The impact of Switching Costs, Product Returns and Service Quality on Repurchase Intent: A perspective from Pakistan's B2B Textile Industry

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ABSTRACT

The textile industry is production-intensive and involves complex transactions performed by multiple supplier, corporate buyers and supply chain members. In B2B business context, the cost for attracting a new customer is notably much higher than that required to maintain a current customer. Customer loyalty in terms of his/her repurchase intent has, therefore, been regarded as an important determinant for textile firms to increase their competitive edge and performance.

This empirical study aims to investigate the business to business (B2B) repurchase intentions of corporate customers. The study particularly integrates the collective dynamics of attracting (service quality), facilitating (product returns), and preventing (switching costs) factors in this framework altogether and the effect of these variables on customers satisfaction and thus on their repurchase intentions in textile's B2B transactional scenario.

The study has been exploratory in nature and a sample survey method has been employed for data collection. Primary data collected through questionnaires (n=325), from the respondents who are employees of companies enlisted in All Pakistani Textile Mills Association (APTMA). Structural Equational Modeling (SEM) technique employed to test model fits and the hypotheses testing. The results indicated that switching costs and service quality are essential determinants to generate customers' repurchase intentions. If a textile firm increases switching costs and offer high level of services quality, leading towards customer satisfaction, will consequently shape the repurchase intent of its customers. Organizations can adopt customer satisfaction programs and service quality practices to upgrade their business process by using the recommendations of this study. For future research, additional attitudinal customer loyalty domain in B2B context might enlarge the research agenda and add valuable insight.

Key Words: B2B, switching costs, product return, service quality, customer satisfaction, repurchase intention.

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CHAPTER ONE

INTRODUCTION

This chapter gives a deep insight about background of the study and the problem which is going to be addressed in later chapters. Furthermore, the chapter consists of study objectives, reaearch questions, analysis methodology and finally significance of the study in detailed perspective.

1. Overview

The main purpose of this section is to introduce the thesis and explore study topic and cultivate the required investigations of this specific study. Section 1 of the study comprise of contextual basis for this research including research objective, research questions, research gap, importance of the research work and association among proposed variables. Furthermore, this particular chapter encompass the methods used for leading research and identify the problem statement. This chapter ends with the brief description on thesis structure and conclusion.

Research work is conducted to analyze those aspects that effect repurchase intentions in Pakistan's textile industry. On the basis of preceding research work, this current investigation has taken into consideration those factors which showed the direct effect of switching costs, product returns and service quality on repurchase intentions. Furthermore, this study also showed the relationship of switching costs, product returns and service quality is mediated by customer satisfaction with repurchase intentions.

1.1 Background of the Study

Pakistan currently stands as the fifth largest cotton producer in the world and has capitalized on its capability for promoting and developing its textile sector. Pakistan is ranked 3rd in the world in yarn production. The textile industry of the country contributes a big part to the economy. Textile industry's importance as the integral part of the country's economy is highlighted by the following facts (MoF, 2018):

1. Textile industry has employed approx. 40% workforce of industrial labour force;
2. 8.5% contribution to GDP of Pakistan;
3. Textile sector has maintained 40% financial records for financial transactions;
4. This sector accounted for 59% of national exports during the last three years.

Anything made from synthetic or natural fibrous materials is known as textile (Banchero, 2013). Textile material includes yarn, woven or knitted fabrics made of yarn and adhered fibers. Textile industry's intermediate or final products comprises of fibers or fabrics, which retains almost completely the flexibility, strength and other mechanical properties of the original filaments or fibers (Hatch, 2009). Hundreds of processes and procedures are applied starting from the fiber to the finishing of products are included in the textile and clothing industries. Each of these steps adds value to the product. (Crang, Hughes, Gregson, Norris, & Ahamed, 2013; Pal, 2014)

Buyer-supplier develop relationship in the textile value chain for their mutual benefits. 'The value chain describes the full range of activities which are required to bring a product or service from conception, through the intermediary phases of production (involving a combination of physical transformation and the input of various producer services), delivery to final consumers, and final disposal after use (Kaplinsky & Morris, 2001). In B2B sales, both the

buyers and sellers are engaged in a value co-creation process for economic exchange (Dixon & Tanner Jr, 2012). Customers and suppliers involve an exchange for the progressive development and economic gains called value co-creation. It is mandatory for mutual returns that customers and suppliers interact in a coordinated way for information sharing and good partnership. The relationship of customers and suppliers changes as the workplace and supplying ways change. It is necessary to strengthen the customer and supplier partnership in order to decrease the prices and increased flexibility against the market and trends changes.

Research work in the field of business-to-business focused exclusively on the efficiency aspects of reverse flows rather than on the mechanisms form predicting B2B re-purchase intent (Griffis, Rao, Goldsby, & Niranjan, 2012). Information gained within the B2B industry sector, through the return process could be beneficial for the organizations to better understand their customers and facilitate them accordingly. Moreover, this demonstrates an opportunity for the development of long-lasting relations with clients by properly satisfying their needs. Devoted Customers are more likely to emphasis on long-term benefits in the B2B context. Though, to keep the customer's loyalty, considerable challenges are faced by the suppliers due to the complex nature of B2B market and they habitually attempt to upsell different and new products to enhance customer's level of satisfaction (Blocker, 2011; Guo & Wang, 2015; Lacoste & Blois, 2015; Ramaseshan, Rabbanee, & Hui, 2013; Ramaswami & Arunachalam, 2016). Blocker (2011) shaped a starting point with a model exploring how B2B customer value incorporates trade-offs between value drivers and different types of customer orientation, to assess the indirect effect (mediating role of customer satisfaction) of these variables on repurchase intent representing behavioural loyalty. The direct effects of these factors, values and drivers on purchase intent have not been evaluated before.

Lam, Shankar, Erramilli, and Murthy (2004), has indicated in their study, a direct relationship concerning B2B customer factors and ventured that variation in existing with B2B purchase intent models can be credited to supplier switching costs.

With reference to B2B context, customers return products for number of reasons, like expired date code, product replacement, including in transit damage, product defects and off-season retailers' high inventory (Tibben-Lembke, 2002). The main features of product return in B2B context is the returns quantity much larger and of higher value, return time is fixed and returns product quality approximately same as of the fresh product (Y. Li, Wei, & Cai, 2012). Product return management involves substantial operational challenges and enormous cost while on the other hand product return also create an opportunity to the organization to manage positive long-lasting connections with their clients, enhance customer satisfaction and make positive impact on repurchase intent (D. Mollenkopf, Russo, & Frankel, 2007).

