

THE INFLUENCE OF TRUST AND MARKETING MIX ON CUSTOMER LOYALTY: A
STUDY ON BEIHAI SOUTH PEARL JEWELRY

A THESIS
BY
MENG MENG LI

Presented in Partial Fulfillment of the Requirements for the
Master of Business Administration Degree in Management
at Srinakharinwirot University

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AN ABSTRACT
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South Pearls are the best pearls of China, and Beihai City 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). A quantitative approach was the major method used. Mean, Standard deviation and Multiple Regressions were applied to analyze and test hypothesis.

The results found that most respondents were female (67%), aged 41 years and above (44%), and 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 whether the price of BSPJ was proper.

The results also showed that: 1. Trust, composed 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, composed 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, composed 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, composed 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, composed 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.

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

ความเชื่อมั่น และปัจจัยด้านส่วนประสมทางการตลาดที่มีผลต่อความภักดีในกลุ่มลูกค้า
โดยศึกษาจากเครื่องประดับไข่มุกใต้ของเมืองเป่ย์ไห่ในประเทศจีน

บทคัดย่อ

ของ

Meng Meng Li

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
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ภักดีในกลุ่มลูกค้าโดยศึกษาจากเครื่องประดับไข่มุกใต้ของเมืองเป่ย์ไห่ในประเทศจีน.

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ดร.กาญจนา ธีระวี อนันตจักรกุล

ไข่มุกใต้เป็นไข่มุกที่ดีที่สุดของประเทศจีนและเป็นที่รู้จักดีในประเทศจีนว่าเมืองเป่ย์ไห่
เป็นเมืองต้นตำรับของไข่มุกใต้การศึกษาวิจัยในครั้งนี้มุ่งเน้นไปที่บทบาทของความเชื่อถือและส่วน
ประสมทางการตลาดที่มีต่อการสร้างและรักษาความภักดีของลูกค้าที่มีต่ออัญมณีไข่มุกใต้ของ
เป่ย์ไห่ (BSPJ) ผู้วิจัยได้ทำการเก็บข้อมูลโดยสุ่มเลือกจากลูกค้าชาวจีนจำนวน 400 คน จากบริเวณ
แหล่งศูนย์กลางการซื้อขายอัญมณีไข่มุกใต้ของเป่ย์ไห่ (BSPJ) ผู้วิจัย ได้เลือกใช้เครื่องมือเชิง
ปริมาณในการศึกษาเป็นหลัก ได้แก่ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และ วิีถถดถอยเชิงพหุคูณ มา
ใช้ในการวิเคราะห์และทดสอบสมมุติฐาน

จากผลการวิเคราะห์ข้อมูลพบว่า กลุ่มตัวอย่างส่วนใหญ่เป็นผู้หญิง (67%) ที่มีอายุ 41
ขึ้นไป (44%) มีรายได้เฉลี่ยต่อเดือนมากกว่า 4,000 RMB (73%) มีสถานภาพสมรส(78%) และมา
จากต่างเมือง (53%) นอกจากนี้ยังพบว่าความเชื่อมั่นของลูกค้าที่มีต่อBSPJนั้น อยู่ในระดับสูง ส่วน
มุมมองของลูกค้าที่มีต่อ การส่งเสริมการขาย (Promotion) ผลิตภัณฑ์ (Product)และช่องทาง
การขาย (Place) นั้น ลูกค้าส่วนใหญ่เห็นว่าค่อนข้างดี (หรือ เหมาะสม) แล้ว อย่างไรก็ตามใน
ด้านราคา(Price)นั้นลูกค้าส่วนใหญ่ยังไม่สามารถบอกได้ว่าเหมาะสม หรือไม่

ผลลัพธ์ที่ได้นั้นยังแสดงให้เห็นอีกว่า:1.ความเชื่อมั่น (Trust) ประกอบด้วยความอ่อนน้อม
(Benevolence) และการรับรู้ถึงความน่าเชื่อถือ (Perceived credibility) มีผลในทางบวกต่อความ
ภักดีของลูกค้าของ BSPJ โดยตัวแปรอิสระ สามารถอธิบาย ระดับความ สัมพันธ์ กับ ความภักดีที่มี
ต่อ BSPJ ที่ร้อยละ 56.2. 2. ผลิตภัณฑ์ (Product) ประกอบด้วย คุณภาพของผลิตภัณฑ์ (Product
quality) ความหลากหลายของผลิตภัณฑ์ (Product variety) และบรรจุภัณฑ์ (Package) มีผลใน
ทางบวกต่อความภักดีของลูกค้าของ BSPJ โดย ตัวแปรอิสระ สามารถ อธิบาย ระดับความสัมพันธ์
กับความภักดีที่มีต่อ BSPJ ที่ร้อยละ 60.1 . 3. ราคา(Price) ประกอบด้วย รายการราคา (List Price)
และส่วนลด (Discount) มีผลในทางบวกต่อความภักดีของลูกค้าของ BSPJ โดยตัวแปรอิสระ
สามารถ อธิบายระดับความสัมพันธ์ กับความภักดีที่มีต่อ BSPJ ที่ร้อยละ 13.4. 4. การส่งเสริมการ
ขาย (Promotion) ประกอบด้วย การโฆษณา (Advertising) พนักงานขาย (Personal selling)
การประชาสัมพันธ์ (Public Relation) และการตลาดทางตรง (Direct Marketing) มีผลในทางบวก
ต่อความภักดีของลูกค้าของ BSPJ โดยตัวแปรอิสระ สามารถอธิบายระดับความสัมพันธ์กับความ
ภักดีที่มีต่อ BSPJ ที่ร้อยละ 62.5. 5. ช่องทางการจัดจำหน่าย (Place) ประกอบด้วย การเข้าถึง
สินค้า (Availability) และ การจัดวางร้านค้า (Store Layout) มีผลในทางบวกต่อความภักดีของลูกค้า

ของBSPJ โดยตัวแปรอิสระ สามารถอธิบายระดับ ความ สัมพันธ์ กับ ความ ักดีที่มีต่อ BSPJ ที่ ร้อยละ 60.5

คำสำคัญ: ความเชื่อมั่น ส่วนประสมทางการตลาด ความักดี อัญมณีไข่มุกใต้ของเปย์ไห่

The dissertation titled
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by
Meng Meng Li

has been approved by the Graduate School as partial fulfillment of the requirements for the
M.B.A. (Management) of Srinakharinwirot University.

..... Dean of Graduate School
(Asst. Prof. Dr.Pensiri Jeradechakul)

.....

Dissertation Committee

..... Major-advisor
(Assoc. Prof. Dr.Sangjan Ngamden)

..... Co-advisor
(Asst. Prof. Dr.Sangdow Ngamrayup)

..... Co-advisor
(Asst. Prof. Dr.Chantra Suksai)

Oral Defense Committee

..... Chair
(Prof. Dr.Artit Songklod)

..... Committee
(Assoc. Prof. Dr.Sangjan Ngamden)

..... Committee
(Asst. Prof. Dr.Sangdow Ngamrayup)

.....Committee
(Asst. Prof. Dr.Chantra Suksai)

..... Committee
(Assoc. Prof. Dr.Suriya Sooksawang)

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Meng Meng Li

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Chapter 1

Introduction

Background

In ancient China, pearls symbolized wealth, honor and authority, being treated as royal treasures. Especially, the pearls produced in the southern sea of China were the most famous due to their superior quality and had been used as a royal tribute for many dynasties (Zhang. 2008). In addition, these pearls have been produced in Beihai for many years and they are the best pearls in China (Zhang; & He. 2007).

Beihai is a city located in Guangxi province of southern China. It is a coastal city, facing the southern sea of China and began to produce pearls 2000 years ago (Zhang; & He. 2007). Their 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).

Today, Beihai has become China's largest distribution center of sea-pearl products (Beihai Government, 2010), with Beihai South Pearl Jewelry (BSPJ) being 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 yearly and has contributed to growth in the 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 (Beihai's Aquatic Animal Husbandry and Bureau. 2011).

Many studies highlight the vital role of trust in customer loyalty (Morgan; & Hunt, 1994). Reichheld and Scheffer (2000) even argued that, "to gain the loyalty of customers, you must first gain trust". However, there have also been debates as to whether it is possible for a customer to be loyal without being highly trusting (e.g. when there are few other choices), and to be highly trusting yet not be loyal (e.g. when many alternatives are available). Thus, this study suggests that measuring the 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; Olanukanmi; & Oyeniyi .2013). Therefore, for the jewelry industry, especially for BSPJ, we should ask the following central question: Should marketers invest resources in developing all the elements of marketing mix designed to increase their customer loyalty? This study provides an answer to this question by establishing that the conceptual link between customer loyalty of BSPJ along with their trust and the marketing mix (4Ps) has a positive influence on the loyalty of BSPJ customers.

Objectives of the Study

The purposes of the study are the following:

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

Scope of the Study

Population:

The Chinese customers who had ever bought Beihai South Pearl Jewelry (BSPJ) in Beihai City.

Sample:

The Chinese customers who had ever bought Beihai South Pearl Jewelry (BSPJ) in Beihai City, were shopping around in main sales points and were willing to fill out the questionnaire. The number of respondents is 400.

Variable:

1. Independent variable

1.1. Trust

1.1.1 Benevolence

1.1.2 Perceived credibility

1.2 Product

1.2.1 Product Quality

1.2.2 Product variety

1.2.3 Package

1.3 Price

1.3.1 List price

1.3.2 Discounts

1.4 Promotion

1.4.1 Advertising

1.4.2 Personal selling

1.4.3 Public relation

1.4.4 Direct marketing

1.5 Place

1.5.1 Availability

1.5.2 Store layout

2. Dependent variable

2.1 Customer loyalty

2.1.1 Behavioral loyalty

2.1.2 Attitudinal loyalty

Definition of terms

1. BSPJ: refers to Beihai South Pearl Jewelry.

2. Trust: refers to benevolence and perceived credibility

2.1 Benevolence: refers to caring and being motivated to act in one's interest rather than acting opportunistically. It means that customers trust BSPJ are sea-water pearls, high quality and authentic.

2.2 Perceived credibility: refers to trustee actions, making faith agreements, telling the truth, and fulfilling promises. It means that customers trust the information offered in advertisements and the promises made by salesmen.

3 Marketing mix: refers to marketing tools which can affect the BSPJ's buyers, which are product, price, promotions, the location of BSPJ in Beihai City, and trust that BSPJ's salesmen do not behave to negatively impact BSPJ's image

4. Product: refers to Beihai South Pearl Jewelry (BSPJ)

4.1 Product quality: refers to technological characteristics, which are pearls luster, shape and surface of BSPJ; psychological characteristics, which is the beauty of BSPJ, time-oriented characteristics, which is the beauty of BSPJ that can be kept for a long time.

4.2 Product variety: refers to the number of different versions of BSPJ offered by a firm at a single point in time, including various kinds, styles, and colors.

4.3 Package: refers to the container for BSPJ, encompassing the physical appearance of the container. It means BSPJ packaging is fashionable, comes in different varieties, and looks precious.

5. Price: refers to list price and discount.

5.1 List price: refers to the selling price of BSPJ shown in a catalogue or advertisement. It means that the selling price of BSPJ is reasonable, has value for the money, and the price covers all warranty expenses.

5.2 Discounts: refers to reductions to basic prices of BSP. It means that salesmen of BSPJ offer a reasonable discount, and even offer a bigger discount if customers buy BSPJ in larger amounts.

6. Promotion: refers to the activities that can get the attention, hold the interest, arouse the desire, and to take action to buy BSPJ; including advertising, personal selling, public relations and the direct marketing of BSPJ.

6.1 Advertising: refers to every form of commercial promotional activity, from concert sponsorship to telemarketing of BSPJ. It refers to the frequency of advertising, the information received from advertising and the creativity of advertising.

6.2 Personal selling: refers to the communication between customers and sellers of BSPJ, often in face to face encounters designed to influence customers to purchase BSPJ. It means the salesmen of BSPJ have adequate knowledge of their products, and have the patience to introduce products to customers. Moreover, they could give useful suggestions to customer.

6.3 Public relations: refers to the publicity efforts of BSPJ, which are coordinated through various activities that may have an impact on public perceptions. Some examples are the pearl festivals of Beihai City, the sponsoring of major events from BSP and TV feature films of BSP. These efforts enable customers to know more about BSPJ .

6.4 Direct marketing: refers to an interactive offering of goods, services or transmitting messages to a specific, targeted segment of the population by mail, telephone, email or other direct means. It means that it is convenient for customers to get information about BSPJ and to buy BSPJ through telemarketing, postal selling and mailings.

7. Place: refers to the channel where customers can get BSPJ. It refers to two aspects, availability and store layout.

7.1 Availability: refers to a matter of being visible and BSPJ being available everywhere. It means that pearl trading venues are easy to find, being conveniently reached entered by public or private transport, and shopping for BSPJ online is very convenient.

7.2 Store layout: refers to the interior layout of the store/library for the ease of user movement through the store to provide maximum exposure of goods and attractive displays. It means that the store layout of general pearl market is fashionable and simple without confusing customers, which make BSPJ more outstanding.

8. Customer loyalty: refers to behavioral and attitudinal loyalty:

8.1 Behavioral loyalty: refers to repurchasing behavior, word-of-mouth, trying products across product line offerings.

8.2 Attitudinal loyalty: refers to the first or best (Ideal) alternatives, not switching to other south pearls produced in other places if BSPJ prices increase.

Framework

Independent Variables

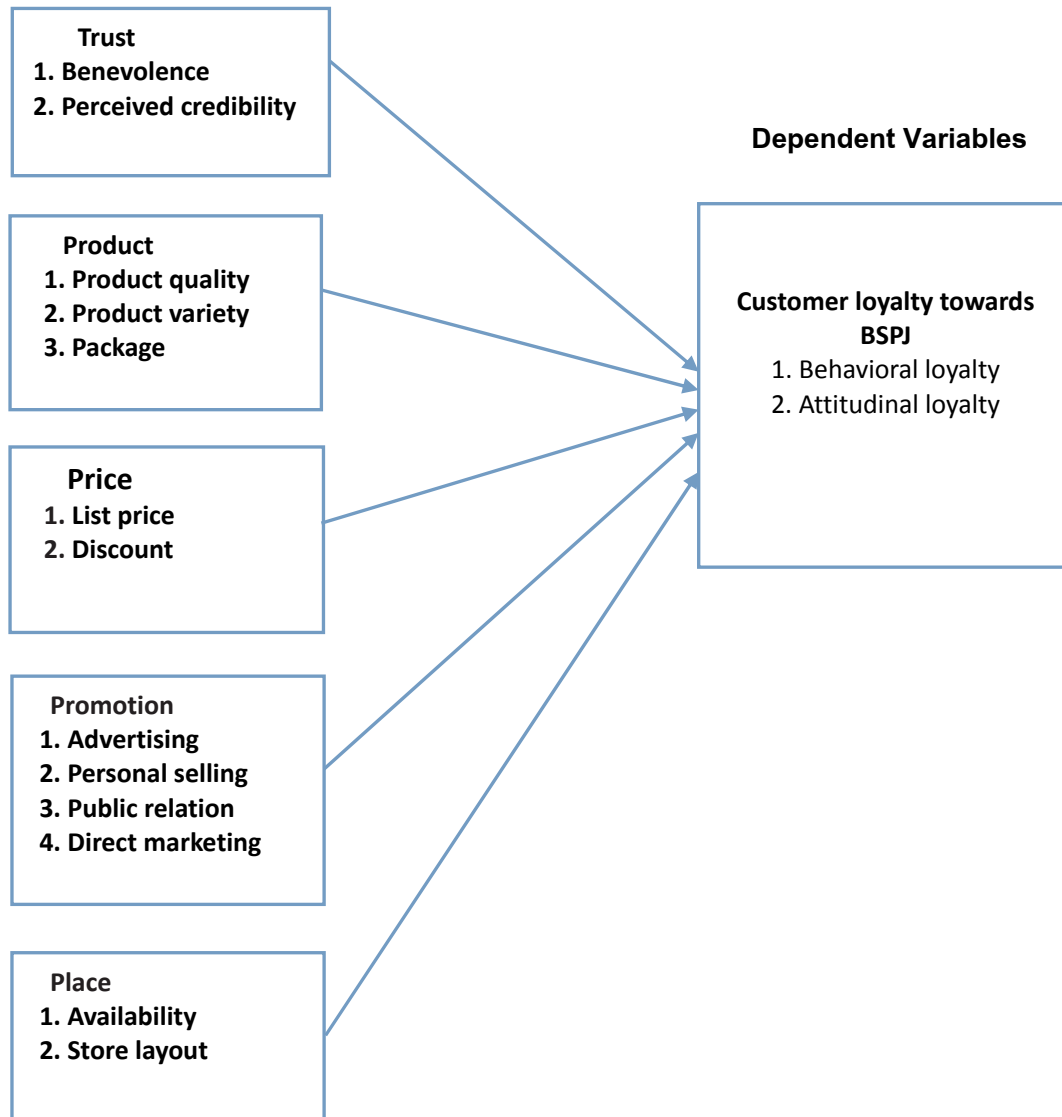


Figure 1 The System Components and Concepts of this study.

