



THE EFFECT OF HOLISTIC MARKETING FOR THE PROFITABILITY OF TAX PAYER “A” TRADERS: IN THE CASE OF SOUTH WOLLO ZONE, OROMIA SPECIAL ZONE AND DESSIE CITY ADMINISTRATION OF ETHIOPIA

AregaEnbialeSetegn (MA)* TesfayeShiferaw Ali (MA) **

**Department of Marketing Management, Wollo University, Ethiopia.*

***Department of Marketing Management, Wollo University, Ethiopia.*

Abstract

This study is focused on the effect of holistic marketing for profitability of tax payer “A” traders in South Wollo Zone, Oromia Special Zone and Dessie City Administration of Ethiopia. This study used simple random sampling technique to select traders from Dessie and Kombolcha towns. And also purposive sampling technique was used to select traders from worked as/districts in the zone. As tools of data collection, questionnaire and semi-structured interviews were employed. The data were analyzed using descriptive methods of statistics such as percentages, frequencies, mean and standard deviations as well as inferential methods of statistics which were correlation and regression. The results of the finding showed that Independent variables were positively correlated with profit and they have significant effect ($PV < 0.05$ significance level) along with the entire positive effect that the independent variables on profit. Social responsibility was the highest effect on profit and also external marketing was significant to the dependent variable but in this modern world competition is done on different directions. Therefore, organizations should integrate the whole holistic marketing elements as much as possible.

Key Terms: *Holistic Marketing, External Marketing and Social Responsibility.*

1. Introduction

In today's economic uncertainty and turbulence, creating and maintaining loyal relationships with service customers over the long term represents a necessary condition for business success. Business has been going through many changes in last decades. These changes require that marketing and business practices change with it. Companies now have new possibilities how to do marketing (Tasmia Ekram T., 2014). They need fresh ideas and reasoning how to act and compete in this new marketing environment. Marketing orientation is beneficial correlated with innovation, growth, perceptions of quality services, excellence, high level of satisfaction and commitment of human resources, customer satisfaction and brand loyalty. Holistic marketing as a marketing orientation represents a marketing strategy which is developed by thinking about the business as a whole (Zeithaml, 2010).

Theory of holistic marketing, in which everything matters, is a concept to increase the value of a company. This value adding is created by understanding of relationships between customer recognition, company's competence and stakeholder cooperation. It gives new benefits to customers by using the key competences of companies and choosing the best business partners. Furthermore it maximizes the company's value by bringing the customer relationships to perfection, managing the internal resources and evolving the business partnerships (Dreyfus, 1984). This theory is based on four key elements of holistic marketing integrated marketing, internal marketing, relationship marketing and social responsibility marketing. These main elements are then divided into several subordinate parts in each element (Anderson J. – Hakansson H. – Johanson J. 1994).

Marketers are aware of the need for more complex and consistent approach that goes further than traditional concept of marketing. “The holistic marketing conception is based on research, design, and fulfillment of marketing programs, processes and activities while counting on its broadness and interconnection” (Kotler P., 2007). Holistic marketing means that everything is important. Its approach is trying to recognize and bond the marketing activities. Well, implementing holistic marketing in an ongoing organization or creating this concept to a completely new firm is a process that has several steps. This new strategy and its elements are strictly dependent on modern marketing skills and management quality. This is a complicated concept where everything matters. and the greatest challenge is to prove, how effective this strategy is, or how effective it can get (Virginia Lazar, 2006).



Now days, both economic and non-economic organizations in Ethiopia are facing different challenges of marketing activity due to improper implementation of holistic marketing. One can easily understand that the significance of applying holistic marketing concept in every organization either it may be profit or non-profit can increase the profitability is unquestionable. Therefore, the main objective of this study is to investigate the effect of holistic marketing for profitability of tax payer “A” traders in South Wollo Zone, Oromia Special Zone and Dessie City Administration of Ethiopia. Based on the general objective, the following specific objectives are drawn

1. To evaluate how external marketing affects the profitability of organizations that is being practiced by traders
2. To examine the effects of social responsibility on the profitability of organizations.

2. Literature Review

The new approach, which exceeds the traditional usage of the marketing concept, is named in a different ways and it is slowly getting attention of the leading professors, as a concept of holistic marketing. The concept of holistic marketing starts with the development, design and implementation of marketing programs, processes and activities, which recognizes the extent and interdependence effects (Kotler, 2006). Practice and science quickly perceived the extent and interdependence of the holistic marketing concept so that it is elaborated by both individual elements, such as the example in the holistic approach to internal marketing (Purcarea, Ratiu, 2011; Munteanu et al., 2014).