In B2B context, to increase intentions to purchase again and retain customers, most of the organizations try to build up switching obstructions, consequently increase in switching costs. Though, by assuming that customer does not feel contended with the facilities received or with the product, that customer may move on and have to build a new relationship and in doing so, will have to invest effort, money and time. Such cost is kind of barrier to switching to other suppliers. Previous research work consistently shown that switching costs is an influential mechanism that stimulate customer's actions by discouraging them from switching to other suppliers and ultimately boosting repurchase intentions (Lam et al., 2004; Matzler, Strobl, Thurner, & Füller, 2015). Researchers have previously found the positive impact of switching costs on repurchase intent and used a cost benefit rationale justification to contend that there are

chances that customers stay connected with the present supplier as as higher the perceived costs of switching (Lam et al., 2004).

The feature of current study is that it highlites a dynamic returns management system could advantage the supplier and helps gain customer satisfaction by improving service quality and overcoming switching cost, eventually that leads towards the customer repurchase intent. Repurchase intent with the effect of switching costs and complaints have been previously studied and analyzed by (Kunz & Hogreve, 2011). Previous researchers found a positive relationship between service quality (Choudhury, 2014), customer satisfaction (Kaura, 2013), customer loyalty (Chodzaza & Gombachika, 2013), and firm performance (Choudhury, 2014).

However there is little information about how the concepts relate to textile sector. This research work sought to evaluate these factors including the quality of services, satisfaction of customers and repurchase intent within B2B context for textile business of Pakistan.

The study covers the core marketing concepts as service quality and customer satisfaction and their delicate link with the costs on switching, returns management and repurchases intent. Furthermore, when a supplier retains a customer, it is easier to find out more about the buying firm's business and how the supplier's product can help that customer. This allows the supplier to serve a customer better and, perhaps, increase sales to that account (Boles, Barksdale, & Johnson, 1997).

1.2 Problem Statement

Pakistan is ranked to be on top five producers of cotton round the globe therefore, this industry has much capability for growth (J. Ahmed & Shankar, 2018). Yet, Pakistan's textile industry is

not generating the returns as per its potential. Looking at the macro picture, a prominent concern of the textile industry has been inadequate implementation of quality practices, inadequate customer services, delay or hesitation in product returns, poor complaint management system, failure in observing the production lead time and cost of value chain. Regardless of government's textile industry bailout package worth Rs. 29 billion, the year 2018 has been another disappointing year for textile sector that failed to deliver despite 29 percent devaluation of Pak rupee during this calendar year (Ahmad, 2018, December 28). Frederick and Daly (2019) mentioned Pakistan is grouped with South Asia's least competitive countries in terms of lead times and reliability. The industry is not coherent with successful quality practices in its supply chain and same has resulted in customers' dissatisfaction and switching. The main hurdles in the expansion of textile sector is lack of product diversification, imperfect competition, market diversification, financial crises, import duties and poor customer retention policy resulted in shrinkage of demand for Pakistani textile products Tanveer .

Kanat, Abbasi, Peerzada, and Atilgan (2018) mentioned a weaknesses of Pakistan's textile and clothing Industry that supply chain management is rarely implemented. This situation is resulted in disorganized, disconnected and distorted industry. Therefore, Pakistan cannot be able to fulfil orders on time. However, customers demand their orders on time in order to launch their own products on time. Consequently, the local suppliers lose customers. Now, buyers demand that supplier should do better in convenience, compliance, cost, innovation, speed, flexibility and promises. Pakistani textile suppliers are losing competitiveness in local and international markets. The buyers are getting a response of low service quality and thus reducing their confidence to do business with their existing suppliers. The textile customers are conveniently switching from one supplier to another. So, the problem instigated to study. The

research work targets at explaining impact of switching costs, product return and service quality on repurchase intent with mediating effect of customer satisfaction.

Behavioral loyalty is highly prized, because it means sales. The research concentrates essentially on repurchase intentions of B2B customers in textile sector of Pakistan. To facilitate and understand their customers, companies can gain information through their returns process. This presents an opportunity to maintain long lasting relationship with customers and satisfy their needs. In today's dynamic marketplace, a firm's service offerings and quality are relatively easily imitated by competitors. While the aim of most firms is to offer 100% customer satisfaction, this is often not feasible. Identifying alternate means of retaining customer such as switching barriers, is particularly useful.

1.3 Research Questions

Irrespective of great stress laid on every single variable individually, there is an insufficiency of literature on combination of variables proposed in existing research work, especially in Pakistan. This research aims to develop links that show simple direct associations of variables as well as mediating effects of variables such as mediating effect on customer satisfaction by service quality, switching costs and product return and response variable repurchase intent. This relationship directly affect the repurchase intention.

This study is intended to investigate and answer the below questions which are the prime focus of the study.

1. Does the product returns determine the repurchase intentions of the corporate buyers?

2. Do the switching costs create exit barrier for the corporate customers to switch, and retain with the current supplierr?
3. Does services quality enhance B2B customer satisfaction to repurchase form the current seller?
4. Does customer satisfaction mediates the relationship between customers' repurchase intent and the antecedents?

1.4 Research Objectives

This research work intends on empirically examining repurchase intent of B2B sector buyers in Pakistan's textile industry. It particularly integrates the collective dynamics of attracting (service quality) and preventing (switching costs) factors in this framework altogether and exploring the results with reference to textile sector.

The study will examine empiricaly the specific combination of the effects of service quality, switching costs, as well as product returns on repurchase intentions with the mediating role of customer satisfaction in a business-to-business setting. The study investigates B2B repeat purchase intent and its relationships with customer satisfaction. Whereas the objectives of the study are precisely as under:

1. To study the influence of switching cost, product returns, and service quality on customers satisfaction and thus on their repurchase intentions in B2B textile industry perspective.
2. To provide an insight on customers' repurchase intentions.
3. To test whether the customer satisfaction mediates the relationship between product return, switching costs, customer service and repurchase intention in B2B context or not.

1.5 Significance of the Study

The significance of the study lies in developing a practical as well academic viewpoint on how service quality, switching cost & product return effects repurchase intent with the mediating role of customer satisfaction. The phenomenon of customers' repurchase intentions is a matter of concern for most of the organizations, as it helps organizations to understand their customers, make strategies accordingly, and earn profits.