Hypotheses

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

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

3. H3: Price, composed 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, composed 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, composed of availability and store layout, has a significant effect on the customer loyalty towards Beihai South Pearl Jewelry(BSPJ) in Beihai City.

Chapter 2

Literature Review

In this chapter, this researcher studied the related theories as follows:

1. Trust
2. Marketing mix
3. Product
4. Price
5. Promotion
6. Place
7. Customer loyalty
8. Demography
9. The background of Beihai South Pearl
10. Related theories

1. Trust

1.1 Defining Trust

Table 1 Definitions of Trust

Study	Trust is:
Deutsch (1958)	the confidence that one will find what is desired from another.
Rotter(1971)	the individual's expectations toward others.
Schurr and Ozanne(1985)	the belief that a partner's word or promise is reliable and a party will fulfill his/her obligations in the relationship.
Lagace and Gassenheimer (1991)	one individual's behavioral reliance on another.
Deshpande and Zaltman (1993)	the willingness to rely on an exchange partner in whom one has confidence.

Table 1 (continued)

Study	Trust is:
Mayer, Davis and Schoorman (1995)	credit or conviction of positive intentions of another party with respect to relationship.
Chow and Holden (1997)	an expectation on the part of individuals that written or verbal words, promises or statements of another individual are reliable.
Kramer (1999)	the rational choice based on recognizing the motivations of others.
Pavlous(2003)	the belief that one can rely on the promises made by others.
Kumar and Scheer (1995)	the perceived level of confidence in partners' reliability and honesty.

For a customer, trust is that customers believe what the salesperson says or promises (Swan; & Trawick.1987) about the claims and outcomes in a risky situation (Hawes, Mast; & Swan ,1989), having confidence salespersons can serve long-term customer interests in a reliable manner (Crosby; Evans; & Cowles.1990)

Doney and Cannon (1997) divide trust into benevolence and perceived credibility aspects.

1.2 Perceived credibility

Perceived credibility focuses on the trustee actions, making faith agreements, telling the truth, and fulfilling promises. It means that customers trust the information offered by advertisements and the promises made by salespeople (Bromiley; & Cummings.1995), and will not take unexpected actions which will negatively impact the company (Geyskens; & Steenkamp. 1995).

1.3 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)

Trust is very highly valued and parties will desire to commit themselves to such relationships (Hreinian. 1974). Fullerton (2003) and Narayandas (1998) found that trust can keep customers, because trust reduces the customers' risk emerging from transactions and encourages customer honesty (Boersma, Buckley and Ghauri 2003), which can affect customer purchase decisions (Ballester; & Aleman. 2001). If certain parties believe in an object, they are also likely to form a positive purchase intent related to the object (Lau; & Lee. 1999). Therefore, Swan, Bowers and Richardson (1999) develop a trust model: trust $\nearrow$ satisfaction $\nearrow$ attitudes $\nearrow$ intention $\nearrow$ behavior.

Trust is deemed to develop over time by repeated interactions (Mayer et al., 1995); however, trust is also based on customers' first impressions of a company (e.g., website design) or, if available, on more distal indicators such as size or reputation (Briggs et al. 2002)

1.4 Trust and loyalty

Trust is the very basis of loyalty (Berry; & Parasuraman. 1991). Ball (2004) claims that trust is an important antecedent of loyalty. Ballester and Aleman (2001) found that customer trust has a direct effect on customer loyalty (Ballester; & Aleman. 2001) and will lead to higher levels of customer loyalty (Morgan ;& Hunt. 1994).

As trust plays a major role in the world of business (Moorman; Zaltman; & Deshpande. 1992; 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).

1.5 Trust of BSPJ

At present, some of Beihai's pearl enterprises have been awarded the title of "customer trust business" in Guangxi. Customers believe that BSPJ represents authentic south pearls (Zhang; & He. 2007). In 2007, BSP was included in a national geographical presentation, Beihai City has been viewed as the geographical origin of the "south pearl" (Beihai Government. 2010).

BSPJ's reputation also comes from its history and culture (Zhang, 2008), which have been widely trusted in China (Beihai Government. 2010). Nowadays, the stories of BSP still appear frequently in Chinese classic tales, in the form of allusions and references, and in traditional Chinese idioms, such as, "pearl return to Hepe (Hepe County belongs to Beihai City) and have been included in the non-material cultural heritage of Guangxi (Beihai Government. 2010).

2. Marketing Mix

2.1 Defining Marketing Mix

Marketing mix is the key concept in the marketing task (Arachchige. 2002). The term "marketing mix" was created by Borden (1964), originating in a single P (price) of microeconomic theory (Chong. 2003). With the development of modern theories, the number of the Ps have been extended such as 4Ps, 5Ps, 6Ps, 7Ps, 8Ps or and 12Ps. However, 4Ps, which was introduced by McCarthy in 1960s, is the most common model of marketing mix, which generally, refers to product, price, promotion and place (Kotler; et al. 2008).

As "a set of controllable marketing tools" (Ivy. 2008), its elements work together to develop both long-term strategies and short-term tactical programs (Palmer. 2004). The short term activities are those that are undertaken on day to day operations while the long term ones involve the strategic plans made by a company (Shankar; & Carpenter.2012.).

In most cases, the marketing strategies are just developed for a specific period of time (Ferrell ;& Hartline.2011). This is because the elements in the business environment greatly influence the effectiveness of the marketing strategy to the specific company (Doole; & Lowe. 2008). Thus, it is also important for the marketing team in an organization to ensure that the marketing strategy is in line with overall mission of the company (Doole; & Lowe, 2008). Using the wrong marketing strategy may result in loss of valuable resources such as time, finances and overall decline in performance of an organization (Ferrell; & Hartline.2011).

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 customers' loyalty and the elements of the marketing mix. A suitable marketing mix of 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, generally, it refers to anything that can be offered to a market to satisfy a need or want (Kotler. 1997).Ferrell (2005) opines that the product is the core of the marketing mix strategy, where retailers can offer unique attributes that differentiates their product from their competitors to answer different users' most important needs (Lalonde.1977), which is the reason for sustained preference and customer retention (Martí'n- Consuegra; & Molina and Esteban.2007). Failure to do product strategy will spell the end of the firm as sales revenue generated will be limited (Kotler.1997).

Product includes the decision about product quality, variety, design, features, brand name, packaging, size, services, warranties and returns (Kotler.1997).

3.2 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 (ISO8402 .1994), while product quality had a more simple definition: 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 the understandings of quality (Wankhade ;& Dabade. 2006)

Product quality is determined by three primary factors as follows (Juran; & Gryna.1980):

3.1.1 Technological characteristics

It refers to primary operating characteristics and measurable attributers of a product. It is typically viewed as a direct reflection of its quality. Different products belong to different performance classes (Garvin.1984).

3.1.2 Psychological characteristics

It refers to a subjective dimension of quality. How a product looks, feels, sounds, tastes, or smells is a matter of personal judgment and a reflection of individual preference, which may be difficult to please everyone (Garvin.1984).

3.1.3 Time-oriented characteristics

It refers to durability of a product. Durability refers to a product's life, in other words, it refers to the amount of time from using a product before it breaks down, is replaced or repaired (Garvin.1984).

Technological characteristics of pearls are determined by five primary factors as follows (Ward. 1995):

Luster: Luster is the most important quality factor when considering the beauty of a pearl. A high luster pearl with bright reflection are more desirable than flat or low luster pearl.

Surface: Surface smoothness comes as second criteria to define the beauty of a pearl. High quality pearls need to have a surface as clean and as smooth as possible.

Size: A pearl's value is mainly determined by its size. The value of the pearl will increase as the size goes up, particularly over 7mm. And the customers are always willing to pay high prices for big size pearls.

Shape: One of the important characteristic that people look for in a pearl is its shape. In general, round and near-round pearls are considered most valuable due to their rarity.

Color: Pearls come in various colors. The most common colors are white, black, and pale pink. The color variety provides different options for people with different preferences.

3.3 Product variety

Product variety is the number of different versions of a product offered by a firm at a single point in time (Randall; & Ulrich. 2003). Variety within a product line arises by varying the values of attributes from one product to another (Randall; & Ulrich. 2003). Besides, firms can offer different levels of product variety, with the level of variety easily observed by the customer (Berger: Draganska; & Simonson. 2007).

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.1990). However, offering greater product variety is usually associated with higher costs (e.g., Draganska;& Jain 2005; Lancaster.1979). Some research has shown that more options can generate decision conflict and confusion, leading to choice deferral or even no choice at all (e.g.Greenleaf; & Lehmann.1995).

3.4 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).

The functions of the package are: (1) to contain, to keep products in the same condition and not to change their basic form and use, due to the influence of external factors; (2)to protect, to perform not only against physical factors such as transit, but also for environmental influences such as moisture, gases, light, and temperature; (3) to identify, to provide the customer with information about the product, such as a description of product use and legally required information. Besides, it is often used as sales tool to describe the product in order to attract attention and make the sale (Stewart. 2004).

A good package design should be (1) attract the buyer, the package must have enough shelf impact to stand out among a myriad of packages (Agariya; et al. 2012),and this can be done through the effective choice of color, shape, copy, trademark, logo, and other features (Agariya;et al. 2012); (2) communication to the buyer, the package function should be convenient and beneficial to the customer as it increases customer confidence in the contents of the package and the product (Stewart. 2004), and the package design must show at once the intended use, method of application and intended results (Griffin; Sacharow; & Brody, 1985); and (3) selling the product, package must create desire for repeating purchases (Griffin; Sacharow; & Brody, 1985); thus Pilditch (1972) describes that efficient packaging as the “silent salesman”.

A 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), because appropriate and aesthetically pleasing packaging affects the quality of our lives (Bloch.1995).

3.5 Product of BSPJ

There are pure south pearl jewels and south pearls combined with other jewels. The packaging of BSPJ is mainly customer-oriented and practical-based, but also offers personalized packaging, such as a gift-shaped box or “pearl oyster”-shaped box.



Figure 2 The Packaging BSPJ

During the Expo 2010 Shanghai China, the “Pearl Fairy” of BSPJ was given the title ‘Greatest treasure’ in the Guangxi exhibition hall. The “Pearl Fairy” is worth 6 million Yuan, while the pearls held in her hand are worth 2 million Yuan. It is China’s largest natural seawater pearl (Guangxi Daily. 2010, May 4).

(1 Yuan=5\$, August .2014)



Figure 3 “Pearl Fairy” of BSPJ

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

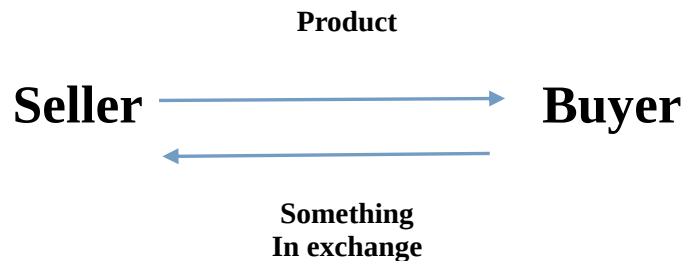


Figure 4 China's largest natural seawater pearl

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

4. Price

4.1 Defining Price



- **Product:** goods or service
- **Buyer :** customer or business customer
- **Something in exchange:** price

Source: Adapted from W. M. Pride and O. C. Ferrell, Marketing: Concepts and Strategies (Boston: Houghton Mifflin Co)

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 customers exchange for the benefits of having or using the product (Kotler ;et al .2000).The practice of pricing has a very long history. The oldest records of prices ever found are clay tablets with pictographic symbols found in a town known as Uruk, in what was ancient Sumer and what is now southern Iraq. The documents—records of payment for barley and wheat, for sheep, and for beer—are really receipts, which are from 3300 BC—they've survived 5,300 years (Fishman. 2003).

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).

It has been proven that customers usually buy products on the basis of price rather than other attributes (Peter ;& Donnely. 2007). It becomes a crucial quality indicator where other information is not lacking or absent (Zeithaml. 1981).

Goi (2005) claims that however beautifully made and packaged a product is, it will not gain entry into the market if the price is not suitable. While high priced products are often perceived to be of higher quality (Kamakura; & Russell. 1993), too high prices may drive away customers, and low prices may not generate enough profits for the organization (Chelliah; & Kwon.2011).

Price includes the decision about list price, discounts, allowances, payment period, and credit term (Chelliah; & Kwon.2011); it is obviously based on the marketing objectives of the company (Arachchige. 2002).

4.2 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).

4.3 Discount

Discount refers to the actions which allow the customer to purchase a product at a lower price than unusual, which is widespread in producer goods markets (Chelliah; & Kwon.2011). Some researchers found that price discounts are effective promotional tools for encouraging customers to buy more (Shi; Ka-Man; & Prendergast. 2005).

4.4 Price of BSPJ

Customer can choose different prices based on individual decisions. In general, the rules 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, and (5) different price for different sales environment.



A Pearl Pendant



A Pearl Ring

In a Pearl Shopping Mall

in a Pearl Sales Store



Pearl Bracelets in a Pearl Market

Figure 5 The Price of BSPJ

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). Kotler (1997) describes promotion as a communication between the firms and its exciting and potential customers. Thus, in order to communicate efficiently, marketers should: (1) offer consistent messages about their products and (2) place those in media that customers in the target market are likely to use (Munusamy; & Hoo. 2008).

Promotion includes the decision about advertising, personal selling, public relations, sales promotions, and direct marketing (Borden. 1984).

5.2 Advertising

Advertising is defined as every form of commercial promotional activity, from concert sponsorship to telemarketing (Schultz 1995). In an early advertising textbook, “....advertising is selling in print.”(Starch. 1923.) Thanks to new techniques and technologies, advertising has changed radically over the years. Today it includes mass selling formats: TV, radio, magazines, newspapers, outdoor advertisements and more (Benette .1995).

