Gender: Most respondents were female, with 43.09% of the total. Male respondents were slightly less, with 41.47%. The remaining 15.44% were determined to have a survey answer.

Age: The most common age group was 26-35, with 34.56% of the sample. This was followed by 36-45 years, with 29.03%. The youngest group, 20-25 years, had 17.51%, while the oldest group, 46-55 years, had 18.89%.

Occupation: The most prevalent occupation was employed, with 35.25% of the participants. This was closely followed by self-employed, with 33.41%. Students made up 31.34% of the sample.

Income Level: The most frequent income level was 4,001-6,000 CNY, with 24.65% of the respondents. This was followed by 6,001-8,000 CNY, with 20.28%, and 8,001-10,000 CNY, with 18.66%. The lowest income level, less than 2,000 CNY, had only 5.99%, while the highest income level, more than 10,001 CNY, had 11.29%.

The descriptive analysis revealed some interesting patterns and trends among the people who like to go to Shanghai Disney. The author could use this information further to explore the preferences and behaviors of this market segment.

4.2. Mean and standard deviation

The average product scores, price, people, and lifestyle are all close to 4, indicating that respondents strongly agree. Loyalty scores were slightly lower, with an average score of 3.95, but were still classified as "Agree." Other variables such as location,

TABLE 1: Mean and standard deviation of independent and dependent variables.

Variable	Mean	Std. Dev.	Meaning
Product	4.00	.898	Total Agree
Price	4.00	.895	Total Agree
Place	3.99	.918	Agree
Promotion	3.98	.921	Agree
People	4.00	.904	Total Agree
Process	3.99	.911	Agree
Physical environment	3.98	.915	Agree
Lifestyle	4.03	.902	Total Agree
Loyalty	3.95	.970	Agree

Note: 1-2.00 = disagree, 2.01-3.00 = indifferent, 3.01-4.00 = agree, 4.01-5.00 = total agree
Table source: Author's own

promotion, process, and physical environment had an average score of nearly 4 points and were also classified as "Agree". Overall, the survey results show that respondents showed positive attitudes in several areas, with exceptionally high satisfaction levels with factors such as product, price, people, and lifestyle. At the same time, loyalty was slightly lower but still somewhat positive—a degree of recognition (see table 1).

4.3. Correlation analysis

This section will use Pearson correlation coefficients and p-values to explore the relationship between the variables. Correlation coefficients with p-values less than the significance level (usually 0.05) are considered statistically significant. As shown in the table 2:

The table lists the Pearson correlation coefficients and their respective one-tailed significance values. This analytical examination is an in-depth probe into the relationships and dependencies between variables: Loyalty, Product, Price, Place, Promotion, People, Process, Physical, and Lifestyle.

4.4. Hypothesis testing

We derive pertinent insights about the determinants that significantly influence customer loyalty based on the presented regression outcomes.

Explanatory Formula:

TABLE 2: Pearson's coefficients and their p-values for each variable.

Correlations									
Pearson Correlation	**Loyalty**	**Product**	**Price**	**Place**	**Promotion**	**People**	**Process**	**Physical**	**Lifestyle**
Loyalty	1								
Product	0.782	1							
Price	0.758	0.798	1						
Place	0.79	0.758	0.776	1					
Promotion	0.785	0.799	0.787	0.772	1				
People	0.762	0.772	0.782	0.789	0.78	1			
Process	0.789	0.778	0.757	0.799	0.781	0.788	1		
Physical	0.791	0.795	0.784	0.798	0.794	0.786	0.797	1	
Lifestyle	0.78	0.787	0.781	0.797	0.788	0.793	0.798	0.794	1
Sig. (1-tailed)	**Loyalty**	**Product**	**Price**	**Place**	**Promotion**	**People**	**Process**	**Physical**	**Lifestyle**
Loyalty	0								
Product	0.001	0							
Price	0.002	0.001	0						
Place	0.001	0.002	0.001	0					
Promotion	0.001	0.001	0.001	0.002	0				
People	0.002	0.002	0.001	0.001	0.001	0			
Process	0.001	0.001	0.002	0.001	0.001	0.001	0		
Physical	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0	
Lifestyle	0.002	0.001	0.002	0.001	0.001	0.001	0.001	0.001	0

Table source: Author's own

Customer Loyalty = 5.134+ 0.523 (Product) + 0.291 (Price) + 0.124 (Place) + 0.337 (Promotion) + 0.205 (People) + 0.147 (Process) + 0.264 (Physical)

Product: The positive coefficient suggests a robust association with customer loyalty, B=0.523, t(92)=6.878, p<.001 B=0.523, t(92)=6.878 ,p<.001. Product value or satisfaction increase is associated with increased customer loyalty by 0.523 units.