This paper makes a contribution to the literature by investigating the combination of the effects of satisfaction, product return, switching costs and service quality on repurchase behavioral intentions in a B2B environment. A mediation model is presented which studies the relationship between these constructs in B2B context. Identifying what makes a B2B relationship stable and consistent is one of the critical subjects of academic interest in the case of organizational relationships (Paulssen & Birk, 2007). The study contributes to the body of knowledge especially in the form of behavioural loyalty and its antecedents for the textile sector as a single industry in a developing country like Pakistan.

Existing literature in product returns management focuses mainly on the firm's process and economic operations (Agrawal, Singh, & Murtaza, 2014) instead of a customer-based and relational approach. The research into product returns and reverse logistics may not incorporate marketing concepts (Bernon, Upperton, Bastl, & Cullen, 2013; Ferguson, Guide Jr, & Souza, 2006), though they emphasise coordination between marketing and logistics efforts to improve product returns systems. The study highlights the importance of product returns as not just a cost but predicting B2B repurchase intent. The information gained through the return process can be beneficial to organizations better understand their customers and facilitate quicker response. This

presents an opportunity to better satisfy customers' needs and promote and maintain long-term relationships.

This study can help for further studies in exploring further concepts outside the old-fashioned marketing region.The study extends this service perspective of the product returns process. Customers know what they want from consuming returns services. They could actively provide ideas to improve the service, which has traditionally been viewed as firm activities (Karpen, Bove, Lukas, & Zyphur, 2015).

The significance of this study lies with respect to its practical aspects. This study helps marketers especially the B2B sector of textile industry to analyse the customer repurchase intent regarding the specific B2B sector of textile industry and its influence on the overall performance. Moreover, studying customer satisfaction as a mediator helps in understanding how this influence customers' repurchase intentions. Also, this research might be necessary for recognizing why these customers should stay and to what degree these companies can convince these customers to not quit in both negative and positive ways (Colgate & Lang, 2001).

Many other problems can also be solved by using results from this study as repurchase intentions of customer could be increased by focusing on these factors. Similarly, customer's satisfaction can be built by fulfilling their needs by maintaining these factors (raise switching cost, make easy ways of product return & improve the service quality) up to their expectations. Furthermore, methodology used in the study creates useful results as direct contact with the target population.

1.6 Scope of the Study

This study is important to textile marketing professionals for domestic market, since it consists of measurable knowledge of customers' level of satisfaction and thus their repurchase intentions.

Eventually, customer statisfaction and the repurchase intentions lead to firm's profitability. Thus, it is important for the textile industry officials to understand customer repurchase intentions who are intact with the supply chain.

1.7 Research Gap

Despite the extensive reseach of recent years, the relationship between customer satisfaction and repurchase intent in the B2B context has a number of unexplored areas. The relationship between customer satisfaction and repurchase intent varies greatly depending on the industry and the business context in specific regions, the nature of the variables and the presence of any factors that serve as mediators and/or moderators to the relationship (Blut, Frennea, Mittal, & Mothersbaugh, 2015; Eggert & Ulaga, 2002; Hewett, Money, & Sharma, 2002; Kumar, Singh, & Shankar, 2015; Lapierre, 2000; Watson, Beck, Henderson, & Palmatier, 2015). It is evident through literature review that the mediating effect of customer satisfaction in the relationship of product return, service quality and switching cost with repurchase intentions are neglected in B2B context. An extended model is proposed that incorporates elements of the models proposed by (Russo, Confente, Gligor, & Cobelli, 2017) and (Yang & Chao, 2017) to provide a more comprehensive understanding of the effects of these elements on B2B repurchase intent. Russo et al. (2017) suggested to explore how product returns management can help suppliers to learn about customers' needs and how such knowledge can be used to further develop the relationship and to initiate new partnerships. Therefore, this study tries to fill this gap.

It is a study conducted in a new population. The study depict a reviewed framework of B2B specific variables combination, in the context of Pakistan's textile industry. The framework for the study is unique and it also add up a distinct concept by exploring the behavioural intent of a textile industry specific population.

1.8 Structure of the Study

This research work is based on 5 sections; brief detail of them is given below:

First Chapter: illustrate the inclusive introduction, research questions, research objective and research gap of the study.

Second Chapter: discusses the existing literature regarding variables which have been used in this study i.e. switching costs, product return, service quality, customer satisfaction and repurchase intentions.

Third Chapter: describes the approaches that will be implied for collecting the data, instrument used for collecting data as well as describe the study design. Moreover, it also illustrates the operational definitions of variables i.e. switching costs, product return, service quality, customer satisfaction and repurchase intentions.

Fourth Chapter: describes demographic variables, provide detail on data screening and interpretation of statistical analysis.

Fifth Chapter: concludes the results, elaborates the findings and recommendations of the study. Moreover, this chapter also illustrates the practical and academic implications, limitation, and future course action of the study.

CHAPTER TWO

LITERATURE REVIEW

2. Overview

The literature review section provides an overview of customers' repurchase intent and its theoretical background. The section begins with the comprehensive discussion of the existing literature on the variables investigated within this study. It also elaborates the association among the variables which have already identified in research studies of similar context. The literature consists of a vast range of studies with agreement and disagremental on research findings. Although, methodologies of these studies vary widely but the major findings have been observed to define the research objectives of this study.

2.1 Repurchase Intent

The repurchase intention of customer may be defined as customers' behavioural actions to purchase the similar article, avail services more than one time from same supplier, or it could be defined as the customer mostly repeat the purchase of similar articles (Peyrot & Van Doren, 1994). Repurchasing of similar stuff by the same customer, through specific retailers or suppliers for number of the events instead of the single event. In marketing, relationship retention of the customer is one of the common terms used as repurchase and it is most important variable (Fullerton, 2005; Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004; R. M. Morgan & Hunt, 1994; Narayana, Elias, & Pati, 2014; Zineldin, 2006). While repurchase is the actual action, repurchase intent is defined as the customer's decision to engage in future activities with the retailer or supplier. Basically, the intention of repurchasing considered being one of the choices

of customer for getting involved himself to same supplier or retailer (Hume, Mort, & Winzar, 2007).Two forms of repurchase are identified: the intention to re-buy (repurchase), and the intention to engage in positive word-of-mouth and recommendation (referral) (Valarie A Zeithaml, Berry, & Parasuraman, 1996).

Furthermore, as describe by (J. L. Heskett, Jones, Loveman, Sasser, & Schlesinger, 1994) to retain a customer is much cheaper than attracting another customer for the same product as it cost five times higher.