Television advertising is very expensive form of advertising. However, it can be very appealing due to their visual nature as well as their sound. TV advertisement can be classified into national, local, and cable advertisements. The type of network chosen will depend on which audience the marketer is trying to reach. Print advertisements are those advertisements in newspapers and magazines, they can be effective because of their visual quality and can be run in many different types of publications. The internet is another medium for reaching target customers and has become an important electronic medium. It permits immediacy of purchase and a high level of convenience (online).

There are seven main indicators of ad divergence: (1) Flexibility, advertisement that contains different ideas or switches 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). Originality and Imagination belong to creative advertisements (Till; & Baack. 2005). The ad creativity is one of the essential elements which are useful (Smith; & Yang, 2004). El-Murad and West (2004) define advertisement creativity as "the art of establishing new and meaningful relationships between previously unrelated things in a manner that is relevant, believable, and in good taste, but which somehow presents the product in a fresh new light".

The function of advertising is (1) to identify a product and differentiate it from others, so that it has its own unique identity or personality; (2) to communicate information about the product, its attributes, and its location of sale, this is the information function; (3) to persuade customers to try new products and to suggest reuse of the product as well as new uses (Online).

5.3 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 seller, though personal selling remains a highly human intensive activity despite the use of technology (Onditi. 2012).

5.4 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 public perceptions (Onditi. 2012).

5.5 Direct marketing

Direct marketing is defined as an interaction 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).

5.6 Promotion of BSPJ

In Beihai city, related enterprises set up a multitude of advertisements, road signs, posters, neon lights, and display windows (Behai's Aquatic Animal Husbandry and Bureau. 2011). In order to promote pearl products, promotions of BSPJ also involve telephone selling, postal selling, which offers convenience for potential customers (Beihai Government.1999). Moreover, certain large firms also organize pearl exhibitions and trade fairs to attract customers, and have live presentations on company products (Beihai Government. (1999)

Beihai's pearl enterprises main concern is about public relations (Beihai Government. 2010). Beihai's pearl enterprises and related departments (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 shot a TV feature film and 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", and "Pearl Commercial Building". South Pearl has been one of the business cards of Beihai City (Beihai Government. 2010).



Figure 6 Beihai's pearl festivals

Source: [http://www.sinowaytravel.com/Chinese-Culture/Beihai-International-Pearl Festival.203.aspx](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 the same products displayed in different places may be perceived by customers and has an effect on customers' decisions (Hsiao; & Wang. 1998).

Place includes several decisions such as availability and store layout as follows:

6.2 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 customer repurchasing.

6.3 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 goods and attractive displays (Koontz. 2001).

A well-designed store should have an individual image that makes it different from all other stores: Keep a simple type of layout that facilitate the customers to browse all of the merchandise and does not confuse the customer (Hasty; & Reardon. 1997). Besides, the choice of color scheme and the style and placement of furnishings and fixtures all are important in showing a product at its best advantage.

Although designing a store involves an element of creativity and that design decisions will vary from store to store, store design must "speak" consistently to the customer, because its object is to attract customers to visit the location, increase the time they spend in the store, and increase the amount of merchandise they purchase. An effective store design provides a rewarding shopping experience that encourages repeat visits and has a long-term effect on building customer loyalty.

6.4 Place of BSPJ

Today, there are more than 400 businesses in Beihai city associated with the pearl trade, including pearl markets, pearl shopping malls and pearl sales shops (Behai Aquatic Animal Husbandry and Bureau. 2011). The pearl trading venues are mostly located in the urban areas and convenient downtown locations, which annually attract more than 300 million domestic and foreign tourists for sightseeing and shopping (Beihai Government. 2010). 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).

Nowadays, many Beihai’s main pearl enterprises have their own websites, where customers are able to shop online (Behai Aquatic Animal Husbandry and Bureau. 2012). However, most customers still prefer to see the real things in stores before purchasing. Therefore, online sales of BSPJ are not very significant (Behai Aquatic Animal Husbandry and Bureau. 2012)



Figure 7 Pearl Sales Mall



Figure 8 Exhibition Center of Pearls

7. Customer loyalty

7.1 Defining Loyalty

Loyalty has received a great deal of attention in marketing literature for over 80 years (Dickinson. 2008). Not only does it have a powerful impact on the long-term financial performance of an enterprise (Reichheld. 2001; Jones; & Sasser. 1995), researchers have also found that it offers a host of other benefits. For instance, if a customer is loyal, then they will be more willing to pay more for a product (Moorman; et al.1992), try products across the firm's product line and be much more easily introduced to new products (Reichheld; & Sasser.1990). In addition, customer loyalty can help a firm cut down on marketing costs (Moorman ; et al.1992). Researches show that it costs five times more for a company to reach a new customer than it does to keep an existing customer (Blomqvist; et al. 2000). Moreover, loyal customers will recommend the firm's goods and services to other customers, and are willing to give the company sincere suggestions (feedback) as to their needs and expectations (Reichheld; & Sasser .1990) etc. 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 (Blomqvist; et al. 2000). In order to understand customer loyalty fully, scholars have explored the variables affecting customer loyalty from almost every angle (Blomqvist; et al. 2000).

There are more than 50 definitions of customer loyalty (Jacoby; & Chestnut .1978). Generally, scholars prefer to divide it into three principal areas.

7.2 Behavioral loyalty

This point of view focuses on customer behavior. 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).

Behavioral loyalty could be affected by many factors including the availability of the product (Mousavi. 2012). For example, as a customer consumes a product, they compare the product quality based on their experience and their prior expectations (Swan; & Comb.1976).

7.3 Attitudinal loyalty

This point of view focuses on customer attitude. Customer loyalty can be defined as is customers' feeling a sense of belonging to a product (Eagly; & Chaiken.1993), which means that customers have certain positive feeling to a product, and attitudinal advocacy of a product (Rauyruen; & Miller. 2007).

Some research found that if a customer is loyal, he/she sees the product as their first choice, their best alternative and, no need to make more comparisons in long-term consumption (Curtis. 2009). They are willing to retain a relationship with a firm, not switching to other south pearls produced in other places (Rauyruen; & Miller. 2007).

Not all buying behavior can reveal real loyalty(Oliver.1997).Some researcher found that the linkages between attitude and behavior approach were weak (East ;et al .2005); the low repeat purchase behavior may be due to other factors such as price (Storbacka; & Lehtinen. 1995). Thus, Bloemer and Kasper (1995) claim that loyalty is interpreted as true loyalty rather than repeat purchasing behavior,

However, Rundle-Thiele and Bennett (2001) argue that attitudinal loyalty should be future measured under these situations: (1) where the market is not stable, (2) where there is a propensity towards sole product, and (3) where there is a high involvement and high perceived risk.

7.3 Composite loyalty

This point of view focuses on both customer behavior and attitude. It is a merger of behavioral and attitudinal loyalty. This point of view is first appeared in the 1960s; it believes that loyalty has both behavioral and attitudinal dimensions (Baumann, Elliott; & Hamin. 2011).

The similar views was in Oliver's (1999) work, according to him, loyalty is

"A deeply held commitment to re-buy or reparation a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior." Only when the repeat purchase behavior is associated with a higher attitude is it real customer loyalty (Dick; & Basu.1994).

In the meantime, Jacoby and Chestnut (1978) come up a definition of customer loyalty as (1)biased (i.e. non-random), (2) behavioral response (i.e. purchase), (3) expressed over time, (4) by some decision-making unit, (5) with respect to one or more products out of a set of such products, and is a function of psychological (decision-making evaluate) processes.

7. 4 Categories of customer loyalty

Dick and Basu (1994) established a customer loyalty model that takes into account both customers' attitude and the repeat purchase behavior. They divided customers into four loyalty groups: "true loyalty", "spurious loyalty", "latent loyalty", and "non-loyalty"

Table 2 Type of Loyalty 1

Type of loyalty	Feature description
True loyalty	Customers have high attitudinal and behavioral loyalty. They are satisfied with the product or service and likely to continue using it.
Spurious loyalty	Customers have behavioral loyalty but low attitudinal loyalty. They may be unsatisfied, but will continue using the product or service. It happens in a variety of situations. It may be a habitual purchase, or simply due to the attractive price, or there is no viable alternative. In this case, a customer has no special preference to specific vendor.

Table 2 (continued)

Latent loyalty	Customers have high attitudinal loyalty but low behavioral loyalty. They are satisfied, but due to the shortage of financial resources and time, change in the preference of the suppliers, or other factors, their satisfaction does not guarantee future purchase or use of the product.
Non loyalty	Customers have low attitudinal and behavioral loyalty. They are unsatisfied and unlikely to continue to use the product or service.

Sindell (2000) divides customer loyalty into six types:

Table 3 Type of Loyalty 2

Type of loyalty	Feature description
Monopoly loyalty	Products or services are provided by some monopoly industries. Customers have no choices. They have low attachment but high repeat purchase behavior.
Habitual loyalty	Due to the convenience, customers are reluctant to look for other suppliers. They have low attachment but high repeat purchase behavior. They may be unsatisfied with the products. Therefore, they are easy to be snatched by other competitors.
Latent loyalty	Customers wish to continue purchasing product and services, but some factors limit their buying behavior. Those customers have low attachment and low repeat purchase.
Price loyalty	Price-sensitive customers are interested in the company which offers the lowest price for the same product. These customers rely on low price to maintain the relationship with the product. They have low attachment but high repeating purchase behavior, and they rarely develop loyalty towards any company.

Table 3 (continued)

Encourage loyalty	These customers only purchase the product when there is a prize or incentive provided.
Value loyalty	Customers who have strong attachment and frequent repeating purchase behaviors. They already established an emotional and brand loyalty toward the product and the company. They benefit from the product or service. They not only repeatedly patronized, but also enthusiastically recommend the products to others.

Paavola and Hakkarainen (2005) found that there are several types of loyalty as follow:

Table 4 Type of Loyalty 3

	Type of loyalty	For example
Loyalty as a prison	Marriage	Customers have strong desires or needs from the product. And the product can only be purchased from certain companies, so that the loyalty is formed.
	Blind loyalty	This type of loyalty happens in three scenarios. First, customers trust the product or service. Secondly, customers can not purchase the same product elsewhere; therefore, they do not have the product experience comparison. Finally, customers buy the product just for convenience. Price is not even a consideration.
	Loyalty as a chain	Loyalty actually functions as a guide when customers intend to make the purchase. It always leads the customers to the specific company.
	Inherited loyalty	Loyalty can also be inherited from family. It is a routine among the family members. The loyalty formation can be due to political or religious reasons.

Table 4 (continued)

	Type of loyalty	For example
Loyalty as a habit	Habitual loyalty	It is a habit. A customer simply gets used to certain purchasing behaviors.
	Location loyalty	Customers purchase certain product because they live in that area. Location is the decision driver.
	In-store experiences	Shopping is an experience, and people enjoy the process.
	Not a goal	Customers purchase the product un-intentionally. The purchase is driven by instant desire.
Reasoned loyalty	Reasoned loyalty	When trying to make a purchase, the customers with reasonable loyalty like to look around, compare the product's quality and price, and then make the decision.
	Chosen loyalty	Customer has no personal interest for the product, and loyalty is strictly a free choice.
	Critical loyalty	Customer desires to compare and contrast the product with other producers, but at the same time, the price is also a crucial factor for them.
Loyalty as a game	Loyalty as a possibility	The customer is interested in the product as a result of the price, and also believes that it may be a benefit to them.
	Loyalty as a goal	The customer is being loyal for the act in itself, setting it as a personal goal, not influenced by outer factors.
	Opportunistic loyalty	Customers do the shopping because they have a coupon or membership card that could provide them discount on the product.
Social loyalty	Social loyalty	Customer possesses a feeling of belonging or community, and they are regular purchasers. Certain act in order to feel superior to others financially.

Table 4 (continued)

	Type of loyalty	For example
	Ethical loyalty	Customer whole-heartedly supports the product.
	Societal loyalty	Loyalty cards are used as a medium in order to promote continued purchases, and act as a way to control consumption.

8. Demography

Demography is the study of human populations, and a population's composition may be described in terms of basic demographic features – age, sex, family and household status – and by features of the population's social and economic context – political, economic, geographic, ethnicity, religion, language, education, occupation, income and wealth (Thompson.2007).

Demography is also very useful for understanding social and economic problems and identifying potential solutions. Thus, demographers are engaged in social planning, market research, insurance forecasting, labor market analysis, economic development and so on (Thompson.2007).

9. The Background of South Pearls

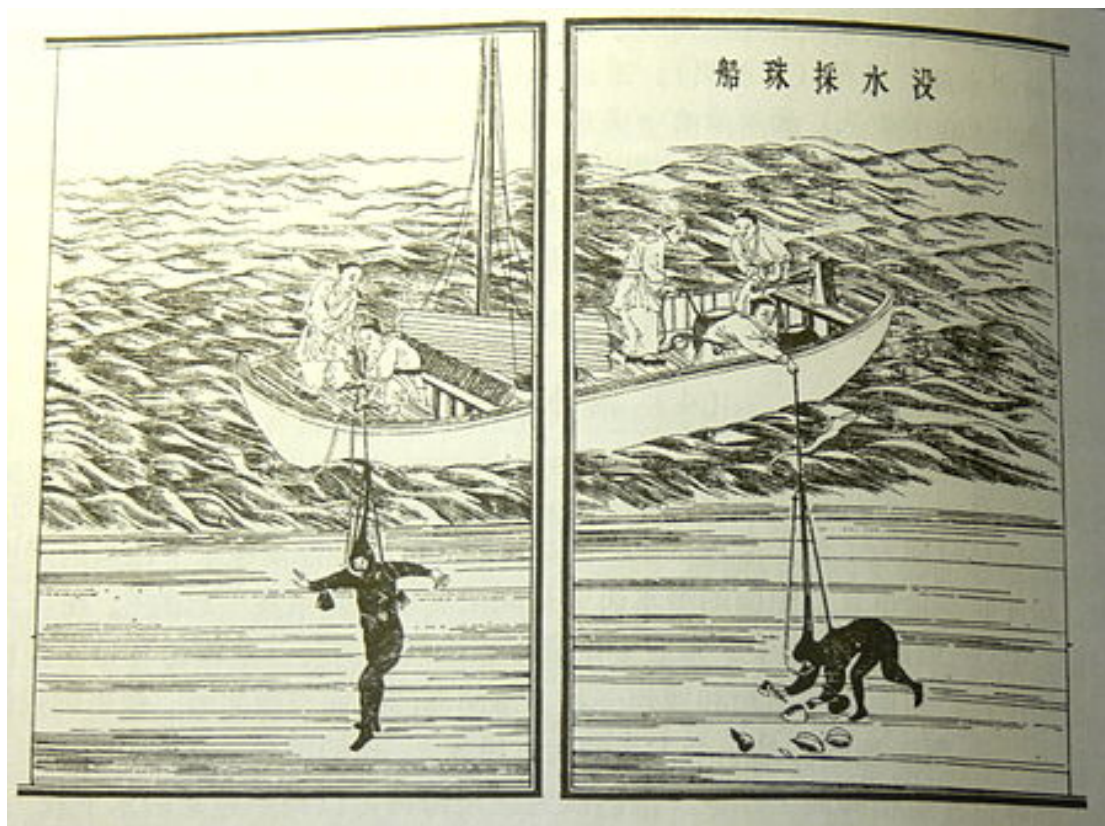


Figure 9 The Production of Beihai South Pearls in ancient China

Source: <http://zh.wikipedia.org/wiki>

The production of Beihai South pearls can be traced back to 221-206 BC (Zhang; & He.2007). In an ancient Chinese book, it was mentioned that pearl harvesting from Beihai's area was of a particularly good quality and was well known to the people (Zhang; & He.2007). Ancient Chinese emperors often ordered pearls from Beihai as tribute, and sent officials to ship the good pearls back to the capital (Zhang; & He. 2007).