It requires rethinking how to approach the market, new realities, in a broader and more coherent, with a louder voice, holistic marketing says that everything matters in marketing, citing not only need a real partnership between the organization, suppliers and distributors, creating a true team in order to provide the best value target markets, but even accepting the need, perhaps the biggest challenge, beyond working with consumers, a new type of organization, customer driven organization. Pillars supporting the power this new building are: relational marketing, integrated marketing, internal marketing and socially responsible marketing (Santhidran, S.etal., 2013). But for this study relational marketing/external marketing and socially responsible marketing and their impact on profitability of traders as elements of holistic marketing are discussed.

External marketing or relational marketing can be viewed as a sum of relations, networks and interactions grown and developed long term, with all interested groups, which may influence directly or indirectly the success of any business (Brown et al., 1994), creates the foundation for a beneficial relationship the parties, including the customer relationship management, CRM and PRM with partners.

Marketing with social responsibility- Marketers are required, understanding the context of ethics, social, environmental, legal, etc. of steps and overall consequences they produce, even when an institution focuses its efforts on meeting the needs of consumers to achieve their objectives, there may be negative effects in society, it is micro-macro dilemma which can be beneficial for some organizations and consumers may not be for society as a whole. Marketers are obliged to be more responsible, as a basic principle of the organizations and major component of their brand-be it about environmental issues, integrity, morality, education, health, or any other area of interest (Solomon M. etal, 2013).

3. Methodology

The researchers used both descriptive and explanatory research method. The primary source of data includes data which was gathered from tax payer ‘A’ traders of the zones and city administrations using both close-ended and open-ended questions. 449 questionnaires were distributed to tax payer “A” traders from which 413(92%) were returned and two managers from South Wollo Zone, and Dessie City Administration were interviewed. Secondary sources of information were also used under literature review and other parts which were needed to include these sources of information.



The researchers used stratified sampling technique to stratify the total population in to three groups: Three city administrations such as Dessie, Kombolcha and Mekaneselam Towns, 22 Woredas/districts in the south wollo Zone and Oromia Special Zone. To select respondents from Dessie Town and Kombolcha towns, Random Sampling technique was applied for selecting appropriate representatives (samples) among respondents of the towns and the whole respondents were selected from M/Selam City Administration because they are small in number. And also 8 woredas/districts were selected purposively based on their business performance.

The study employed the mixed methods of data collection and analysis combining both the quantitative and qualitative methods. The SPSS version 20.0 statistical package for social studies for both descriptive and explanatory statistics was used to calculate the result. The raw data which was gathered through questionnaire was organized by editing, classifying, and tabulating so that they could be responsive to analysis. Frequency distributions, percentages, mean, standard deviations within tables were used to present the data and inferential statistics such as correlation and regression data analyze methods were used. The processed data was analyzed using descriptive statistics while the relationship was analyzed by using Pearson correlation and the effect of holistic marketing elements on profit was analyzed by using multiple regression model of data analyze.

For the reliability of the questionnaire Pilot study was applied and checked by the Fuzz Cronbach’s Alpha method. According to Bryma and Bell, (2003) the Cronbach’s Alpha of 0.7 and above implies acceptable level of internal reliability. So the internal consistency coefficient Alfa was calculated to determine whether the items in a scale are all measuring the same underlying construct. Before distributing questionnaires a sample of 36 questionnaires were distributed to test the reliability of the items under each variable and all the variables are confirmed to be reliable items in that the cronbach’s alpha of the items become 0.84 and 0.86 respectively. These independent variables were external marketing and social responsibility while dependent variable was profitability measured with appropriate items. To ensure the validity of the study the data were collected from the reliable source and the questions were made by reviewing of related literature.

4. Results and Discussions

Descriptive Analysis of Overall Responses of respondents

Based on the responses gathered from the respondents about the effect of holistic marketing on profitability of tax payer “A” traders, the researchers had tried to analyze the data in the following ways. The collected data has been analyzed based on their frequencies or percentages, means and Standard Deviations. And also the researchers have tried to analyze data using correlation and regression of inferential statistics.