Earlier research works showed that there are two major approaches of customer retention (Diller, 1996). In First approach, customer retension is understood as marketing philosophy, guideline of customer policy and related to relationship marketing. The second approach of understanding customer retention links it to oberavable characteristics of a business relation. This study follows the second approach and focused on observable customer retention characteristics (Meyer & Oevermann, 1995; Töpfer, 2000). As per this approach, customer retention is comprises of components relating to previous behavior means purchases and recommendations made to date (Yi & La, 2004) and components about future perspective for example behavior reveled through repurchasing and potential cross selling (White, Lemon, & Hogan, 2007; Wu, Weng, & Huang, 2012).

Oliver (1980) in his research explained that there is strong association present between the customer satisfaction regarding the product and services and the repurchase intentions and customer satisfaction has also strong and positive association with values get by the customer from last purchases (Bolton, Kannan, & Bramlett, 2000; Kaynak, 2003; Wathne, Biong, & Heide, 2001) Customers satisfaction association with customer repurchase intention is also described by other researchers (Griffin, Gleason, Preiss, & Shevenaugh, 1995), and they express

it as the customer's loyalty with the supplier or retailer as repurchase the same product or services. The satisfaction and the loyalty of the customer with the same supplier or retailer could also be consider when recommend the same product or service to the other individuals. Cunningham (2003) proposed that to attract or get new customer for the organization, cost much higher as compared to retain the same customer in current competitive market environment, by indication the importance to sustain the loyalty of existing customer. Therefore, it could be concluded that the repurchase intent show the customers' satisfaction and loyalty with the same organization.

It is explained that customer loyalty could be measured by three different ways, as revisit of customer, recommendation to others and lastly by maintaining and constructing positive repute. Customer loyalty has also evaluated by repurchase intentions of customer, his recommendation to others and acceptance of the price as elaborated by (Gronholdt, Martensen, & Kristensen, 2000). Customer loyalty further divide into categories as behaviour loyalty and attitudinal loyalty of customer. The price change acceptance, recommendation of the product or services represent the attitudinal loyalty of the customer while repurchase intention and cross buying behaviour of the customer represent the behaviour loyalty. In marketing activities the prediction of sales is mainly effect by the repurchase intention of the customer (Bird & Emery, 2009; Silk & Urban, 1978). The better marketing forecasts improve stocks management, production planning, machine efficiencies and so on. Likewise, in academic research studies repurchase intention frequently used to be substitute in conduct of purchasing (Morwitz, Steckel, & Gupta, 2007). Customer's feedback system and customer loyalty behaviour with in the firm mostly predicted by the repurchase intention variable in the academic research studies (N. A. Morgan & Rego, 2006). Hamilton, Rust, and Dev (2017), mentioned the key measure in studying

customer retention issues are frequency of purchase and how long the relationship between the customer and the firm will subsist.

Although, this study emphasizes on customer satisfaction which is directly influenced by switching costs, product returns and service quality and thus it leads towards repurchase intention of the customer. So this concept is very vital in this context.

2.2 Switching Cost

The costs earned when a customer move from one retailer, supplier or organization to another supplier, retailer or organization is basically known as the switching costs (Heide & Weiss, 1995). In literature review it has also been shown that even when the customer is not satisfied with the supplier or retailer, customer retain and maintain long term relationship with the same company because of the perception of cost which is associated with breaching of relationship with supplier, retailer or organization (White et al., 2007).

Due to the high switching costs customer retain with the same supplier, retailer or organization even he has negative or positive involvement with them (Burnham, Frels, & Mahajan, 2003; Schoefer & Diamantopoulos, 2008). Switching costs are assumed as the customer's assement of additional costs to cease the current relationship, and acquire an alternate (Ping Jr, 1993; Porter, 1980).

Literature of Industrial Marketing suggests that even if the relationship is not a satisfactory one, it exists due to buyer's perception of higher switching cost (Ping Jr, 1993; Porter, 1980).

Customer may not have strong positive association with supplier but remain loyal with it because of the perception of high switching cost and would have bad link (Bozzo, 2002). Heide

and Weiss (1995) have explored that switching costs acted as a determining factor of behavioural loyalty and not a mediator in B2B setup.

It has shown in previous researches that the switching cost is not only considered as the loss in monetary terms while it also have an impact on psychological behaviour of the customer because it involves lots of effort looking for new supplier for the same kind of products or services (Dick & Basu, 1994; Kim, Kliger, & Vale, 2003; Klemperer, 1987). As purchase decisions in B2B setting are more complex than in a B2C setting, it is reasonable to expect that B2B switching costs is more important than B2C switching costs (Blut et al., 2015).

(M. A. Jones, Reynolds, Mothersbaugh, & Beatty, 2007) and (J. Meng & Elliott, 2009) recognized three dimensions of switching costs; first, social costs; second, lost benefits; and thirdly, procedural costs. The three dimensional factors of switching costs have also been identified by (Burnham et al., 2003) and (Blut, Evanschitzky, Backhaus, Rudd, & Marck, 2016) namely procedural costs (considered to be losing in time and effort), finance cost (considered to be losing sources of finance) and interpersonal cost (mental and emotive uneasiness because of personal as well as brand relationship). (Samudro, Sumarwan, Yusuf, & Simanjuntak, 2018) also mentioned three categories of switching costs; procedural, relational and financial.

Procedural switching cost describes the cost incurred while adopting procedure for looking for new retailer or supplier, like evaluation cost, learning cost, new setup deployment cost. Customers considered the switching cost as a risk, uncertainty and possible distuptive outcomes. Customers perceived high switching cost while comparing in market, with uncertain and comparative performance of the supplier. Some of the customers don't realize that they could acquire new skills and will have effective new products or services while having new supplier evaluation process, the major constraints in their mind are time commitment and cost

though looking for new supplier. Switching cost in terms of monetary is quantifiable as it comprises of direct costs like cost to breach contract, cost to look for new supplier and build relationship, cost incurred due lack of performance and lastly sunk cost. Customers also perceive about switching from one supplier to another as lose of welfare and privileges which provided by supplier to reduce the production cost and mainly the loss of investment which have been made to build up current relationship with the supplier. This concept has much importance for this study. Relational switching cost describes the loss of emotional and personal attachment which have been built with supplier while having business transactions and it is consider as enormous loss by customers. The literature maintains theat the product or servise usage is positively linked to relational benefites like greater trust and attachment with a service provider (Edward & Sahadev, 2011). Seller-customer frequent interactions may lead to closer personal bonds and greater familiarity with the company and employess (Polo & Sesé, 2009), which in turn can increase customer satisfaction.