In the year 228 BC, the Chinese royal court set up "pearl pool county" in the Beihai area (Beihai Government. 2008). The seven ancient Chinese "pearl pools", from which saltwater pearls were produced, could be located in Beihai's vicinity, and some of them still remain there today (Beihai Government. 2010).

In 1958, China's very first pearl farm was set up in Beihai (Beihai Governmen.1999). In 1965, Beihai City succeeded in breeding China's first sea-water pearls, producing clams, and harvesting 33 kg of cultured sea-pearls in the same year (Beihai Governmen1999). In 1981, Beihai City's first pearl production company was founded

and formed a rapidly developing pearl industry chain (Beihai Governmen.1999). In 1999, production of Beihai South Pearl reached an all-time high record, with more than 5 hectares dedicated to pearls, producing more than 8 tons of Beihai South Pearls, which translated to over 500 different products (Beihai Governmen.1999). Since 2000, Beihai's sea-pearl production has declined due to natural disasters, farming and environmental impact (Wei; & Wu.2010). The pearl industry, however, still remains a growing force. Beihai city makes great efforts to carry out scientific research so as to improve cultivation, and to develop new products, aiming to create the perfect pearl, and to further promote the unique "South Pearl brand" (Behai Aquatic Animal Husbandry; & Bureau. 2011). In order to sustain continued development of the pearl industry, Beihai's related enterprises have been sending out agents across China to look for potential markets, and have also been exploring foreign investment opportunities (Li; & Yang .2005).

Relying on the advantage of local pearl markets, Beihai City has been China's largest distribution center of sea-pearl products (Beihai Government. 2010).In 2011, Beihai City had 450 enterprises related to the pearl industry, and sales of Beihai South Pearl that reached 750 million Yuan (Behai Aquatic Animal Husbandry and Bureau. 2012).The sales of BSPJ amounted to 500 million Yuan, accounting for more than 50% of the national seawater pearl sales (Behai Aquatic Animal Husbandry and Bureau. 2012).

10. Related theories

1. Kunar and Varadaraj's (2013) research on the topic of "A Study on Buying Behavior of Women Customer's towards Jewelry Products with Special Reference to Tirupur Cityand" found the following: 1) Majority of the respondent are in the age group of 25 to 30. 2) 32.5% of the respondent's monthly income is below 10,000. 3) Three-fourths of the respondents say that jewelers gives brand awareness. 4) 36.5% of the respondents buy jewels once in 3 months. 5) 67 respondents say that they often buy gold at the time of a festival. 6. According to 36.5% of the respondents, they are spending 20,000 rupees in a year for buying jewels. 7) 46.5% of the respondents spend rupees 10,000 for gift purchase. 8) Majority of the respondents says that they decide which brand of jewels before entering a jewelry shop. 9) Majority of the respondents always take their children or related persons when they buy jewels.10) Majority of the respondents take the final decision to buy their children gold.11) Half of the respondents are interested in gold jewels.12) Majority of the respondents are satisfied by the brand of the gold. 13) Majority of the respondents are

interested in jewelry work of branded shop. 14) according to 34.5% of the respondents are looking for the gold quality in jewelry. 15) Half of the respondents agree that they come to know about this brand to their friends. 16) Majority of the respondent agrees that their personality increases when they were their brand choices. 17) According to major respondents offers and discounts are provided the time of purchase. 18) Majority of the respondents agree that price discount is provided at the time of purchasing gold. 19) According to the major respondents on investment scheme is available in gold purchase.

2. Kuo's (2010) research on the topic of "A Research on Relationships among Brand Image, Service Quality and Customer Satisfaction: a Case of a Taiwan Jewelry Company" investigates how service quality, image, satisfaction and loyalty are related to gain insight on the decreasing market share problem based on data collected from passengers of a franchised bus company in Hong Kong in 2004. The results support the hypothesis that (1) service quality affects satisfaction and image directly, (2) image affects overall satisfaction and loyalty directly, and (3) over satisfaction affects loyalty directly, However, the results do not support the hypothesis that service quality affects loyalty directly. Service quality has only an indirect effect on loyalty through image and overall satisfaction.

3. Haefner, Deli-Gray and Rosenbloom's (2011) research on the topic of "The Importance of Brand Liking and Brand Trust" sought to understand how four brand constructs (country-of-origin, brand familiarity, brand liking and brand trust) would influence global brand purchase intent in a sample of customers living in Bulgaria and Hungary. The regression models indicated that brand liking and brand trust were the most important predictors for 13 of 20 global brands, such as Gucci, Nokia, Phillips, and Sony.

4. Cuyvers, Dumont and Leelakuthanit's (2000) research in the topic of "Competitiveness in the Gems, diamonds and Jewelry Business: A comparative analysis between Belgium and Thailand" found Thai samples show that competitiveness in design, price and promotion, quality, technology, delivery time, flexibility and financial status discriminate, while the results were rather unreliable for the Belgian sample, with the 11 competitiveness variables as grouping variables.

Chapter 3

Research Methodology

In this chapter, this researcher conducted as follows:

1. Population and Sampling
2. Sampling Instrument
3. Data Collection
4. Methods and Data Analysis

Population and sampling:

Population

The study involved a number of Chinese customers who had ever bought BSPJ from Beihai City.

Sampling

The sample size is calculated by using the unknown population formula (ศิริวรรณ เสรีรัตน์ และคณะ. 2548: 193) with the 95% level of confidence, which is

$$n = \frac{Z^2(pq)}{e^2}$$

where

n is sample size

z is standard error associated with chosen
level of confidence (1.96)

p is estimated percent in the population (50%)

q is 100-p

e is level of precision (0.05)

Thus, in this study, 385 respondents are required as the sample size and to be rounded up to 400 respondents.

This research uses Multi- stage sampling as follows.

Purposive Sampling: First, this researcher selected 3 specific main locations to collect data, which are pearl markets, shopping malls and pearl sales shops, because those

places are mainly the trading venues of Beihai South Pearl Jewelry in Beihai City, and annually attract a large number of customers shopping for 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 are 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.

The station selected for collecting data mainly includes pearl markets, pearl shopping malls and pearl sales shops.

Types of station	Number	Name	The number of respondents
pearl markets	4	Chinese Pearl town Beihai Pearl town Beihai Pearl Ming town Wan Hai Pearl town	133
Shopping malls	4	Pearl Palace Pearl Family Huan Zhu Tang Ming Zhu Gong	133
pearl sales shops	10	Pearl Sales Shops in “Red Sail” Walking Street	134
total	18		400

Instrument

A personally administered questionnaire was used to collect the data. The respondents were asked to fill out the questionnaire by choosing the best answer out of all the choices.

Questionnaire

The questionnaire was designed and separated into two parts.

1. Part 1 consists of questions about customers' opinion on trust, marketing mix, and customer loyalty, which is divided into 5 parts and includes 47 questions with a Likert scale.

Item 1:

Trust was determined using 6 items, measured on a 5-point Likert scale ranging from 1 to 5, which was described by Interval Scale.

Scores	Trust attribute
1	Strongly agree
2	Agree
3	Neutral
4	Disagree
5	Strongly disagree

The varied from 1 to 5 and were classified into 5 levels by using a formula.

The formula is $\text{Interval} = \text{Range (R)} / \text{Class (C)} = (5-1) / 5 = .8$ (วิเชียร เกตุสิงห์. 2538: 8-11).

Therefore

Mean scores	Means
4.21 - 5	The level of customers' trust is very high
3.41 - 4.20	The level of customers' trust is high
2.61 - 3.40	The level of customers' trust is moderate
1.81 - 2.60	The level of customers' trust is low
1 - 1.80	Customers extremely do not trust BSPJ

Item 2:

Product was determined using 13 items, measured on a 5-point Likert scale ranging from 1 to 5, which was described by Interval Scale.

Scores	Product attribute
1	Strongly agree
2	Agree
3	Neutral
4	Disagree
5	Strongly disagree

They varied from 1 to 5 and were classified into 5 levels by using a formula.

This formula is $\text{Interval} = \text{Range (R)} / \text{Class (C)} = (5-1) / 5 = .8$ (วิเชียร เกตุสิงห์. 2538: 8-11).

Therefore

Mean scores	Product attribute
4.21 - 5	Strongly agree
3.41 - 4.20	Agree
2.61 - 3.40	Neutral
1.81 - 2.60	Disagree
1 - 1.80	Strongly disagree

Item 3:

Price was determined using 5 items, measured on a 5-point Likert scale ranging from 1 to 5, which was described by Interval Scale.

Scores	Price attribute
1	Strongly agree
2	Agree
3	Neutral
4	Disagree
5	Strongly disagree

The varied from 1 to 5 and were classified into 5 levels by using a formula.
 This formula is $\text{Interval} = \text{Range}(R) / \text{Class}(C) = (5-1) / 5 = .8$ (วิเชียร เกตุสิงห์. 2538:8-11).
 Therefore

Item 4:

Mean scores	Price attribute
4.21 - 5	Strongly agree
3.41 - 4.20	Agree
2.61 - 3.40	Neutral
1.81 - 2.60	Disagree
1 - 1.80	Strongly disagree

Promotion was determined using 11 items, measured on a 5-point Likert scale ranging from 1 to 5, which was described by Interval Scale.

Scores	Promotion attribute
1	Strongly agree
2	Agree
3	Neutral
4	Disagree
5	Strongly disagree

The varied from 1 to 5 and were classified into 5 levels by using a formula.
 The formula is $\text{Interval} = \text{Range} (R) / \text{Class} (C) = (5-1) / 5 = .8$ (วิเชียร เกตุสิงห์. 2538: 8-11).
 Therefore

Mean scores	Promotion attribute
4.21 - 5	Strongly agree
3.41 - 4.20	Agree
2.61 - 3.40	Neutral
1.81 - 2.60	Disagree
1 - 1.80	Strongly disagree

Item5:

Place was determined using 6 items, measured on a 5-point Likert scale ranging from 1 to 5, which was described by Interval Scale.

Scores	Place attribute
1	Strongly agree
2	Agree
3	Neutral
4	Disagree
5	Strongly disagree

The varied from 1 to 5 and were classified into 5 levels by using a formula.
 The formula is $\text{Interval} = \text{Range}(R) / \text{Class}(C) = (5-1) / 5 = .8$ (วิเชียร เกตุสิงห์. 2538: 8-11).
 Therefore

Mean scores	Promotion attribute
4.21 - 5	Strongly agree
3.41 - 4.20	Agree
2.61 - 3.40	Neutral
1.81 - 2.60	Disagree
1 - 1.80	Strongly disagree

Item 6:

Customer loyalty was determined using 5 items, measured on a 5-point Likert scale ranging from 1 to 5, which was described by Interval Scale.

Scores	The possibility of customers' being loyal
1	Strongly agree
2	Agree
3	Neutral
4	Disagree
5	Strongly disagree

The varied from 1 to 5 and were classified into 5 levels by using a formula.
 The formula is $\text{Interval} = \text{Range(R)} / \text{Class(C)} = (5-1) / 5 = .8$ (วิเชียร เกตุสิงห์. 2538: 8-11).
 Therefore

Mean scores	Means
4.21 - 5	The level of customer loyalty is very high
3.41 - 4.20	The level of customer loyalty is high.
2.61 - 3.40	The level of customer loyalty is moderate
1.81 - 2.60	The level of customer loyalty is low
1 - 1.80	The level of customer loyalty is very low

2. Part 2 consists of questions about the personality of respondents. There are 5 close-ended response questions.

1. Gender: Female

Male

It was described by Nominal Scale

2. Age:

20 years and less

21-30 years

31-40 years

41 years and above

It was described by Ordinal Scale.

3. Income:

Less than 1500 RMB

1500-4000 RMB

More than 40000RMB

It was described by Ordinal Scale.

4. Marital status:

Single

Married

Separated

It was described by Nominal Scale.

5. Homeland:

Beihai

Other place

It was described by Nominal Scale.

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. Data editing and coding :

The data collected were reviewed and checked before they were computerized.

2. Statistics:

2.1 Descriptive statistics

2.1.1 Percentage and Mean were used to describe the individual customer’s score.

Percentage is a number or ratio expressed as a fraction of 100. The formula is (กัลยา วาณิชยปัญญา.2546: 36)

$$P = \frac{f}{n} \times 100$$

When

P

is percentage.

f

is frequency of score.

n

is sample size.

Mean is the average or arithmetic mean of the values. The formula is
(กัลยา วาณิชยปัญญา. 2549: 39)

$$\bar{X} = \frac{\sum x}{n}$$

When	$\bar{X}$	is	mean score.
	$\sum x$	is	sum of total score.
	n	is	sample size.

2.1.2 Standard Deviation was used for the variation of individual customer's score. The formula is (กัลยา วาณิชยปัญญา. 2546: 48)

$$S.D. = \sqrt{\frac{n \sum X^2 - (\sum x)^2}{n(n-1)}}$$

Where	S.D	is	sample standard deviation
	n	is	number of values in the data set
	$\sum$	is	sum of
	X	is	each value in the data set

2.2 The inferential statistics

Multiple Linear Regression was applied to determine the magnitude, direction and strength of the relationships between several independent variables and dependent variable. It was selected to test the impact of trust and marketing mix on customer loyalty. The formula is (กัลยา วาณิชยปัญญา. 2546)

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k + \varepsilon$$

When	X	is	the independent variable.
	Y	is	the dependent variable.
	k	is	the number of independent variables.

$$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_k X_k$$

a and b coefficient can calculate from these formulas.

$$a = Y - b_1 X_1 - b_2 X_2 - \dots - b_k X_k$$

$$b_i = \frac{\sum X_i Y_i - \sum X_i \sum Y_i}{n \sum X_i^2 - (\sum X_i)^2}$$

Multiple Regression Analysis has the important conditions as follows:

1. Error must be the random variable and have a normal distribution.
2. The variance of dependent variables (Y) must be equal in every value of the independent variables (X).
3. Error value of each dependent variable (Y) must be independent.
4. The independent variables must be independent.

2.3 To determine the stability and consistency with which the research instrument measures the constructs, a reliability test is used. The formula is (กัลยา วาณิชยปัญญา.2454)

$$\text{Cronbach's alpha: } \alpha = \frac{\overline{k \text{ covariance} / \text{variance}}}{1 + (k - 1) \overline{\text{covariance} / \text{variance}}}$$

When α is level of confidence of questionnaire.

K is number of questions.

$\overline{\text{covariance}}$ is mean of covariance of questions.

$\overline{\text{variance}}$ is mean of variance of questions.