4.1 Descriptive Analysis on External Marketing/relational marketing

Table 1: External Marketing

No	Item	N	Rating scale with Value (in percentage)					Mean Value (MV)	Std. Deviation
			SD (%)	DA %	N %	A %	SA %		
1	The organization builds trust with and builds brand loyalty.	413	4.6	3.5	3.5	51.3	34.5	4.1042	.97537
2	The organizationshows customers’ value with every interaction.	413	2.3	1.2	3.5	60.3	30.1	4.1786	.75959
3	The organization gives customers free information to share it.	413	4.6	5.8	0	58	27.8	4.0241	.98295
4	There is cooperativeness with suppliers.	413	5.8	4.6	2.3	56.8	27.8	3.9881	1.01915



5	The organization does faire competition with Competitors.	413	5.8	5.8	7.0	53.3	25.5	3.8929	1.04830
6	The organization has positive relationship with market intermediaries.	413	4.6	5.8	10.4	45.2	30.1	3.9398	1.04693
7	The organization makes trust and good relationship with the public.	413	4.6	2.3	3.5	54.5	31.3	4.0964	0.94071
8	The organization makes faire financial distribution with financial partners	413	5.8	3.5	9.3	52.2	24.3	3.9024	1.02100

The table 1 above item 1 shows that, a great majority (85.8%) of the respondents agreed with the statement that the organization builds trust with and builds brand loyalty while a small number (8.1%) of them disagreed. In the same table above for item 2, a great majority (90.4%) of respondents agreed that the organization shows customers' value with every interaction. Similarly as it can be observed in the same table above, the majority (85.8%) of the respondents agreed that the organization gives customers free information to share it. and again a majority (84.8%) of the respondents said that there is cooperativeness with suppliers.

In the same table, item 5, a great majority (77.8%) of them agreed that the organization does faire competition with competitors. In the same table above for item 6, a majority (75.3%) of respondents agreed that the organization has positive relationship with market intermediaries and again for item 7, a great majority (85.8%) of them agreed that the organization makes trust and good relationship with the public. For the final item 8 in the same table above, a majority (76.5%) of respondents agreed that the organization makes faire financial distribution with financial partners whereas a few (9.3%) of them disagreed. This indicates that the organization builds trust with and builds brand loyalty, shows customers' value with every interaction, gives customers free information to share it, there is cooperativeness with suppliers and faire competition with competitors, has positive relationship with market intermediaries, makes trust and good relationship with the public and faire financial distribution with financial partners.

From the table 2 above, the mean values of those Items are 4.1042, 4.1786, 4.0241, 3.9881, 3.8929, 3.9398, 4.0964 and 3.9024 respectively. This means if it is more than average (>2.5 since the maximum and minimum responses were 5 and 1 respectively), holistic marketing has an effect on profitability of tax payer 'A' traders. So as it is shown in the table above item 1 (MV=4.1042), item 2 (MV=4.1786), item 3 (MV= 4.0241) and item 7 (MV=4.0964) have a great effect on profitability.

As it is also indicated in the same table above the standard deviation of item 1 is .97537, Item 2 is .75959, Item 3 is .98295, Item 4 is 1.01915, Item 5 is 1.04830, item 6 is 1.04693, Item 7 is 0.94071 and Item 8 is 1.02100. As it is known that standard deviation shows that how diverse are the responses of respondents for a given construct. For instance, high Standard Deviation means that the data are wide spread, which means that respondents give variety of opinion and the low standard deviation means that respondents express close opinion. Therefore, the respondents had expressed close opinion on items 1, 2, 3 and 7. This means that those items have almost similar impact on profitability for every trader.



4.2 Descriptive Analysis on Social Responsibility

Table 2: Social Responsibility

No	Item	N	Rating scale with Value (in percentage)					Mean Value (MV)	Std. Deviation
			SD (%)	DA %	N %	A %	SA %		
1	The organization reduces air, land and water pollution.	413	5.8	12.8	9.0	44.3	23.2	3.6982	1.15618
2	The organization's business activity benefits society as a whole.	413	5.8	9.3	4.3	44.3	33.6	3.9315	1.14269
3	Philanthropic initiatives include the donation of time, money or resources to charities.	413	4.6	4.6	5.8	60.3	22.0	3.9286	.94992
4	There are ethical labor practices.	413	8.1	1.2	4.6	52.2	31.3	4.000	1.08173
5	The organization balances economic decisions with their overall effects.	413	4.6	8.1	9.3	49.9	25.5	3.8571	1.04972
6	The organization buys products from suppliers include the use of products that have been certified.	413	3.5	8.1	5.8	47.5	30.1	3.9756	1.02537
7	The organization finds ways to prevent certain harmful environmental practice.	413	4.6	4.6	4.6	48.7	34.8	4.0714	1.01082
8	This organization is responsible for regulatory issues like paying tax.	413	5.8	2.3	2.3	53.3	34.8	4.1059	.99584

From the above table2, it can be observed that a majority (67.5 %) of the respondents believed that the organization reduces air, land and water pollution while a few (18.6%) of the respondents did not agree. In the same table, item 2a majority (77.9%) of them agreed that the organization's business activity benefits society as a whole a few (15.1%) of them disagreed. And for item 3 in the same table above, a great majority (82.3%) of them believed that the organization does philanthropic initiatives include the donation of time, money or resources to charities whereas a few (9.2%) of them disagreed. Similarly, for item4 a great majority (83.5%) agreed that there are ethical labor practices whereas a few (9.3%) of them disagreed. This clearly shows that in somewhat the organization reduces air, land and water pollution, organization's business activity benefits society as a whole, philanthropic initiatives have been done and there are ethical labor practices.