2.3 Product Returns

Dale and colleagues refered returns have many types but majorly categorized into five groups; product return, environmental returns, asset returns, customer returns, and marketing returns. Customer returns are commonly a form of major classification of returns and they are due to defects of remorse. Product returned through from certain position forward in supply chain are considered as marketing returns. These may be due to quality issues, slow sales or the need to reposition the inventory. Repositioning and recapture of an asset cosists of asset returns, these are articles that organization considered to be returned. The returns that are usually initiated due to quality or security concerns are product recalls, these recalls could be on voluntary basis or

instructed by government agencies. Environmental returns consist of hazardous disposal material abiding by environmental regulations (Rogers Dale, Lambert Douglas, Croxton Keely, & García-Dastugue Sebastián, 2002). But in this research work we will focus only on customer product retunes.

In supply chain management literature, the returns management is growing as an issue of necessity and number of the researchers has worked on it (Bernon et al., 2013; Narayana et al., 2014; Ravi & Shankar, 2015). Product returns management has extant literature work which is basically focused on the cost dimensions of the returns process (De Koster, 2002; Stuart, Bonawi-tan, Loehr, & Gates, 2005). A research study presented that the value of returns exceeds average 6% of revenue and an estimated $100 billion per year (Guide Jr, Souza, Van Wassenhove, & Blackburn, 2006). According to (Rao, Rabinovich, & Raju, 2014) in online retailing, product returns can represent up to 22% of sales. Approximately 5 to 6% of revenue, an estimated US$16.7 billion of US electronic manufacturers, spends to assess, receive, re-box, repair, restock, and resell product (Douthit, Flach, & Agarwal, 2011). Product returns management interfaces with other process like managing services for customers, customer relationship management, fulfilling of requirements of orders, demand management, supplier relationship management, manufacturing flow management, commercialization and product development. According to (D. A. Mollenkopf & Closs, 2005) by understanding the multi-functional nature of returns management the value could be created. Therefore, the returns management process cuts across functional areas like logistics, marketing, finance and accounting. Customer satisfaction could be improved by appropriate return polices because these policies could help to reduce the customer's risk. Eventually, the customer or buyer may be more likely to repurchase a product from same supplier if the product could be returned. Activates

related to reverse logistics involves the physical transport of products back to the firm, and its main purpose it to recapture the product value or provide the proper product disposal (D. A. Mollenkopf & Closs, 2005).

Rogers Dale et al. (2002) and (Stock, Speh, & Shear, 2006) proposed that strategically addressing returns could result in improve profitability, enhance brand image, higher levels of customer services, improved customer loyalty, increased customer satisfaction and lower the cost. Researches have also recommended that returns management could also lead to competitive advantages and superior performance (D. A. Mollenkopf, Frankel, & Russo, 2011; Stock et al., 2006).

For current business environment companies should understand that product return management is inevitable and they should realize that returns management could help to save costs, developed stronger customer relationship and contribute in company's long-term growth; instead of to view the retunes management as burden, waste of resources or cost center.

In the business-to-business context there are variety of reasons for return products like in-transit damage, product discontinuation, product replacement, off-season product, product defects, retailer's high inventory and expired date code (Tibben-Lembke, 2002). Moreover, customer are also effected by the supplier's packaging quality and mode of transportation for product delivery.

The main attributes of business to business returns are; the returns quantity is considered to be of great worth, the returns time is fixed and the returns quality is considered similar as it was at the time of purchase (Y. Li et al., 2012). In returns management, returns might view as a chance for recovering services and its performance shows in what ways efficiently and excellently corporation handles the return problem. In return management, suppliers have

options for solving the unsatisfied buyers experience and ensure their unsatisfied transacting to satisfactory. Eventually, customers' bad product return experiences could lead toward switching behaviour and have negative impact on customers' repurchase intentions (M. H. Askariazad & Babakhani, 2015) . The customer may be demonstrated with the change of procedures, additional instructions and check lists, independent testing or audit, special instructions clause in the contract for an assurance to avoid the problem in future. An important proposition for this research consists of strong returns management process will enhance customer repurchase intent by overcoming switching behaviours. This area is integral concept in our thesis.

2.4 Service Quality

The manufacturing industry has experienced a shift by offering complete solutions or adding services to their pure product, over the past decades.The business terminology named as "servistization" by (Vandermerwe & Rada, 1988). These types of business transitions intimate by providing pre-sale services then after sale services and afterwards combination of the both (Paiola, Saccani, Perona, & Gebauer, 2013). These kind of transaction started due to high competition in global market as the products become customer's commodity and change in customer's requirement which turns the supplier's focus towards customer's loyalty and satisfaction (Gebauer, Paiola, & Edvardsson, 2012; Kastalli, Van Looy, & Neely, 2013). The idea of providing products with services have created great value for the customers as compared to when these are acquired separately and customers loyalty and satisfaction has also been increase, described by (Paiola et al., 2013).

There are diverse services areas which have been introduced and classified by different researchers (Fundin, Witell, & Gebauer, 2012; Paiola et al., 2013). Service quality is the stipulation of service that meets or go beyond the expectations of customers (Reeves & Bednar,

1994). To ascertain ustomer satisfaction with service quality, one should appraise customers' expected service with perceived service (Hussain, Al Nasser, & Hussain, 2015; Anantharanthan Parasuraman, Zeithaml, & Berry, 1985). In the B2B context, (Ugboma, Ibe, & Ogwude, 2004) proposed five factors to measure service quality as tangibility, reliability, responsiveness, assurance, and empathy. applied the SERVQUAL model and used reliability, responsiveness, assurance, empathy, and tangibility to measure the service quality of companies in Serbia.

It covers practical and day to day communication and dealing of the company's employees and its customers or their employees. The first hand contact and handling of multiple matters on a frequent basis could be the building blocks of a very long lasting relationship on an individual as well as company to company basis.

There is lack of research work present on the services offered and service quality offered by manufacturing firms in B2B sector. There have different measuring tools for service quality have prepared such as EXQ (Klaus & Maklan, 2013), SERVQUAL (Anantharanthan Parasuraman et al., 1985) and SERVPERF (Cronin Jr & Taylor, 1992).