Chapter 4

Data analysis result

This chapter presents the results of data analysis for the topic “The influence of trust and marketing mix on customer loyalty: A study on Beihai South Pearl Jewelry”. This research divided the presentation into 6 parts and identified symbols used for data analysis as follows:

Symbols used for data analysis:

n	is sample size
$\bar{X}$	is mean score
S.D	is sample standard Deviation
SS	is sum of squares
MS	is mean of squares
df	Is degree of freedom
α	is level of confidence of questionnaire
Sig.	is observed significance levels for the t statistics
B	Is unstandardized Coefficients
SE(b)	is standard errors of the regression coefficients
Beta	is standardized coefficients
t	is the ratio of the sample regression coefficient B to its standard error.
R	is the multiple correlation coefficient
R^2	is R- squared
Adjusted R^2	is the squared multiple correlation coefficient
*	is statistical significance at .05 level.
**	is statistical significance at .01 level
H_0	is null hypothesis
H_1	is alternative hypothesis

In data analysis, this research presented the result according to research objective by dividing the presentation into 5 parts as follows:

Part 1 : Data analysis in demography of respondents.

Part 2 : Data analysis of customer trust in BSPJ.

Part 3 : Data analysis of customer attitude towards product ,price ,promotion and place of BSPJ.

Part 4 : Data analysis for customer loyalty towards BSPJ.

Part 5 : Hypothesis testing for customer loyalty towards BSPJ.

Part 1: Data analysis in demography of respondents

In this part, this research presented demography of respondents by the frequency and percentage of gender, age, income, marital status and homeland.

Table 5 Frequency and percentage about demography of respondents.

Demography	Amount	Percentage
1.Gender		
Female	268	67.0
Male	132	33.0
Total	400	100.0
2.Age		
20 years and less	4	1 .0
21-30 years	72	18.0
31-40 years	148	37.0
41 years and above	176	44.0
Total	400	100.0
3.Income		
Less than 1500 Yuan	16	4.0
1500-4000 Yuan	92	23.0
More than 4000 Yuan	292	73.0
Total	400	100.0

Table 5 (Continue)

Demography	Amount	Percentage
4.Marital Status		
Single	88	17.0
Married	312	78.0
Separated	20	5.0
Total	400	100.0
5. Homeland		
Beihai	188	47.0
Other places	212	53.0
Total	400	100.0

Table 5 presents the demography of 400 respondents. The details were as follows:

Gender: The majority of respondents, at a total of 268 (67%), were female, while at a total of 132 (37%) respondents were male.

Age: The majority of respondents were customers aged 41 years and above, at a total of 176 (44%), followed by the customers aged 31-40 years, at a total of 148 (37%). In addition, customers aged 21-30 years were at a total of 72 (18%), and customers aged 20 years and less were at a total of 4 (1%).

Income: The majority of the respondents were customers having an income over 4000 yuan, at a total of 292 (73%), followed by the customers having an income of 1500-4000 yuan, at a total of 92 (23%) and having an income under 1500 yuan a month, at a total of 16 (4%).

Marital Status: The majority of the respondents were married, at a total of 312 (78%), followed by the customers that were single, at a total of 88 (17%), and that were separated, at a total of 20 (5%).

Homeland: The majority of respondents were non-local customers, at a total of 212 (53%), while local customers were 188 (47%).

This is because demographic characteristics such as age, income and marital status have an irregular distribution and low number of data frequencies.

Hence, this researcher needed to re-categorize the data group to make them regularly distributed and the new data group was as follows.

Table 6 Frequency and percentage about demography of the new group

Demography	Amount	Percentage
1. Gender		
Female	268	67.0
Male	132	33.0
Total	400	100.0
2. Age		
30 years and less	76	19.0
31-40 years	148	37.0
41 years and above	176	44.0
Total	400	100.0
3. Income		
Less than 4000 yuan	108	27.0
More than 4000 yuan	292	73.0
Total	400	100.0
4. Marital Status		
Single	108	22.0
Married	312	78.0
Total	400	100.0
5. Homeland		
Beihai	188	47.0
Other places	212	53.0
Total	400	100.0

Gender: The majority of respondents, at a total of 268 (67%), were female, while a total of 132 (37%) respondents were male.

Age: The majority of respondents were customers aged 41 years and above, at a total of 176 (44%); followed by the customers aged 31-40 years, at a total of 148 (37%); and customers aged 30 years and less, at a total of 76 (19%).

Income: The majority of the respondents were customers having an income over 4000 Yuan, at a total of 292 (73%); and the customers having an income of under 4000 Yuan a month, at a total of 108 (27%).

Marital Status: The majority of the respondents were married, at a total of 312 (78 %); and the customers that were single, at a total of 108 (22%).

Homeland: The majority of respondents were non-local customers, at a total of 212 (53%); while local customers were 188 (47%).

Part 2: Data analysis of customer trust in BSPJ.

1.This part analyzed customer trust in BSPJ and was dividing into benevolence and perceived credibility aspects.

Table 7 Mean and standard deviation of customer trust in BSPJ

Customer trust in BSPJ	$\bar{X}$	S.D	Level
Benevolence			
1. I trust BSPJ is a real sea-water pearl.	4.40	.645	Very high
2. I trust the quality of BSPJ.	4.14	.717	High
3. I trust BSPJ is authentic from the south.	4.18	.692	High
Total	4.24	.531	Very high
Perceived credibility			
1. I trust the information provided by BSPJ's advertisement.	3.87	.697	High
2. I trust the promises made by BSPJ's salesmen.	3.85	.768	High
3. I trust that BSPJ's salesmen do not present a negative impact to BSPJ's image.	3.84	.757	High
Total	3.86	.650	High
Grand total of trust	4.05	.531	High

Overall, customer trust in BSPJ was at the high level with a mean 4.05. In the benevolence aspect, table 7 showed that, overall, customer trust in this aspect was at the very high level with a mean of 4.24. Determining each point, this research found that the customers trust that BSPJ is a real sea-water pearl at the very high level with mean 4.40;

trust that BSPJ is authentic south pearl; and trust in the quality of BSPJ was at the high level with mean 4.18 and 4.14, respectively.

In the perceived credibility aspect, table 7 showed that overall; customer trust in this aspect was at the high level with mean 3.86. Determining each point, this research found that the customer 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 present a negative impact to BSPJ's image was at the high level with mean 3.85 and 3.84, respectively.

Part 3: Data analysis of customer attitude towards product, price, promotion and place of BSPJ.

This part revealed the customer opinion on product of BSPJ divided into product quality, product variety and package.

Table 8 Mean and standard deviation of customer attitude towards product of BSPJ

Product attribute of BSPJ	$\bar{X}$	S.D	Level
Product quality			
1.BSPJ's pearl is brighter when compared to the other south pearls.	4.61	.542	Strongly agree
2. BSPJ's pearl is smoother when compared to the other south pearls.	4.01	.762	agree
3. BSPJ's pearl has a more circular shape when compared to the other south pearls.	4.14	.701	agree
4. BSPJ is more beautiful when compared to the other south pearl jewelry.	3.64	.834	agree
5. The beauty of BSPJ can be kept for a long time when compared to the other south pearls jewelry.	4.16	.747	agree
Total	4.10	.51	agree

Table 8 (Continue)

Product attribute of BSPJ	$\bar{X}$	S.D	Level
Product quality			
1.BSPJ provides various kinds of pearls to be chosen from (e.g. necklace, ring, bracelet).	4.16	.756	agree
2.BSPJ provides various styles of pearl jewelry to be chosen from.	3.34	.835	Neutral
3.BSPJ provides various colors of pearl jewelry be chosen from.	3.66	.856	agree
Total	3.72	.68	agree
Package			
1. Package of BSPJ is fashionable.	3.49	.918	agree
2. Package of BSPJ is various.	3.81	.836	agree
3. Package of BSPJ looks precious.	3.61	2.16	agree
Total	3.63	1.0	agree
Grand total of product attribute	3.82	.60	agree

Overall, customer opinion in product attribute of BSPJ was at the agree level with mean 3.82. In the product quality aspect, table 8 showed that, overall, customers 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; is 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, table 8 showed that overall, customers 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 was 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, table 8 showed that overall, customers 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 at was the agree level with mean 3.81, and thought package of BSPJ looks precious and is fashionable were at the agree level with mean 3.61 and 3.49 respectively.

3.2 Data analysis of customer attitude towards price of BSPJ.

This part analyzed customer opinion in price attributes divided into list price and discount.

Table 9 Mean and standard deviation of customer attitude towards the price of BSPJ.

Price attribute	$\bar{X}$	S.D	Level
list price			
1. list price of BSPJ is reasonable.	3.59	.84	agree
2. list price is value for money.	3.43	.82	agree
3. list price covers all of warranty expenses (such as repair costs).	2.91	1.30	Neutral
Total	3.30	.80	Neutral
discount			
1 Salesmen of BSPJ offer reasonable discount.	3.30	.842	Neutral
2. Salesmen of BSPJ offer a volume discount, if customer buys BSPJ in larger amounts.	3.55	.80	agree
Total	3.42	.76	agree
Grand total of price of BSPJ	3.36	.69	Neutral

Overall, customer opinion in price attribute of BSPJ, was at the neutral level with mean 3.36. In the list price aspect, table 9 showed that 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, table 9 showed that 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 at the neutral level with mean 3.30.

3.3. Data analysis of customer attitude towards promotion of BSPJ.

This part analyzed customer opinion in promotion attributes divided into advertising, personal selling, public relation and direct marketing.

Table 10 Mean and standard deviation of customer attitude towards the promotion of BSPJ.

Promotion attribute	$\bar{X}$	S.D	level
Advertising			
1.I can see advertising of BSPJ frequently.	4.20	.790	agree
2. The information I received from advertising of BSPJ is true.	3.83	.73	agree
3. The advertising of BSPJ is creative.	3.40	.91	Neutral
Total	3.81	.66	agree
Personal selling			
1. The salesmen of BSPJ have adequate knowledge in their products.	3.92	.76	agree
2. The salesmen have patience to introduce products to customers.	3.80	.85	agree
3. The suggestions given by salesmen of BSPJ are useful.	3.80	.83	agree
Total	3.84	.69	agree
Public relation			
1. Pearl festivals of Beihai City make inform about BSPJ more.	4.02	.74	agree
2. Sponsor major events (e.g. Sport meeting) from	3.91	.78	agree

Table 10 (Continue)

3. The TV feature films of BSP shot by related department make me know about BSPJ more. BSP make me know about BSPJ more.	3.93	.79	agree
Total	3.95	.71	agree
Direct marketing			
1. Getting information of Beihai South pearl by telemarketing is convenient.	3.83	.76	agree
2. Getting information of Beihai South pearl by postal selling is convenient.	3.88	.82	agree
3. Buying Beihai South pearl by telemarketing is convenient.	3.78	.83	agree
4. Buying Beihai South pearl by postal selling is convenient.	3.84	.86	agree
Total	3.86	.73	agree
Grand total of promotion	3.87	.55	agree

Overall, customer opinion in promotion attribute of BSPJ was at the agree level with mean 3.87. In the advertising aspect, table 10 showed that, overall, customers viewed this aspect was at the agree level with mean 3.81. Determining each point, this research found that customers thought they could 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, table 10 showed that overall, customers thought personal selling of BSPJ was 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 was 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 useful to them was at the agree level with mean 3.80.

In the public relation aspect, table 10 showed that, overall, customers thought

this aspect was 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 was at the agree level with mean 4.02, and thought the TV feature films of BSP shot by related department and the TV feature films of BSP shorted by related department make them know about BSPJ more were at the agree level with mean 3.93 and 3.91, respectively.

In the direct marketing aspect, table 10 showed that, overall, customers thought this aspect was 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 was 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 were at the agree level with mean 3.84, 3.83 and 3.78, respectively

3.4. Data analysis of consumer attitude towards place of BSPJ

This part analyzed customer opinion in place attributes divided into availability and store layout.

Table 11 Mean and standard deviation of customer attitude towards the place of BSPJ.

Place attribute	$\bar{X}$	S.D	level
Availability			
1.Pearl trading venues are an easy convenience to be found.	4.14	.713	agree
2. Pearl trading venues are convenience to be entered by transport.	4.03	.72	agree
3. Shopping BSPJ online is very convenient.	3.44	.817	agree
Total	3.87	.67	agree
Store layout			
1 The store layout of general pearl market is fashionable.	3.78	.75	agree
2. The store layout of general pearl market is simple and does not confuse me.	3.58	.80	agree
3. The store layout of pearl shopping mall makes BSPJ more outstanding.	3.91	.710	agree
Total	3.76	.67	agree
Grand total of place of BSPJ	3.81	.60	agree

Overall, customer opinion in place attribute of BSPJ was at the agree level with mean 3.81. In the availability aspect, table 11 showed that overall, customers viewed this aspect was at the agree level with mean 3.87. Determining each point, this research found that the customers thought pearl trading venues are conveniently to be found was at the agree level with mean 4.14, and thought pearl trading venues are convenient to be entered by transport and shopping BSPJ online is very convenient were at the agree level with mean 3.40 and 3.44, respectively.

In the store layout aspect, table 11 showed that overall, customers viewed this aspect was at the agree level with mean 3.76. Determining each point, this research found that customers thought the store layout of pearl shopping mall make BSPJ more outstanding was at the agree level with mean 3.91, and thought the store layout of general pearl market is fashionable, and the store layout of general pearl market is simple and does not confuse them were at the agree level with mean 3.78 and 3.58, respectively.

Part 4: Data analysis for customer loyalty towards BSPJ.

This part analyzed customer opinion on customer loyalty divided into behavioral loyalty and attitudinal loyalty.

Table 12 Mean and standard deviation of customer loyalty towards BSPJ,

Customer loyalty towards BSPJ	$\bar{X}$	S.D	Level
Behavioral loyalty			
1. I would re-buy BSPJ in the future.	3.85	.72	high
2. I would recommend BSPJ to other people to make their purchases in the future.	3.88	.715	high
3. I will try other types of pearls of BSPJ.	4.31	.701	Very high
Total	4.01	.65	high
Attitudinal loyalty			
1. Beihai South Pearl is my first choice when considering to buy south pearls.	3.48	.82	high
2. Beihai South Pearl is my best (Ideal) alternative when considering to buy south pearls.	4.08	.75	high
3. I am not likely to switch to other south pearls produced in other places if the price increases.	3.94	.789	high
Total	3.84	.69	high
Grand total of loyalty	3.92	.62	high

Overall, customer opinion in customer loyalty towards BSPJ was at the high level with mean 3.92. In the behavioral loyalty aspect, table 12 showed that, overall, customers viewed behavioral loyalty of BSPJ was at the high level with mean 3.76. Determining each point, this research found that the customers thought they would try other types of pearls of BSPJ was at the very high level with mean 4.31, and thought they would recommend BSPJ to other people to make their purchases in the future, and would re-buy BSPJ in the future at the high level with mean 3.88 and 3.85, respectively.

In the attitudinal loyalty aspect, table 12 showed that, overall, customers viewed that attitudinal loyalty of BSPJ was at the high level with mean 3.84. Determining each point, this research found that the customers thought Beihai South Pearl is their best (Ideal) alternative when considering to buy south pearls at the high level with mean 4.08, and thought they were not likely to switch to another south pearls produced in other places if the price increases and thought Beihai South Pearl is their first choice when considering to buy south pearls at the high level with mean 3.94 and 3.48, respectively.

Part 5: Hypothesis testing for customer loyalty towards BSPJ.

Hypothesis testing for customer loyalty towards BSPJ consisting of 5 hypotheses as follows:

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

Hypothesis 1.1 Benevolence has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_0 : Benevolence has no significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_1 : Benevolence has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Hypothesis 1.2: Perceived credibility has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_0 : Perceived credibility has no significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_1 : Perceived credibility has a significant effect on the customer loyalty towards

Beihai South Pearl jewelry (BSPJ) in Beihai City.