As it can be seen in the above table 2 item 5, a majority (75.4%) of the respondents agreed that the organization balances economic decisions with their overall effects. In the same table above item 6, a majority (77.8%) of them agreed that the organization buys products from suppliers include the use of products that have been certified. Similarly for item7 in the same table above a great majority (83.5%) of them agreed that the organization finds ways to prevent certain harmful environmental practice. For the last item 8 in the same table above, a great majority (88.1%) of respondents agreed that this organization is responsible for regulatory issues like paying tax whereas, a few (8.1%) of the disagreed. This indicates that the organization balances economic decisions with their overall effects, buys products from suppliers include the use of products that have been certified, finds ways to prevent certain harmful environmental practice and is responsible for regulatory issues like paying tax.



From the table 2 above, the mean values of those Items are 3.6982, 3.9315, 3.9286, 4.000, 3.8571, 3.9756, 4.0714 and 4.1059 respectively. This means if it is more than average (>2.5 since the maximum and minimum responses were 5 and 1 respectively), holistic marketing has an effect on profitability of tax payer ‘A’ traders. Therefore, as it is shown in the table above item 4 (MV=4.000), item 6 (MV=3.9756), item 7 (MV= 4.0714) and item 8 (MV=4.1059) have a great effect on profitability.

As it is also indicated in the same table above the standard deviation of item 1 is 1.15618, Item 2 is 1.14269, Item 3 is .94992, Item 4 is 1.08173, Item 5 is 1.04972, item 6 is 1.02537, Item 7 is 1.01082 and Item 8 is .99584. As it is known that standard deviation shows that how diverse are the responses of respondents for a given construct. For instance, high Standard Deviation means that the data are wide spread, which means that respondents give variety of opinion and the low standard deviation means that respondents express close opinion. Therefore, the respondents had expressed close opinion on items 3, 7 and 8. This means that those items have almost similar impact on profitability for every trader.

This is also supported by interviewees. According to the response of the interviewees moderate numbers of organizations have tried to reduce air, land and water pollution, their business activity benefits society as a whole, some philanthropic initiatives have been done. Moreover, all interviewees responded that moderate number of the organizations balances economic decisions with their overall effects, buys products from suppliers include the use of products that have been certified, finds ways to prevent certain harmful environmental practice and is responsible for regulatory issues like paying tax.

4.3 Descriptive Analysis of Profitability as a Dependent Variable

In this section the researchers have tried to present items which are related to profitability as a dependent variable. As this research topic that is the effect of holistic marketing for profitability of tax payer ‘A’ traders indicates that there are two variables: independent variables are external marketing and social responsibility and the dependent variable is profitability. So, in order to see the impact of independent variables on dependent variable, we have to have items under each variable.

Table 3: Profitability of Tax payer ‘A’ traders

No	Item	N	Rating scale with Value (in percentage)					Mean Value (MV)	Std. Deviation
			SD (%)	DA %	N %	A %	SA %		
1	There is high market share in the organization.	413	7	23.2	11.6	43.2	15.1	3.4329	1.17898
2	Costs are decreased in the organization	413	17.4	37.7	10.4	25.5	8.1	2.7195	1.27334
3	Sale of the organization is increased from time to time.	413	5.8	35	13.9	35.9	9.3	3.1625	1.14682
4	There is high market growth in the organization.	413	4.6	27	9.3	42.9	16.2	3.4458	1.16601
5	The organization has good will.	413	3.5	15.4	4.6	40.6	35.9	3.9759	1.10998

As it is shown in the table 3 above, more than half (58.3%) agreed while (30.2%) of them disagreed with the statement that there is high market share in the organization. In the same table above for item 2, more than half (55.1%) of respondents disagreed that Costs are decreased in the organization. Similarly as it can be observed in



the same table above, 45.2% of the respondents agreed whereas 40.8% of them disagreed that sale of the organization is increased from time to time. In the same table item 4, a moderate (59.1%) of the respondents said that there is high market growth in the organization. For the last item, a great majority (76.5%) of the respondents agreed that the organization has good will.