However, no other tool has achieved more attention than the survey toll called SERVQUAL, developed by (Anantharanthan Parasuraman et al., 1985). The tool reduced from ten into five magnitude; reliability, assurance, tangibles, empathy and responsiveness after further quantitative empirical research (Ananthanarayanan Parasuraman, Zeithaml, & Berry, 1988). The 5-dimensional service qualities considered as following:

1. Tangibles (having an apparent look with corporeal accessibility, equipped, employed or intractable);
2. Reliability (considered as a capability for performing assured services of dependence and accuracy);

3. Responsiveness (it is considered as inclination for helping buyers and providing with rapid service);
4. Assurance (understanding and consideration shown by workers as well as their capabilities for conveying faith and composure);
5. Empathy (compassionate and personalized devotion that organization give to its consumers).

The SERVQUAL's methodological concept has been adopted in a wide array of industrial and customer service sectors. Sahai and Jain (2014) evaluated the SERVQUAL model of quality service based on people, processes, and physical evidence of quality service. Kilibarda, Nikolicic, and Andrejic (2016) applied the SERVQUAL model and used to measure the service quality of companies. We have applied the same instrument in this study.

2.5 Customer Satisfaction

Customers are most important asset of an organization. In such a competitive market environment organizations are competing for customer satisfaction and make their loyalty with organization. For many companies providing textile products, customer satisfaction is seen as a key differentiator and increasingly has become a core element of business strategy. Customer's satisfaction is viewed as strong strategy and have significant focus and investment from strategy developers to improve the business (Simester, Hauser, Wernerfelt, & Rust, 2000). J. Heskett and Sasser (1990) defines customer satisfaction as the transition done perfectly right in beginning at first time by the supplier. The customer satisfaction also defined as the purchase done by customer and it met his expectation (Boulding, Kalra, Staelin, & Zeithaml, 1993; Cronin Jr & Taylor, 1992; Valarie A Zeithaml, 1988). Different scholars defined satisfaction in different

perspectives. Cadotte, Woodruff, and Jenkins (1987) defined satisfaction as an emotional response. Later, (J. Heskett & Sasser, 1990) defined customer satisfaction as a transaction done right the first time. When customer get satisfied with product or service of the organization, there are more chances that he may return back for another transaction for the same or different product (Anderson & Sullivan, 1993; Cronin Jr & Taylor, 1992; J. Heskett & Sasser, 1990; Rust, Zahorik, & Keiningham, 1995). In literature review it has been identified that there has been different perspective of the scholers in measuring customer satisfaction variable as it is comprehensive and general concept (Gronholdt et al., 2000). Though most of the scholars measure it by single item i.e. customer's overall satisfaction. To reduce measurement problems and errors, customer satisfaction is measured as multi-dimensional concept (Westbrook, 1980). There are two characteristics demonstrate for customer satisfaction one from the supplier who provide the services or product and other one is the environment in which services are delivered (Nicholls, Gilbert, & Roslow, 1998). In B2B markets, the principal differences among end-consumers arise from the decision-making unit evaluating the product or service. When considering the satisfaction of an industrial client, it is necessary to evaluate the satisfaction of the different constituents of the buying centre who are in contact with the industrial supplier (Anantharanthan Parasuraman, 1998). Even though the individual members of a buying centre are guided by the company's objectives, they have their own motivations and objectives and evaluate the performance of the product or service according to their own reference standards.Customer satisfaction also illustrate cumulative assessment of all kind of interactions of costumer while interacting with the firm. Therefore, we can demonstrate that all kind of components experience by customer from supplier have significant impact on customer satisfaction.

Research into satisfaction associated with B2C (business-to-consumer) markets far exceeds that of B2B markets (Molinari, Abratt, & Dion, 2008; Pleshko & Heiens, 2015). This is a concern, given the B2B markets have unique characteristics such as small numbers of customers who could have a major impact on overall business profitability, intense competition (X. Li, Ren, & Zheng, 2015). Customer satisfaction in B2B markets has been examined with respect to construction and mining (M. H. B. Askariazad, Nazila, 2015); manufacturing (Frasquet-Deltoro & Cervera-Taulet; Guo & Wang, 2015; Özkan, Akman, & Özcan, 2010); ICT (Matzler et al., 2015); and business services (Madaleno, Wilson, & Palmer, 2007), there is a lack of research into the B2B textile sector.

For B2B section, the transaction made by customer is evaluated by services and product from the supplier. It is at the supplier end to evaluate the customers satisfaction level with different components, even there is individual customer or industrial client (Chumpitaz & Paparoidamis, 2004). The current study model tests the customer satisfaction by identified repeatedly buying perspective of customer in textile industry.Customer satisfaction is very special part of the study and its relationships with other variables impact the whole model. Empirical data from textile industry is therefore bound to be helpful in drawing inferences about thr subject of the study.

2.6 Relationship among the Study Variables

2.6.1 Relationship between Switching Costs and Repurchase Intentions

Chiou, Lin, and Perng (2010) demonstrate the association between the perceived value and switching costs, perceived value is considered as the benefits of rational exchange, while on the other hand switching cost accumulate from information and investments that prevent customers to make evaluative efforts before repurchase product or service from the same supplier. Mainly in B2B context the possibility of losing the perceived benefits which may directly influences the switching costs is opposite (Schakett, Flaschner, Gao, & El-Ansary, 2011). The reputation of the organization or company shapes the future customer behavior with the company, being able to increase customer retention and reduce switching costs. Furthermore, switching costs also affect the customer retention with the same company/supplier through resistance to beginning a new relationship with the new organization/supplier, it was verified by (Zhou, 2013). A major effect of switching costs on customer retention can be seen and this assumption was tested to define the relationship, as switching costs may be considered useful for organizations for using it as an instrument associated with related with marketing self-protecting strategy for keeping it and magnifying its link with the current customer (Caruana & Ewing, 2010). Switching costs perceived as greater risk for customers because it represents the sacrifice and penalties in term of monetary and non-monetary expenses, like time and efforts in switching to new service providers (Dagger & David, 2012).

White et al. (2007) explored that customers retention is also formed, many times, by their perception of costs related with breaking association with the supplier even when they are not satisfied with the organization, they keep long-term relationships to avoid the switching costs and sacrifice incurred. It has also been referred by (Dagger & David, 2012) that perception of

high switching costs makes the customer positively or negatively involved in the association with supplier/company (Burnham et al., 2003; Schoefer & Diamantopoulos, 2008).