To test these hypotheses, multiple regression analysis was employed in this study, using the “enter regression” method to enter all variables, with level of confidence at 95%. The null hypothesis (H_0) will be rejected when sig. (2-tailed) is lower than .05. The results are shown in the table below.

Table 13 Multiple regression result for trust and customer loyalty towards BSPJ

	Sum of squares SS	df	Mean Square MS	F	Sig.
Regression	87.113	2	43.557	257.339	.000
Residual	67.195	397	.168		
Total	154.308	399			

Table13 presented the multiple regression result for trust and customer loyalty towards BSPJ and found that the sig. value was equal to .000, which less than .05; that means this research will reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1).The results indicate that trust, composed of benevolence and perceived credibility, has a significant effect on customer loyalty, and is able to create the linear forecasting equation that can calculate for coefficient correlation from multiple regression analysis, which can get the standardized regression coefficient result by multiple regression as follows:

Table 14 Standardized regression coefficient result and the relation between trust and customer loyalty.

	B	SE(b)	Beta	t	Sig.
Constant = .286					
Benevolence	.509	.049	.425	10.331	.000
Perceived credibility	.384	.040	.401	9.537	.000
R=7.51 , $R^2=.565$ Adjusted $R^2=.562$ n=400, F=257.339					
*Statistical significance at 0.05 level. ** Statistical significance at 0.01 level					

Table 14 presented the result for standardized regression coefficient and the relation among variables. When considering standardized regression coefficient (Beta), this research found that trust in BSPJ has 2 aspects that have positive relation with customer loyalty, which arranged by relation size from high to low, they were benevolence and perceived credibility, and the adjusted R^2 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, and can be explained as follows:

For the regression coefficient of benevolence aspect, this research found it has the positive relation with loyalty towards BSPJ: 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 has 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).

Hypothesis 2: Product, composed of product quality, product variety, package, has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Hypothesis 2.1: Product quality has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_0 : Product quality has no significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_1 : Product quality has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Hypothesis 2.2 : Product variety has a significant effect on the customer loyalty

towards Beihai South Pearl jewelry(BSPJ) in Beihai City.

H_0 : Product variety has no significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.

H_1 : Product variety has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.

Hypothesis 2.3: Package has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_0 : Package has no significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_1 : Package has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.

To test these hypotheses, multiple regression analysis was employed in this study, using the “enter regression” method to enter all variables, with level of confidence at 95%. The null hypothesis (H_0) will be rejected when Sig. (2-tailed) is lower than .05. The results are shown in the table below.

Table 15 Multiple regression result for product and customer loyalty towards BSPJ

	Sum of squares	df	Mean Square	F	sig.
	SS		MS		
Regression	93.268	3	31.089	201.693	.000
Residual	61.040	396	.156		
Total	154.308	399			

Table 15 presented the multiple regression result for product and customer loyalty towards BSPJ and found that the sig. value was equal to .000, which is less than .05; that means this research will reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). The results indicate that product, composed of product quality, product variety, and package, has a significant effect on customer loyalty, and is able to create the linear forecasting equation that can calculate for coefficient correlation from multiple regression analysis which can get the standardized regression coefficient result by multiple regressions as follows:

Table 16 Standardized regression coefficient result and the relation between product and customer loyalty.

	B	SE(b)	Beta	t	Sig.
Constant=.177					
Product quality	.632	.052	.522	12.148	.000
Product variety	.206	.039	.226	5.281	.000
Package	.108	.035	.133	3.060	.002
R=.777 R ² =.604 Adjusted R ² =.601 n=400, F=201.693					
*Statistical significance at 0.05 level. ** Statistical significance at 0.01 level					

Table16 presented the result for standardized regression coefficient and the relation among variables. 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 arranged 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, and 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 has 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 has 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 has 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).

Hypothesis3: Price, composed of list price and discount, has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City

Hypothesis3.1: List price has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H₀: List price has no significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H₁: List price has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.

Hypothesis3.2 Discount has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H₀: Discount has no significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.

H₁: Discount has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

To test these hypotheses, multiple regression analysis was employed in this study, using the “enter regression” method to enter all variables, with level of confidence at 95%. The null hypothesis (H₀) will be rejected when sig. (2-tailed) is lower than .05. The results are shown in the table below.

Table 17 Regression result for price and customer loyalty towards BSPJ

	Sum of squares	df	Mean Square	F	sig.
	SS		MS		
Regression	21.394	2	10.697	31.952	.000
Residual	132.914	397	.335		
Total	154.308	399			

Table17 presented the multiple regression result for price and customer loyalty towards BSPJ and found that the sig. value was equal to .000, which is less than .05; that means this research will reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). The results indicate that price, composed of list price and discount, has a significant effect on customer loyalty, and is able to create the linear forecasting equation that can calculate for coefficient correlation from multiple regression analysis, which can get the standardized regression coefficient result by multiple regression as follows:

Table 18 Standardized regression coefficient result and the relation between price and customer loyalty.

	B	SE(b)	Beta	t	Sig.
Constant=2.778					
List price	.206	.052	.242	3.940	.000
Discount	.138	.050	.167	2.725	.007
R=.372 $R^2=.139$ Adjusted $R^2=.134$ n=400, F=31.952					
*Statistical significance at 0.05 level. ** Statistical significance at 0.01 level					

Table18 presented the result for standardized regression coefficient and the relation among variables. 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 arranged by relation size from high to low, they were list price and discount, and the adjusted R^2 has the value equal to .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 has 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 has 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).

Hypothesis4: Promotion, composed 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.

Hypothesis4.1: Advertising has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H₀: Advertising has no significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H₁: Advertising has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.

Hypothesis4.2: Personal selling has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H₀: Personal selling has no significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H₁: Personal selling has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.

Hypothesis4.3: Public relation has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H₀: Public relation has no significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H₁: Public relation has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City

Hypothesis4.4: Direct marketing has a significant effect on the customer loyalty

towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_0 : Direct marketing has no significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_1 : Direct marketing has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City

To test these hypotheses, multiple regression analysis was employed in this study, using the “enter regression” method to enter all variables, with level of confidence at 95%. The null hypothesis (H_0) will be rejected when sig. (2-tailed) is lower than .05. The results are shown in the table below.

Table 19 Multiple regression result for promotion and customer loyalty towards BSPJ

	Sum of squares SS	df	Mean Square MS	F	sig.
Regression	97.079	4	24.270	167.512	.000
Residual	57.229	395	.145		
Total	154.308	399			

Table19 presented the multiple regression result for promotion and customer loyalty towards BSPJ and found that the sig. value was equal to .000, which is less than .05; that means this research will reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). The results indicate that promotion composed of advertising, personal selling; public relation and direct marketing, has a significant effect on customer loyalty, and is able to create the linear forecasting equation that can calculate for coefficient correlation from multiple regression analysis, which can get the standardized regression coefficient result by multiple regression as follows:

Table 20 Standardized regression coefficient result and the relation between promotion and customer loyalty.

	B	SE(b)	Beta	t	Sig.
Constant	.483				
Advertising	.197	.035	.210	5.590	.000
Personal selling	.264	.037	.292	7.204	.000
Public relation	.214	.033	.247	6.508	.000
Direct marketing	.217	0.33	.255	6.507	.000
R=.793 R ² =.629 Adjusted R ² =.625 n=400 F=38064					
*Statistical significance at 0.05 level. ** Statistical significance at 0.01 level					

Table 20 presented the result for standardized regression coefficients and the relation among variables. 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 arranged 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:

$$\text{Loyalty towards BSPJ} = 0.483 + 0.264 \text{ Personal selling} + 0.217 \text{ Direct marketing} + 0.214 \text{ Public relation} + 0.197 \text{ Advertising}$$

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 has 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 has 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 has 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 has 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).

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

Hypothesis 5.1: Availability has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_0 : Availability has no significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_1 : Availability has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Hypothesis 5.2: Store layout has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_0 : Store layout has no significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

H_1 : Store layout has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

To test these hypotheses, multiple regression analysis was employed in this study, using the "enter regression" method to enter all variables, with level of confidence at 95%. The null hypothesis (H_0) will be rejected when Sig. (2-tailed) is lower than .05. The result is shown in the table below.

Table 21 Multiple regression result for place and customer loyalty towards BSPJ

	Sum of squares SS	df	Mean Square MS	F	sig.
Regression	93.651	2	46.825	306.470	.000
Residual	60.657	397	.153		
Total	154.308	399			

Table 20 presented the multiple regression result for customer loyalty towards BSPJ and found that the sig. value was equal to .000, which is less than .05; that means this research will reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). The results indicate that place, composed of availability and store layout, has a significant effect on customer loyalty, and is able to create the linear forecasting equation that can calculate for coefficient correlation from multiple regression analysis, which can get the standardized regression coefficients result by multiple regression as follows:

Table 22 Standardized regression coefficients result and the relation between place and customer loyalty.

	b	SE(b)	Beta	t	Sig.
Constant =.833					
Availability	.425	.037	.457	11.624	.000
Store layout	.385	.037	.413	10.508	.000
R=.779 R^2 =.607 Adjusted R^2 =.605 n=400 F=306.470					
*Statistical significance at 0.05 level. ** Statistical significance at 0.01 level					

Table 22 presented the result for standardized regression coefficient and the relation among variables. 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 arranged by relation size from high to low, they were availability and store layout. And the adjusted R^2 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 used the coefficient to write a prediction equation of loyalty towards BSPJ from the raw data as follow:

$$\text{Loyalty towards BSPJ} = 0.833 + 0.425 \text{ Availability} + 0.385 \text{ Store layout}$$

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 has 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 has 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).

Table 23 Summarize of Hypothesis for customer loyalty towards BSPJ.

Hypotheses	Result of Hypotheses
Hypotheses1: Trust, composed of perceived credibility and benevolence, has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.	
1.1 Benevolence has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.	Accept Hypothesis
1.2 Perceived credibility has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.	Accept Hypothesis
Hypotheses 2: Product, composed of product quality, product variety, and package has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.	
2.1 Product quality has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.	Accept Hypothesis
2.2 Product variety, package, has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.	Accept Hypothesis

Table 23 (Continue)

Hypotheses	Result of Hypotheses
2.3 Package has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.	Accept Hypothesis
Hypotheses 3: Price, composed of list price and discount, has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.	
3.1 List price and discount have a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.	Accept Hypothesis
3.2 Discount has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.	Accept Hypothesis
Hypotheses 4: Promotion, composed of advertising, personal selling, public relation and direct marketing, has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.	
4.1 Advertising has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.	Accept Hypothesis
4.2 Personal selling has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.	Accept Hypothesis
4.3 Public relation has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.	Accept Hypothesis
4.4 Direct marketing has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.	Accept Hypothesis
Hypotheses 5: Place, composed of availability and store layout, has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.	
5.1 Availability has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.	Accept hypothesis
5.2 Store layout has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.	Accept hypothesis

Chapter 5

Summary, Conclusions, and Recommendations

Research on the topic of “The Influence of Trust and Marketing Mix on Customer Loyalty: A study on Beihai South Pearl Jewelry” from this study can be used as the guideline for marketing manager and entrepreneur to plan the appropriate marketing strategy, which can develop their products to satisfy the customers need at the higher level.

Objectives of the Study

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

This research result will benefit the business entrepreneurs of BSPJ as well as other pearl industries to plan and develop their product to be more satisfying to the customers' demand and can be used as reference to plan the marketing to better satisfy the target segment's demand.

Scope of the Study

Population:

The Chinese customers who had ever bought Beihai South Pearl jewelry (BSPJ) in Beihai City.

Sample:

The Chinese customers who had ever bought Beihai South Pearl jewelry (BSPJ) in Beihai City, were shopping around the main sales points and were willing to fill out the questionnaire. The number of respondents is 400.

Data collection method

The data collection for this research consists of primary and secondary data. Primary data were collected from 400 Chinese customers selected randomly from mainly trading venues of BSPJ, while secondary data were mainly from documents, textbooks and research work, including the ideas, theories and research results involved with study variables.

Hypotheses

1. H1: Trust, composed 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, composed 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, composed 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, composed of advertising, personal selling, public relation, and direct marketing, has a significant effect on the customer loyalty towards Beihai South pearl jewelry (BSPJ) in Beihai City.

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

Research Instrument development

The instrument used in this research is 1 questionnaire which consists of 3 question parts as follows:

1. Part 1 consists of questions about customer opinion on trust, marketing mix, and customer loyalty, which was divided into 5 parts and includes 47 questions with Likert scale.

2. Part 2 consists of questions about personality of respondents. There are 5 close-ended response questions.

This researcher presented the verified questionnaire to specialist to check for adjusting the questions to be consistent with objectives, definitions and sample group. Then, the suggestions from specialists to rectify each question in the questionnaire were compiled before trying out the 40 verified questionnaires with population similar to sample group by alpha cronbach coefficient method.

Table 24 Alpha Cronbach Coefficient of questionnaires.

Variable	Alpha Cronbach Coefficient
Benevolence	.936
Perceived credibility	.936
Product quality	.935
Product variety	.936
Package	.937
List price	.943
Discount	.944
Advertising	.937
Personal selling	.935
Public relation	.937
Direct marketing	.937
Availability	.935
Store layout	.937
Behavioral loyalty	.934
Attitudinal loyalty	.932

Data analysis

1. Descriptive statistics: Number and percentage were used to describe demography, while mean and standard deviation were used to analyze customers' opinions on BSPJ.

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

Research Summary

The result from this study can be concluded as follows:

Part 1: Descriptive analysis result

1. Result for demography analysis

Gender: The majority of respondents, at a total of 268 (67%), were female, while a total of 132 (37%) respondents were male.

Age: The majority of respondents were customers aged 41 years and above, at a total of 176 (44%), followed by the customers aged 31-40 years, at a total of 148 (37%), and customers aged 30 years and less, at a total of 76 (19%).

Income: The majority of the respondents were customers having an income over 4000 Yuan, at a total of 292 (73%), and the customers having an income of under 4000 Yuan a month, at a total of 108 (27%).

Marital Status: The majority of the respondents were married, at a total of 312 (78 %), and the customers who were single, at a total of 108 (22%).

Homeland: The majority of respondents were non-local customers, at a total of 212 (53%), while local customers were 188 (47%) customers.

2. Result for data analysis of customer trust in BSPJ.

Overall, customers trusted in BSPJ at high level with mean 4.05. This research found that customers of BSPJ had very high level of trust in the benevolence aspect with mean 4.24, and customers of BSPJ had high level of trust in perceived credibility aspect with mean 3.86. Determining each aspect, the results are as follows:

In the benevolence aspect, this research found that, overall, customers of BSPJ had very high level of trust in this aspect, with mean 4.24. Determining each point, this research found that the customers trusted that BSPJ is real sea-water pearl in the very high level with mean 4.40, trusted that BSPJ is authentic south pearl and trusted in the quality of BSPJ in the high level with mean 4.18 and 4.14, respectively.

In the perceived credibility aspect, this research found that overall, customers of BSPJ had high level of trust in this aspect, with mean 3.86. Determining each point, this research found that the customers trusted in the information provided by BSPJ's advertisement in the high level with mean 3.87, trusted in the promises made by BSPJ's salesmen, and trusted that BSPJ's salesmen do not behave negatively, with mean 3.85 and 3.84, respectively.