From the table 3 above, the mean values of those Items are 3.4329, 2.7195, 3.1625, 3.4458 and 3.9759 respectively. This means if it is more than average (>2.5 since the maximum and minimum responses were 5 and 1 respectively), holistic marketing has an effect on profitability of tax payer ‘A’ traders. Therefore, as it is shown in the table above item 1 (MV=3.4329), item 4 (MV=3.4458) and item 5 (MV=3.9759) are more related with profitability.

As it is also indicated in the same table above the standard deviation of item 1 is 1.17898, Item 2 is 1.27334, Item 3 is 1.14682, Item 4 is 1.16601 and Item 5 is 1.10998. As it is known that standard deviation shows that how diverse are the responses of respondents for a given construct. For instance, high Standard Deviation means that the data are wide spread, which means that respondents give variety of opinion and the low standard deviation means that respondents express close opinion. Therefore, the respondents had expressed diverse opinion on items.

4.4 Correlation of Independent and Dependent variables

Correlation can show us the degree of linear association between any two or more variables. So, the researchers have tried to see the relationship between independent variables such as external marketing, social responsibility and integrated marketing with dependent variable that is profitability by using Pearson's correlation since it is the most frequently used correlation in data analysis to show the relationship between or among variables.

Table 4: Correlation of independent and dependent variables

		External Marketing	Social Responsibility	profit
External marketing	Pearson Correlation	1	.904**	.822**
	Sig. (2-tailed)		.000	.000
	N	413	413	413
Social responsibility	Pearson Correlation	.904**	1	.831**
	Sig. (2-tailed)	.000		.000
	N	413	413	413
Profit	Pearson Correlation	.822**	.831**	1
	Sig. (2-tailed)	.000	.000	
	N	413	413	413

Source: SPSS Regression results output, 2020

According to table 4 above, holistic marketing elements have been shown to have positive relations with profit. Accordingly integrated external marketing is indicated that (r=.822) strong positive relation and social



responsibility has been indicated that ($r=.831$) strong positive relation. Generally this table shows that independent variables are strong positively correlated with profit.

4.5 Overall Regression Result

The effect of independent variables on the dependent variable has been investigated using multiple linear regression analysis. So it is found that, the overall independent variables have impact on profit.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840 ^a	.820	.816	.193311

a. Predictors: (Constant), social responsibility, external marketing

Source: SPSS Regression results output, 2020

As it can be seen from table 5 above, the independent variables have significant effect on profit. As it can be shown from the table above, the degree of association between independent variables and profit has been seen to be 0.840 and the degree of influence that independent variables are shown by adjusted R square as 0.816 meaning among many factors affecting profit, those independent variables have 81.6 % influence on profit while 18.4% of the deviation is resulted from other variables which are not included in this study.

Table 6: The effect of each factor on profit

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.713	.099		19.005	.000
	External marketing	.134	.136	.145	-.986	.035
	Social responsibility	.352	.134	.378	2.620	.009

a. Dependent Variable: profit

Source: SPSS Regression results output, 2020

As it can be seen from table 6 above, factors have significant effect as it can be seen from the significant level column all values being less than 0.05 significance level along with all the positive effect that the independent variables on profit. That means a high beta value and a small p value ($<.005$) indicate the predictor variable has made a significance statistical contribution to the model. On the other hand, a small beta value and a high p value ($p >.005$) indicate the predictor variable has little or no significant contribution to the model. As a result, social responsibility was the highest (37.8%) effect on profit and the remaining external marketing(14.5%) were significant to the dependent variable.

5. Conclusions

Organizations build trust with and brand loyalty and also show customers' value with every interaction. Faire competition, trust and good relationship with the public and faire financial distribution with financial partners were done by most organizations. Air, land and water pollutions were relatively reduced, business activity benefits society as whole, philanthropic initiatives have been done and there are moderate ethical labor practices. Most organizations balance economic decisions with their overall effects, buys products from suppliers include the use of products that have been certified, find ways to prevent certain harmful products and is responsible for regulatory issues like paying tax. But this is relative term because as it has been observed in different parts of the towns and Dessie city administration and from the responses of the interviewees those activities are not well done.



Generally the two main elements of holistic marketing which are included in this research have different impacts on profitability of traders; Social responsibility was the highest effect on profit and the remaining external marketing was significant to the dependent variable as it is already showed in the discussion part of the study. In this modern world competition is done on different directions. Therefore, organizations should integrate holistic marketing elements as much as possible.

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