When the switching processes especially painful and switching costs are substantial, even displeased customers want to keep going professional relationship with present product or service providers and retain from disbanding the connection (Porter, 1980). Therefore, rather than making commitments with loyalty, false loyal customers might happen to exist, which may include traitors hostages and mercenaries (T. O. Jones & Sasser, 1995).

2.6.2 Relationship between Product Return and Repurchase Intentions

Previous research studies stated that product return management is more than just a cost (Hjort & Lantz, 2016). Business-to-Customer (B2C) context studies showed that product return management could increase and prompt customer repurchase intention behaviour (Huang, Yang, & Wong, 2016; Ramaseshan et al., 2013; Rao, Goldsby, Griffis, & Iyengar, 2011; Rao et al., 2014). Research studies have also demonstrated that 70% of customers presume service from their product or service provider within 2 days this was found relevant implications for both the manufacturer and retailers (Purolator International, 2013). Moreover, research surveyed have also indicated that product return, over the past 5 years have amplifie d approximately half of the manufacturers (43%) (Douthit et al., 2011) Furthermore, the Reverse Logistics Association report showed that the product return management and repair process approximately accounts for 10% of overall supply chain cost, eventually poorly managed product return indicated significant negative effect on organizational performance and customers repurchase intentions. According to (Griffis et al., 2012) research study indicated that the B2B section focused exclusively on the efficiency aspects of reverse flows rather than on the mechanisms for predicting repurchase

intentions. The information gained through the product return process could support organizations to better understand their customers' needs and facilitate them with quicker response. Therefore, this presents an opportunity to the organizations to better satisfy their customer's needs and maintain and promote long term relationships with them.

(Autry, 2005) indicated that increase in service failures present an opportunity to have positive impact on repurchase intent again in the future by the implementation of robust product return management. Moreover, product return management includes momentous operative and enormous costs, while on the other hand product return shows an opening for managing and maintaining customer's long term relations and has significant positive impact on customers repurchase intentions (D. Mollenkopf et al., 2007). Eventually, product return could also be viewed as customer satisfaction and service recovery opportunity.

The product returns management performance associate to how effective and efficiently an organization manage handling of customer's issues and return. In managing product returns, product vendors are provided with a chance to sought out customer objections, and ensure that those customers who were displeased due toinitial supply experiences tranasation from unsatisfied to satisfied customers. M. H. B. Askariazad, Nazila (2015) showed that customers bad product return experience contribute towards the switching behaviour and have significant negative impact on repurchase intentions.

This research work pursued to examine the often-neglected role of product returns management in managing customer relationships and its impact on repurchase intention of the customers.

2.6.3 Relationship between Service Quality and Repurchase Intentions

Association between quality services as well as customers behavioural re-purchasing intentions is examined by various researchers (Cronin Jr & Taylor, 1992; Woodside, Frey, & Daly, 1989; Valarie A Zeithaml et al., 1996). In previous researches showed impact of service quality as well as customer satisfaction for intention to repurchase of the customers. Perceived service quality and customer satisfaction have also been examined/evaluated as antecedents of behavioral intentions and repurchase intention of the customer (Gotlieb, Grewal, & Brown, 1994; Storbacka, Strandvik, & Grönroos, 1994). I. Ahmed, Nawaz, Usman, Shaukat, and Ahmed (2010) in research study showed a positive and significant link among the service quality and customer satisfaction and current study finding also demonstrated service quality to be having positive and significant impact to repurchase intention of the customer.

The firms that want to create and need to maintain the competitive advantage against rivals should offer greater services to their customers. In simple words companies are required to pay great attentions towards investing considerable amount and time on provision of better quality services to their customers in order to survive and compete in long run (Sattari, Sangari, & Peighambari, 2015).

The research study of (Henkel, Houchaime, Locatelli, & Singh, 2006) showed that satisfied customers are those who receive good service quality in telecom sector and have future intention to stay with the vendor and future repurchase intentions. Provision of better service quality is one of the most crucial factor for satisfaction of the customers and eventually it increase the loyalty and repurchase intentions of the customers (Deng, Wang, & Galliers, 2015). Chuah, Kandampully, and Bilgihan (2017) showed that customer loyalty increased when customers have efficient service quality by the supplier. Loyal customers are found to have great

intentions to stay as customers of the company in future as well, they would recommend other to be customers of the same organization and willing to spend more amounts on purchase. Chen (2008) findings were also concluded that provision of better services to the customers increased their satisfaction level and then it leads towards the repurchase intensions of the customers.

2.6.4 Relationship between Customer Satisfaction and Repurchase Intentions

Research on customer satisfaction specifically in B2B association is still modest and lagging far behind in customer marketing (Homburg & Giering, 2001). Despite B2B constituting an important sector of economy in number of countries, its constructs are still under researched and not well understood. While on the other hand a single construct customer satisfaction has been researched as determinant of repurchase intension or behavior and profitability (Anderson, Fornell, & Lehmann, 1994; Anderson & Sullivan, 1993; Patterson, Johnson, & Spreng, 1996). According to the research work of (Lam et al., 2004) the customer satisfaction effect towards the product or service provider could influence the customer to repurchase the product or services again from the same supplier and also recommend to the other customers. Customer satisfaction has been found to be significantly positive association with repurchase intention in number of the research works (Anderson & Sullivan, 1993; Cronin Jr & Taylor, 1992; Gotlieb et al., 1994; Patterson et al., 1996; Woodside et al., 1989) In future repurchase intentions of customer from same supplier are results of various organizational efforts. Number of the important antecedents of customer's repurchase intentions discussed by researchers are offering, the best service quality of to the customers and competitively. Mostly all organizations offer the best possible product or service to their customer in order to retain them and establish positive repurchase intentions behavior in the future.

The current research work is specific to the textile industry. Now the customer satisfaction is considered as corporate level strategy (Rust et al., 1995), Customer satisfaction is also considered as the base and source of success for an organization, association between the marketing and management department (Anderson et al., 1994; Claycomb & Martin, 2001). So the association of the two constructs in important.

2.6.5 Mediating Role of Customer Satisfaction

The study conducted by (Bolton & Lemon, 1999) illustrated customer satisfaction play significant role as mediating variable. Satisfaction typically mediates the influence of product quality, service quality and price or payment equity on customer loyalty. There are research studies that demonstrated the customer satisfaction play mediating role between service quality and customer loyalty (Caruana, Money, & Berthon, 2000; Ehigie, 2006; Izogo & Ogba, 2015; Olorunniwo & Hsu, 2006; Santouridis & Trivellas, 2010). Customer satisfaction and customer retention are outcomes of a relation at apart stages. Customer satisfaction is considered to be an antecedent to customer retention (Rao et al., 2011; Tyler et al., 2007).