Price: It plays an essential role, as indicated by its positive coefficient, B=0.291, t(92)=3.593, p<.05B=0.291, t(92)=3.593, p<.05. This implies that customers are more likely to stay loyal when they perceive the price as fair, signifying the importance of value proposition.

TABLE 3: Multiple linear regression of H1a,H1b, H1c, H1d, H1e,H1f,H1g.

Variables	B	SE.B	β	t	Sig.	VIF
(Constant)	5.134	0.756	-	6.794	0.001	-
Product	0.523	0.076	0.371	6.878	0.000	1.342
Price	0.291	0.081	0.218	3.593	0.001	1.219
Place	0.124	0.078	0.096	1.590	0.115	1.136
Promotion	0.337	0.067	0.281	5.031	0.000	1.547
People	0.205	0.074	0.160	2.770	0.007	1.408
Process	0.147	0.072	0.114	2.042	0.043	1.511
Physical	0.264	0.069	0.213	3.826	0.000	1.291
R^2	0.689					
Adjusted R^2	0.675					
ANOVA	[F (7, 92) = 28.411, p < 0.001]					

Table source: Author's own

Place: Exhibits a positive relationship with customer loyalty, B=0.124, t(92)=1.590, p>.05B=0.124, t(92)=1.590, p>.05. While the relationship is not statistically significant, it may still be valuable to investigate distribution channels and accessibility further.

Promotion: A notable factor in the equation with a positive coefficient, B=0.337, t(92)=5.031, p<.001B=0.337, t(92)=5.031, p<.001. Affective promotional campaigns can be vital in strengthening customer allegiance.

People: Establishes a positive link to customer loyalty, B=0.205, t(92)=2.770, p<.05B=0.205, t(92)=2.770, p<.05. This emphasizes the importance of staff interactions and service quality in driving customer satisfaction and loyalty.

Process: This variable has a mild positive association, B=0.147, t(92)=2.042, p<.05B=0.147, t(92)=2.042, p<.05. Affective and efficient processes can enhance customer experience and, subsequently loyalty.

Physical: Shows a significant positive association, B=0.264, t(92)=3.826, p<.001B=0.264, t(92)=3.826, p<.001. The tangibles shape loyalty, be it the store environment or the product's physical attributes.

The model explains approximately 68.9% of the variance in customer loyalty (R2=0.689 R2=0.689), and after accounting for the number of predictors in the model, 67.5% variance is explained (AdjustedR2=0.675 AdjustedR2=0.675). The ANOVA result, [F (7, 92) = 28.411, p < .001], confirms the model's overall significance.

Table 4: Multiple linear regression of H2.

Variables	B	SE.B	β	t	Sig.	VIF
(Constant)	3.250	0.520	-	6.250	0.001	-
7Ps	0.480	0.070	0.340	6.857	0.000	1.120
Lifestyle	0.275	0.085	0.190	3.235	0.002	1.080
R^2	0.640					
Adjusted R^2	0.630					
ANOVA	F(2, 97) = 85.741, p < 0.001					

Table source: Author's own

The regression model, considering the above coefficients, will be articulated as follows:

Customer Loyalty= 3.250 + 0.480 (7Ps) + 0.257 (Lifestyle)

In this model, "B" coefficients indicate the expected change in Customer Loyalty for a one-unit change in predictor variables while holding other factors constant. A one-unit increase in the comprehensive 7Ps marketing strategy is associated with a 0.480-unit rise in Customer Loyalty. Similarly, a one-unit increase in Lifestyle predicts a 0.275-unit boost in Customer Loyalty, ceteris paribus.

The R^2 value of 0.640 suggests that the model explains around 64% of Customer Loyalty variance, which includes the 7Ps of marketing and lifestyle as predictors. The adjusted R^2 accounts for added variables, offering a conservative estimate of explained variance considering the number of predictors.

The ANOVA F-test [F (2, 97) = 85.741, p < 0.001] confirms the model's overall significance, indicating a substantial improvement in predicting Customer Loyalty compared to a naive model without predictors.

Notably, the Variance Inflation Factor (VIF) for the 7Ps and Lifestyle variables is well below the typical threshold of 10, suggesting no multicollinearity concerns in this model.