3. Result for data analysis of customer attitude towards product

Overall, customers' opinions in product attributes of BSPJ were at the agree level with mean 3.82. This research found that customers viewed product quality of BSPJ at the agree level with mean 4.10, and viewed that product variety and product package of BSPJ aspects were at the agree level with mean 3.72 and 3.63, respectively. Determining each aspect, the results are as follows:

In the product quality aspect, this research found that, overall, customers of BSPJ viewed product quality aspect was at the agree level with mean 4.10. Determining each point, this research found that the customer thought the 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 circular 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 were at the agree level with mean 4.16, 4.14, 4.01 and 3.64, respectively.

In the product variety aspect, this research found that overall, customers of BSPJ viewed product variety aspect was at the agree level with mean 3.72. Determining each point, this research found that customers thought product variety of BSPJ provides various kinds of pearls to be chosen from, was 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, this research found that, overall, customers of BSPJ viewed product package aspect was at the agree level with mean 3.63. Determining each point, this research found that customers thought package of BSPJ is various, was at the agree level with mean 3.81, and thought package of BSPJ looks precious and is fashionable at the agree level with mean 3.61 and 3.49, respectively.

4. Result for data analysis of customer attitude towards price.

Overall, customer's opinions in price attribute of BSPJ were at the neutral level with mean 3.36. This research found that customers viewed list price of BSPJ aspect at the neutral level with mean 3.30, and viewed discount aspect was at the agree level with mean 3.42. Determining each aspect, the results are as follows:

In the list price aspect, this research found that, overall, customers of BSPJ viewed the list price aspect at the neutral level with mean 3.30. Determining each point, this research found that the customer thought the list price of BSPJ reasonable was at the agree level with mean 3.59, and thought that list price a value for money was at the agree level, and its covering all of warranty expenses at the neutral level with mean 3.43 and 2.91, respectively.

In the discounts aspect, this research found that overall, customers of BSPJ viewed the discount aspect was at the agree level with mean 3.42. Determining each point, this research found that the 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 discounts at the neutral level with mean 3.30.

5. Result for data analysis of customer attitude towards promotion.

Overall, customers' opinions in promotion attribute of BSPJ were at the agree level with mean 3.87. This research found that customers viewed the public relation of BSPJ was at the agree level with mean 3.95, and viewed the direct marketing, personal selling and advertising aspects were at the agree level with mean 3.86, 3.84 and 3.8. Determining each aspect, the results are as follows:

In the public relation aspect, this research found that, overall, customer of BSPJ thought the public relation aspect was at the agree level with mean 3.95. Determining each point, this research found that the customer thought pearl festivals of Beihai City make them know about BSPJ more, was at the agree level with mean 4.02, and thought that the TV feature films of BSP shot by related department and the TV feature films of BSP make them know about BSPJ more, were at the agree level with mean 3.93 and 3.91, respectively.

In the direct marketing aspect, this research found that overall, customer of BSPJ thought the direct marketing aspect was 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 convenient, getting information of Beihai South pearl by telemarketing convenient and buying Beihai South pearl by telemarketing convenient were at the agree level with mean 3.84, 3.83 and 3.78, respectively.

In the personal selling aspect, this research found that, overall, customer of BSPJ thought personal selling aspect was at the agree level with mean 3.84. Determining each point, this research found that the customer thought the salesmen of BSPJ have adequate knowledge in their products at the agree level with mean 3.81, and thought that the salesmen have patience to introduce products to customer and the suggestions given by salesmen of BSPJ were useful to them was at the agree level with mean 3.80.

In the advertising aspect, this research found that, overall, customer of BSPJ viewed that the advertising aspect was at the agree level with mean 3.81. Determining each point, this research found that the customer 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 was at the neutral level with mean 3.83 and 3.40, respectively.

6. Result for data analysis of customer attitude towards place.

Overall, customers' opinions in place attributes of BSPJ were at the agree level with mean 3.81. This research found that, customer of BSPJ viewed the availability of BSPJ was at the agree level with mean 3.87, and viewed the store layout aspect was at the agree level with mean 3.76. Determining each aspect, the results are as follows:

In the availability aspect, this research found that, overall, customer of BSPJ viewed the availability aspect was at the agree level with mean 3.87. Determining each point, this research found that customer thought pearl trading venues are an easy convenience to be found was at the agree level with mean 4.14, and thought pearl trading venues are convenient to be entered by transport and shopping BSPJ online is very convenience were at the agree level with mean 3.40 and 3.44 respectively.

In the store layout aspect, this research found that in overall, customer of BSPJ viewed the store layout aspect was at the agree level with mean 3.76. Determining each point, this research found that the customer thought the store layout of pearl shopping mall have make BSPJ more outstanding was at the agree level with mean 3.91, and thought the store layout of general pearl market is fashion and the store layout of general pearl market is simple and does not confuse them were at the agree level with mean 3.78 and 3.58, respectively.

7. Result for data analysis of customer loyalty of BSPJ.

Overall, customer viewed that customer loyalty towards BSPJ was at the high level with mean 3.92. This research found that, customers of BSPJ viewed the attitudinal loyalty aspect was at high level with mean 3.84 and behavioral loyalty aspect was at high level with mean 3.76. Determining each aspect, the results are as follows:

In the attitudinal loyalty aspect, this research found that overall, customers of BSPJ viewed that attitudinal loyalty was at the high level with mean 3.84. Determining each point, this research found that the customers thought Beihai South Pearl is their best (Ideal) alternative when considering to buy South Pearls was at the high level with mean 4.08, and thought they were not likely to switch to other south pearls produced in other places if the price increases and thought Beihai South Pearl is their first choice when considering to buy pearls at the high level with mean 3.94 and 3.48, respectively.

In the behavioral loyalty aspect, this research found that that, overall, customer of BSPJ viewed that behavioral loyalty aspect was at the high level with mean 3.76. Determining each point, this research found that the customers thought they would try other types of pearls of BSPJ was at the very high level with mean 4.31, and thought they would recommend BSPJ to other people to make their purchases in the future and would re-buy BSPJ were at the high level with mean 3.88 and 3.85 respectively.

Part 2: Inferential analysis result

Hypothesis 1 Trust, composed of benevolence and perceived credibility, has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.

Hypothesis 1.1 Benevolence has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Hypothesis 1.2 Perceived credibility has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Research results showed that trust in BSPJ has 2 aspects that have positive relation with customer loyalty, which arranged by relation size from high to low, they were benevolence and perceived credibility; the independent variable in this equation can describe the relationship level on loyalty towards BSPJ at 56.2% by average. Determining each aspect, the results are as follows:

In the benevolence aspect, this research found it has 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).

In the perceived credibility aspect, this research found it has 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 0.103 unit (define the other variables is constant).

Hypothesis 2 Product, composed of product quality, product variety, package, has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.

Hypothesis 2.1 Product quality has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Hypothesis 2.2 Product variety has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Hypothesis 2.3 Package has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Research results showed that product attribute of BSPJ has 3 aspects that have positive relation with customer loyalty, which arranged by relation size from high to low, they were product quality, product variety and package; the independent variable in this equation can describe the relationship level on loyalty towards BSPJ at 60.1% by average. Determining each aspect, the results are as follows:

In the product quality aspect, this research found it has 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).

In the product variety aspect, this research found it has 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).

In the package aspect, this research found it has 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).

Hypotheses3: Price, composed of list price and discount, has a significant effect on the customer loyalty towards Beihai South pearl jewelry (BSPJ) in Beihai City.

Hypothesis3.1 List price has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.

Hypothesis3.2 Discount has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Research results showed that price attribute of BSPJ has 2 aspects that have positive relation with customer loyalty, which arranged by relation size from high to low, they were list price and discount; and the independent variable in this equation can describe the relationship level on loyalty towards BSPJ at 13.4% by average. Determining each aspect, the results are as follows:

In the list price aspect, this research found it has 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).

In the discount aspect, this research found it has 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).

Hypotheses 4 Promotion, composed of advertising, personal selling, public relation and direct marketing, has a significant effect on the customer loyalty towards Beihai South pearl jewelry (BSPJ) in Beihai City.

Hypothesis4.1 Advertising has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Hypothesis4.2 Personal selling has a significant effect on the customer loyalty towards Beihai South Pearl jewelry(BSPJ) in Beihai City.

Hypothesis4.3 Public relation has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Hypothesis 4.4 Direct marketing has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Research results showed that promotion attribute of BSPJ has 4 aspects that have positive relation with customer loyalty, which arranged by relation size from high to low, they were personal selling, direct marketing public relation and advertising; the independent variable in this equation can describe loyalty the relationship level on towards BSPJ at 62.5% by average. Determining each aspect, the results are as follows:

In the personal selling aspect, this research found it has 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).

In the direct marketing aspect, this research found it has 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).

In the public relation aspect, this research found it has 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).

In the advertising aspect, this research found it has 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).

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

Hypothesis 5.1 Availability has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Hypothesis 5.2 Store layout has a significant effect on the customer loyalty towards Beihai South Pearl jewelry (BSPJ) in Beihai City.

Research results showed that place attribute of BSPJ has 2 aspects that have positive relation with customer loyalty, which arranged by relation size from high to low, they were availability and store layout; the independent variable in this equation can describe loyalty towards BSPJ at 60.5% by average. Determining each aspect, the results

are as follows:

In the availability aspect, this research found it has the positive relation with loyalty toward 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).

In the store layout aspect, this research found it has 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).

Discussion:

Research in the topic of “The influence of trust and marketing mix on customer loyalty: A study on Beihai South Pearl Jewelry” can be concluded as follows:

1. Trust in BSPJ

Overall customers highly trusted in BSPJ (see table 7). In the benevolence aspect, the customers of BSPJ very highly trusted in this aspect. The reason is that production of Beihai south pearls has been well known for quality and authenticity for 2000 years and Beihai's pearl products have built up an image as good quality product with trustworthy brand. Therefore, customers believe that BSPJ is quality authentic south pearl.

In perceived credibility aspect, customers highly trusted in this aspect. 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 a trustworthy image through so many different channels, especially through word-of-mouth by customers. With so many years of buying experience, customers trust in the information provided from BSPJ's advertisement and salesman.

2. Product of BSPJ

Table 8 showed that customers thought the product of BSPJ is good. In the product quality, customers agreed that BSPJ has better shape and better quality. They are shinier and more beautiful when compared to the other south pearls. The reason is that Beihai's climate and environment is very suitable for the production of seawater pearls, and there are a number of outstanding enterprises in Beihai that handle work-in-process pearls, and those make BSPJ better quality.

In the product variety, customers of BSPJ thought product of BSPJ is various. They thought that BSPJ provides various kinds / styles /colors of product. The reason is that Beihai is the main place of manufacturing, processing and distributing of Chinese sea pearls, and may provide more complete product variety than the other place.

In the product package, customers of BSPJ thought product package of BSPJ is various and fashionable, and looks precious. The reason is that 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 customers, most jewelry stores, especially some high-end merchants, would present the pearl jewelry in sophisticated packages

3. Price of BSPJ

Overall, customers neither agreed nor disagreed that the attribute of BSPJ is proper (see table 9). The reason is that customers viewed the prices offered by BSPJ's salesmen as fair prices, but a number of list prices provided by some salesmen do not include other expenses.

In the discount aspect, customers of BSPJ thought the salesmen of BSPJ will offer a volume discount; however, customers neither agreed nor disagreed that the salesmen of BSPJ will offer reasonable discount, as there is no standard price in the market.

4. Promotion of BSPJ

Overall, customer thought the promotion attribute of BSPJ is proper (see table 10). In advertising aspect, customers of BSPJ viewed the advertisement of BSPJ is appropriate in frequency and fair information. However, customers neither agreed nor disagreed that the advertisement of BSPJ is creative. The reason is that even though related enterprises set up a multitude of advertisements to promote their product, a number of them just promote only the history and culture of BSPJ and mention less about their own identities of product or enterprises.

In the personal selling aspect, customers viewed this aspect is appropriate; they thought that the salesmen of BSPJ has adequate knowledge in their products introduce products to customers patiently and give useful suggestions to customers. The reason is that most pearl trading venues of Beihai City would train its salesmen to illustrate the product detail patiently to encourage purchase and repeat purchase.

In the public relation aspect, customer viewed that aspect is appropriate. they agreed the pearl festivals of Beihai City, the TV feature films of BSP and the TV feature films of BSP make them know about BSPJ more. The reason is that, in order to promote enterprise image and reputation, the companies always organize many different kinds of activities open to the public, such as pearl theory seminars, dinner galas, and product presentations.

In the direct marketing aspect, customers viewed this aspect is proper, as most customers agree that getting information about BSPJ or buying BSPJ by postal selling and telemarketing are convenient. 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.

5. Place of BSPJ

Overall, customer viewed the place of BSPJ is proper (table11). In the availability aspect, customers thought that pearl trading venues are an easy convenience to be found and to be entered by transport and shopping BSPJ online is convenient. The reason is that most of pearl jewelry stores are located in urban areas and tourist attractions. Those areas all feature convenient transportation and logistics flow. In addition, many of Beihai's main pearl enterprises have their own website, where customers are able to shop online for customers' convenience.

In the store layout aspect, customers also opinioned this aspect is proper, as they viewed the store layout of pearl shopping mall have make BSPJ more outstanding; the layout is fashionable, and simple without confusing them. 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 simple design.

Factor affecting on loyalty of BSPJ as follows;

1. Trust in BSPJ

The trust in benevolence aspect has a positive effect on customer loyalty towards BSPJ. Because good quality of BSPJ has gained trust from the customer, customer's loyalty is improved. According to Liu and Hung (2010) work "Online store trustworthiness and customer loyalty", the research result showed that trust could improve customer loyalty

through the benevolence, and Prasarnphanich (2007) refers 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 a positive effect on customer loyalty towards BSPJ. It is because that, with so many years of buying experience, customers trust in the Beihai pearl industry; therefore, the level of loyalty is increased. It is according to Zayerkabeh et al (2012) in “Studying the effect of brand credibility and brand prestige on brand loyalty”, whose research showed that credibility has an effect on perceived quality, which has effect on loyalty. Erdem and Swait’s (2007) theories, too, had insisted on the significance of brand credibility in customer’s decision making and choice perceptions.

2. Product of BSPJ

The product quality aspect has a positive effect on customer loyalty towards BSPJ. It is because the good-quality south pearl plus outstanding enterprises in Beihai handle work-in-process pearls are the keys to improve the level of customer loyalty towards BSPJ. It is according to Rahman and Jalil (2014) in “Exploring factors Influencing customer loyalty”, who showed that product quality has significant relationship with customers’ loyalty towards retail outlets in Malaysian hypermarket context at the high level, and in Khan’s (2012) “Contribution of brand awareness and brand characteristic towards customer loyalty”, the research result showed that product quality has a significant relationship with customer loyalty at the high level.

The product variety aspect has a positive effect on customer loyalty towards BSPJ. In Beihai, there are different pearl jewelry designs to meet different customer’s tastes and needs, and that is the other reason for enhancement of customer satisfaction and loyalty. Dash (2012) in “Online shopping and customer satisfaction”, showed that product variety has significant connection with customer satisfaction level, and Khanaet et al (2014) refer to “An empirical study of organized retailing strategies in developing customer loyalty, changing purchase decision and developing satisfaction in customer of Indian Sub-Continent”. Their research result showed that youngsters and adults, in the age group of 18-35 years, are affected by three major retailing attributes: product variety, service and pricing.