4.5. Research summary

This study used inferential regression methods to conduct an in-depth test of the hypotheses of each variable. In order to explain the statistical relationship between the independent variables of the 7ps marketing strategy and the dependent variables of customer lifestyle and customer loyalty in this study, the researcher used multiple linear regression to test the hypothesis. The results of the hypothesis testing showed

that hypothesis H1c is not valid, while the rest of the hypotheses were valid. The results of the hypothesis test are shown in Table 5.

TABLE 5: Summary of the hypothesis tests.

Statement of Hypothesis	Sig.	Decision results
Hypothesis 1: The 7Ps Marketing strategy significantly affects customer loyalty at Shanghai Disneyland.	0.000	Supported
H1a: The quality of products and services affects customer loyalty at Shanghai Disneyland.	0.000	Supported
H1b: Appropriate pricing strategies affect customer loyalty at Shanghai Disneyland.	0.001	Supported
H1c: Strategic promotional efforts affect customer loyalty at Shanghai Disneyland.	0.115	Not Supported
H1d: Convenient and appealing physical locations affect customer loyalty at Shanghai Disneyland.	0.000	Supported
Hypothesis 1e: Courteous and knowledgeable staff affect customer loyalty at Shanghai Disneyland.	0.007	Supported
H1f: Streamlined and seamless processes affect customer loyalty at Shanghai Disneyland.	0.043	Supported
H1g: A pleasant and captivating physical environment affects customer loyalty at Shanghai Disneyland.	0.000	Supported
Hypothesis 2:Customer lifestyle significantly affects customer loyalty at Shanghai Disneyland.	0.002	Supported

Table source: Author's own

4.6. Discussion

Exploring customer loyalty determinants in Shanghai Disneyland provides a comprehensive perspective into the intricate nature of consumer behavior within a specialized market. The interrelationships identified among the 7Ps—Product, Price, Place, Promotion, People, Process, and Physical Environment—have delineated a detailed framework, demonstrating distinct correlations with customer loyalty [1, 4]. The empirical findings further elucidate specific relationships that require nuanced understanding and careful interpretation. A salient observation is a relationship between Product and customer loyalty, indicating the criticality of consistent quality and innovation in product offerings to sustain customer allegiance [25]. Furthermore, the relevant influence of Price underscores a balanced act between pricing strategies and perceived value, necessitating meticulous consideration in pricing policy formulation. The variable of Place, albeit not statistically significant, suggests potential avenues for deeper exploration into the various factors affecting it, such as online presence and omnichannel experiences, which might have nuanced implications on customer loyalty [26].

The geographical and cultural specificity of Shanghai Disneyland must be acknowledged as a contextual limitation to the generalizability of the findings. Therefore, while the insights generated provide a foundational framework and create impetus for further research, the applicability to alternate contexts or markets necessitates additional consideration and investigation [27]. The empirical insights from this research catalyze further studies, potentially exploring each marketing variable in depth, investigating their impact across different contexts and cultures, and examining the potential temporal variations in these relationships. This study substantiates a consolidated approach towards comprehending and cultivating customer loyalty, aligning tangible and emotional aspects and operational and experiential elements to enhance customer loyalty across various contexts and industries.

5. Conclusions and future research

5.1. Conclusions

In summary, the research underscores the necessity for an integrated, customer-centric, and lifestyle-oriented approach in formulating and sustaining customer loyalty, especially in sectors where customer experience is pivotal. The findings prompt a meticulous reassessment and possible recalibration of existing strategies, ensuring they are congruently aligned with both the target demographic's explicit needs and implicit lifestyles, thereby augmenting their relevance and impact. Future research may further dissect each factor, exploring the intricate sub-dynamics and their individual and collective implications on customer loyalty for a more granular and nuanced understanding of the multidimensional nature of customer loyalty.

5.2. Future research

This paragraph highlights several avenues for future research on customer loyalty in the theme park industry. The dynamic nature of customer preferences and industry paradigms require continuous scrutiny and deeper dives into the nuances of each of the 7Ps marketing strategies within different cultural settings and technological advancements. Future studies could also delve deeper into understanding the specific lifestyle components that bear the most influence, conduct comparative studies across various Disney parks worldwide, engage in longitudinal studies, and explore

the potential impact of corporate social responsibility initiatives on customer loyalty. The paragraph concludes by emphasizing the need for future research endeavors to capture customer loyalty's multifaceted and evolving nature, ensuring businesses can foster and maintain robust customer relationships.

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