The package aspect has a positive effect on customer loyalty towards BSPJ. Because most of the time, the pearl jewelry is purchased as a gift to family members and friends, and the sophisticated packages would definitely impact the level of customer loyalty. In Dhurup; et al (2013) "The impact of packaging, price and brand awareness on brand loyalty: Evidence from the paint retailing industry", the research result showed that a significant positive and predictive relationship between packaging and brand loyalty, and Khan (2012) refers to "Contribution of brand awareness and brand characteristics toward customer loyalty". The research result showed that certain relationship between packaging and customer loyalty at the average level.

3. Price of BSPJ

The list price aspect has a positive effect on customer loyalty towards BSPJ. Customers buying Beihai pearl jewelry, place emphasis on value for money. In general, there are some differences in price depending on different brands, different styles for the same-size and size-quality pearl of the different jewelry stores. Most customers understand that is a reasonable price difference. But for the same-size and same-quality pearl jewelry from similar stores. If there is a large price discrepancy, most customers would not accept the price because they think it is unreasonable. Therefore, the way of price setting has direct effect on the customer's loyalty. Malik et al (2012) refer to "Impact of brand Image, service quality and price on customer satisfaction in Pakistan Telecommunication sector", and showed that 100 percent change in price will bring 33.6% change in customer satisfaction, and according to Khan's (2012) "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 a positive effect on customer loyalty towards BSPJ. In general, for same products, discounting will attract more customers to buy. Therefore, provision of discount has a certain impact on the customer loyalty towards BSPJ. Elhauge (2009) refers to "How loyalty discount can perversely discourage discounting", and 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, and Jakpar et al (2012) refer to "Examining the Product Quality Attributes That Influences Customer Satisfaction Most. When the price was discounted: A case study in Kuching Sarawakhere",

the research result showed that there is significant in the components or attributes of product quality for a discounted product to customer satisfaction.

4. Promotion of BSPJ

The advertising aspect has a positive effect on customer loyalty towards BSPJ. The frequent and colorful advertising by Beihai pearl enterprises would further enhance customer awareness of BSPJ, and helps improve customer loyalty towards BSPJ. Therefore, advertising play a great role in improving customer loyalty towards BSPJ. 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, and it is according to Khan’s (2012) “Contribution of brand awareness and brand characteristics toward customer loyalty”, the research result showed that there is a positive relationship between customer loyalty and advertising.

The personal selling aspect has a positive effect on customer loyalty towards BSPJ. It is because sales person’s friendly attitude towards customers encourages purchase and repeat purchase and plays an effect role on customer purchasing or repeat purchasing. Therefore, personal selling is also critical to customer loyalty towards BSPJ. In Hocking (2012) “The relationship between personal selling and building customer based brand equity”, the research result showed that there to be significant relationships between personal selling and brand awareness/associations, and in Khan’s (2012) “Contribution of brand awareness and brand characteristics toward customer loyalty”, the research result showed that personal selling has an impact on customer loyalty. Sales person’s friendly attitude towards customers has encouraged purchase and repeat purchase.

The public relation aspect has a positive effect on customer loyalty towards BSPJ. It is because the companies always organize much different kinds of activities open to public. By doing so, the companies have enhanced their relationship with public and also promoted product. Therefore, a positive enterprise image and strong relationship with public improve the customer loyalty. Hocking (2012) refers to “The relationship between personal selling and building customer based brand equity”; the research result showed that direct marketing is an efficient tool to increase customer loyalty, but it is not according to Khan (2012) refers to “Contribution of brand awareness and brand characteristics toward customer loyalty”, the research result showed that there is no significant relationship

between customer loyalty and public relation.

The direct marketing aspect has a positive effect on customer loyalty towards BSPJ. Direct marketing becomes a more convenient channel for customer to purchase. As a result, direct marketing increase the customer loyalty. Andersson et al (2012) refer to “Managing customer loyalty through direct marketing: A case study of the relationship between länsförsäkringar kalmar län and their beneficiary customers bachelor”; the research result showed that there to be significant relationships between personal selling and brand awareness/associations.

5. Place of BSPJ

The availability aspect has a positive effect on customer loyalty towards BSPJ. It is because the main of pearl venues are mainly concentrated in the urban downtown area, commercial centers and tourist attractions, It features convenient transportation, logistics flow, is convenient for customers to shop, which can attract more customers especially re-buy customer. 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 a positive effect on customer loyalty towards BSPJ. It is because nice interior design and atmosphere can attract more customers to come to buy BSPJ, which helps to improve customer loyalty towards BSPJ. Tlapana (2009) refers to “Store layout and its impact on customer purchasing behavior at convenience stores in Kwa Mashu”, and Klein and Bartmann (2008) 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.

Contribution from this research

1. Product:

Product variety: As noted in table 8, it was 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: As noted in table 8, it was 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: As noted in table 8, it was 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: As noted in table 9, it was 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: As noted in table 9, it was 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: As noted in table 10, it was 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: As noted in table 11, it was 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: As noted in table 11, it was 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 Chinese.

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APPENDIX

QUESTIONNAIRE

Dear Sir/Madam,

Thank you for participating in this study! Its goal is to gain further insight into customer loyalty toward Beihai South Pearl jewelry (BSPJ), to analyze its affecting factors, and to help inform BSPJ's further development. The questionnaire will take about 15minutes to be completed. The complete data analysis won't be finished without your help.

Please answer all the questions and evaluate each line of the following attributes by place ✓ at the position that most accurately reflects your feeling. If you have any answer, please turn to us.

In part 1 of the questionnaire, you will see the questions about trust, product, price, promotion, place and customer loyalty toward BSPJ.

Item 1: Trust of Beihai South Pearl jewelry (BSPJ)

	Strongly Agree(5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Benevolence					
1.I trust BSPJ is real sea-water pearl.					
2.I trust the quality of BSPJ.					
3. I trust BSPJ is authentic south pearl.					
Perceived credibility					
1. I trust the information provided by BSPJ's advertisement.					
2. I trust the promises made by BSPJ's salesmen.					
3.I trust that BSPJ's salesmen don't behave negative impact to BSPJ's image.					

Item 2: Product of Beihai South Pearl jewelry(BSPJ)

	Strongly Agree(5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Product quality					
1.BSPJ is brighter when compared to the other south pearls.					
2. BSPJ is smoother when compared to the other south pearls.					
3.BSPJ has a more circle shape when compared to the other south pearls.					
4.BSPJ is more beautiful when compared to the other south pearl.					
5.The beauty of BSPJ can be kept for a long time, when compared to the other south pearl					
Product variety					
1.BSPJ provides various kinds of pearls to be choose from(e.g. necklace, ring, bracelet).					
2.BSPJ provides various styles of pearl jewelry to be choose from.					
3.BSPJ provides various colors of pearl jewelry to be choose from.					
Package.					
1. Package of BSPJ is fashion.					
2.Package of BSPJ is various.					
3.Package of BSPJ looks precious.					

Item 3: Price of Beihai South Pearl jewelry(BSPJ)

	Strongly Agree(5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
List price					
1. list price of BSPJ is reasonable.					
2. list price is value for money.					
3.list price covers all of f warranty expenses (such as repair costs).					
Discounts					
1 Salesmen of BSPJ offer reasonable discounts.					
2. Salesmen of BSPJ offer a volume discount, if I buy BSPJ in larger amounts.					

Item 4: Promotion of Beihai South Pearl jewelry (BSPJ)

	Strongly Agree(5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Advertising					
1.I can see advertising of BSPJ frequently.					
2. The information I received from advertising of BSPJ is trust.					
3.The advertising of BSPJ is creative.					
Personal selling					
1.The salesmen of BSPJ has adequate knowledge in their products.					
2.The salesmen have patience to introduce products to customer.					
3.The suggestions given by salesmen of BSPJ is useful to me.					

Public relation					
1.Pearl festivals of Beihai City make me know about BSPJ more.					
2.Sponsor major events(e.g. Sport meeting) from BSP make me know about BSPJ more.					
3. The TV feature films of BSP shorted by related department make me know about BSPJ more.					
Direct marketing					
1.Getting information of Beihai South pearl by telemarketing is convenient.					
2.Getting information of Beihai South pearl by postal selling is convenient.					
3.Buying Beihai South pearl by telemarketing is convenient.					
4. Buying Beihai South pearl by postal selling is convenient.					

Item 5: Place of Beihai South Pearl jewelry (BSPJ)

	Strongly Agree(5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Availability					
1. Pearl trading venues are easy convenience to be found.					
2. Pearl trading venues are convenience to be entered by transport.					
3.Shopping BSPJ online is very convenience.					
Store layout					
1.Store layout of general pearl sales shops is fashion.					
2.The store layout of general pearl market is simple and doesn't confuse me.					
3. The store layout of pearl shopping mall have make BSPJ more outstanding.					

Item 6: loyalty of Beihai South Pearl jewelry

	Strongly Agree(5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Behavioral loyalty					
1. I would re-buy BSPJ in the future.					
2. I would recommend BSPJ to other people to make their purchases in the future.					
3. I will try other types of peals of BSPJ.					
Attitudinal loyalty					
1.Beihai South Pearl is my first choice when considering to buy south pearls.					
2.BSPJ is my .best (Ideal) alternatives when considering to buy south pearl jewelry.					
2. I am not likely to switch to another south pearls produced in other places if the price increases.					

In part 2 of the questionnaire, you will see the questions about your information. We will treat it as secrecy if you choose to share it with us.

- | | | |
|--------------------|---|---|
| 1. Gender : | ☐ Female | ☐ Male |
| 2. Age : | ☐ 20 years and less | ☐ 21-30 years |
| | ☐ 31-40 years | ☐ 41 years and above |
| 3. Income: | ☐ less than 1500 RMB | ☐ 1500-4000 RMB |
| | ☐ more than 4000 RMB | |
| 4. Marital status: | ☐ single | ☐ married |
| | ☐ separated | |
| 5. Homeland | ☐ Beihai | ☐ other places |

调查问卷

您好！我在为我的硕士论文进行一次市场调查，旨在分析研究珍珠购买的影响的因素。您的回答无所谓对错，希望您真实回答，因为您的回答对于我们了解真实情况很重要，调查会耽误您 15 分钟左右的时间，请您谅解，谢谢您的配合和支持。

第一部分：您会看见产品信任度、产品、价格、促销、渠道和顾客忠诚度的相关问题。

1.关于信任度方面

	非常同意 (5)	同意 (4)	不同意但不反对 (3)	不同意 (2)	非常不同意 (1)
诚信					
1.我相信北海南珠饰品的珍珠是真正的海水珍珠。					
2.我相信北海南珠饰品的质量有保证。					
3.我相信北海南珠饰品的珍珠是正宗的南珠。					
知觉可信度					
1.北海南珠饰品广告提供的信息值得信任。					
2.我相信北海南珠饰品的承诺值得信任。					
3.我相信北海南珠饰品的销售人员是讲诚信的。					

2.关于产品方面

	非常同意 (5)	同意(4)	不同意但 不反对 (3)	不同意 (2)	非常不同意 (1)
产品质量					
1.相比其他的南珠，北海南珠饰品的珍珠更有光泽。					
2.相比其他的南珠，北海南珠饰品的珍珠表面更光滑。					
3.相比其他的南珠，北海南珠饰品的珍珠更加圆润。					
4.相比其他的南珠饰品，北海南珠饰品更加漂亮。					
5.相比其他的南珠饰品，北海南珠饰品更加经久耐用。					
产品多样性					
1.北海南珠饰品有多种品种可以选购(如：项链、戒指、手链)。					
2.北海南珠饰品有多种款式可以选购(如，英伦风格、罗马风格)。					
3.北海南珠饰品有多种颜色可以选购。					
包装					
1.北海南珠饰品的包装时尚。					
2.北海南珠饰品的包装种类多样。					
3.专卖店、大商场里的北海南珠饰品的包装贵气大方。					

3.关于价格方面

	非常同意 (5)	同意(4)	不同意但 不反对 (3)	不同意 (2)	非常不同意 (1)
标价					
1.北海南珠饰品的价格合理。					
2.北海南珠饰品的价格超值。					
3.北海南珠饰品的标价包括了产品本身所有的费用(例如:维修费)。					
折扣					
1.顾客购买北海南珠饰品可享受合理的折扣优惠。					
2.如果顾客购买了相当数量的北海南珠饰品可享受更多的折扣优惠。					

4.关于促销方面

	非常同意 (5)	同意(4)	不同意但 不反对 (3)	不同意 (2)	非常不同意 (1)
广告					
1.北海南珠饰品的广告宣传频繁。					
2.北海南珠饰品的广告里所宣传的内容是真实的。					
3.北海南珠饰品的广告宣传					

很有创意。					
人员推销					
1.北海南珠饰品的销售人员有充分的产品相关知识和信息。					
2.北海南珠饰品的销售人员在讲解产品时很耐心。					
3.北海南珠饰品销售人员给顾客提供的建议比较中肯。					
公共关系					
1.通过北海珍珠节，可以更多的了解北海南珠饰品					
2.通过北海南珠企业相关的赞助活动(如：运动会)，可以更多的了解北海南珠饰品。					
3.通过北海南珠的公益宣传，可以更加深入了解北海南珠饰品。					
直接行销					
1.通过电话了解北海南珠饰品的信息是很方便的。					

2.通过信函了解北海南珠饰品的信息是很方便的。					
3.通过电话购买北海南珠饰品是十分方便的。					
4.通过邮购北海南珠饰品是十分方便的。					

5.关于渠道方面

	非常同意 (5)	同意(4)	不同意但不反对 (3)	不同意 (2)	非常不同意 (1)
方便性					
1.寻找销售南珠饰品的场所十分方便。					
2.销售南珠饰品的场所的地址交通比较方便。					
3.网购北海南珠饰品比较常见。					
室内设计					
1.销售北海南珠饰品的商场、专卖店的室内设计比较时尚。					
2.北海南珠饰品一般的销售店铺的室内陈列商品比较有条理。					

3.销售北海南珠饰品的商场、专卖店的室内设计体现南珠的美，让北海南珠饰品看起来更加赏心悦目。					
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6.关于顾客忠诚度方面

	非常同意 (5)	同意(4)	不同意但不反对 (3)	不同意 (2)	非常不同意 (1)
行为忠诚					
1.我会再添置北海南珠饰品。					
2.我会继续购买北海南珠饰品的系列产。					
3.我会介绍亲戚朋友购买北海南珠饰品介。					
态度忠诚					
1.如果购买珍珠，北海南珠是我第一选择。					
2.如果购买珍珠饰品，北海南珠饰品是我最好的选择。					
3.价格因素对购买北海南珠饰品影响不大。					

第二部分：个人信息

- 1.性别：☐ 女 ☐ 男
- 2.年龄：☐ 不超过20岁 ☐ 21-30岁
☐ 31-40岁 ☐ 40岁以上
- 3.月薪：☐ 1500 元以下 ☐ 1500-4000 元
☐ 4000元以上
- 4.婚姻状况：☐ 单身 ☐ 有配偶 ☐ 离异
- 5.户口：☐ 北海 ☐ 北海以外的城市

VITAE

VITAE

Name: Ms.Meng Meng Li

Date of Birth: August 11,1988

Place of Birth: Guangxi ,China

Educational Background:

2015 Master of Business Administration

Degree in Management

From Srinakharinwirot University