A variable which mediate the relationship between the dependent and independent variable and explain the association between the dependent and independent variables is known as the mediator variable. The mediation between the variables is developed through mediation model, and the model which represent the mediation is a casual model. In mediation model, mediator variable has assumed to have impact on dependent variable. The notion of mediation as describe by (Baron & Kenny, 1986) as the relationship presupposes the existence of third variable between a dependent variable and an independent one. Baron and Kenny (1986) have provide the step procedure to conduct mediational hypothesis.

In general, mediation model is to recognize and describe the mechanism or process that underlies an observed association between independent and dependent variable with the insertion of third variable, which is known as mediating variable, mediator variable, intermediary variable or intervening variable. A mediation model proposes an independent variable shows significant impact or influence on the mediating variable that in exchange impacts the dependent variable, rather than a direct causal link between the independent and dependent variable. Consequently, the variable used for mediating effect affects in providing clarification of the link with the dependent and independent variable.

In this study, the important point is to find out that either customer satisfaction has ability to significantly mediate the link among variables service quality, perceived switching costs, product returns and behavioural repurchase intentions.

2.6.6 Customer Satisfaction as a Mediator

Customer Satiation has been effectively used as a mediator in various past studies of similar context (See Table 2.1). There is consensus among studies that discuss behavioural course of action that customer satisfaction has ability to explain the relationship between repurchase intentions (criterion variable) and its antecedents (predictor variables). Here some important studies list is given below:

Table 2.1

Past Studies on Repurchase Intentions, Containing Customer Satisfaction as a Mediator

Studies	Research Settings	Major Findings

Guo, C., & Wang, Y. (2015)	How manufacturer market orientation influences B2B customer satisfaction and retention: empirical investigation of the three market orientation components.	Competitor orientation has an indirect effect on customer retention through customer satisfaction.
Askariazad, M. H., & Babakhani, N. (2015)	An application of European Customer Satisfaction Index (ECSI) in business to business (B2B) context.	Perceived quality and perceived value have significant total impacts on loyalty in B2B context, these impacts are indirect, mediated by satisfaction
Caruana, A. (2002)	Service loyalty: The effects of service quality and the mediating role of customer satisfaction	Service quality is found to act on service loyalty via customer satisfaction.
Chumpitaz, R., & Paparoidamis, N. G. (2004).	Service quality and marketing performance in business-to-business markets: exploring the mediating role of client satisfaction.	Satisfaction plays a partial mediating role in the relationship between delivery service and loyalty
Fang, Y. H., Chiu, C. M., & Wang, E. T. (2011)	Understanding customers' satisfaction and repurchase intentions.	Satisfaction is a powerful mediator between quality perceptions and trust, and repurchase intention. The results confirm that the significant positive impacts of net benefits on customers' satisfaction and repurchase intentions.
Sofnia,N.,& Paramarta,R.B.(2019)	Perceived Quality, Customer Satisfaction, Switching Barrier and Customer Loyalty in Business to Business Context.	Satisfaction of customer based on perceived quality tend to increase customer behaviour to recommend the supplier

2.7 Theory of Mediation Analysis

Mediating variable is the intervening variable which influences the relationship between a predictor and an outcome variable. According to (Baron & Kenny, 1986)following conditions must be present in order to confirm full or partial mediation.

- IV must predict mediator (path a)
- IV must predict DV (path c)

- Mediator must predict DV (path b)
- IV must predict DV when paths a and b are controlled (path c').

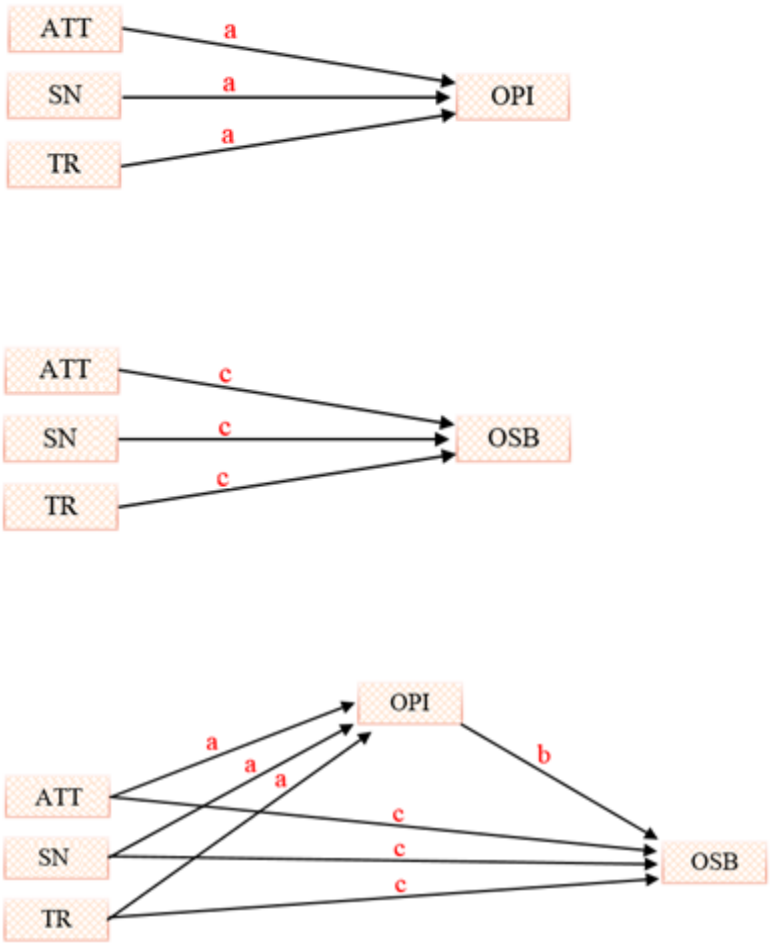


Figure 2.1: Paths to test Mediation

Multiple Regression employed to check whether IV does not remain significant when mediator is controlled, then it is Full Mediation, and if both IV and mediator predict DV, then it is Partial Mediation (Baron & Kenny, 1986; Newsom, 2016).

2.8 Hypothesis Building

As per requirement of the study, ten hypotheses were developed to investigate the research questions. These hypotheses designated the logical relationship that is imagined between two or more variables in a formal statement, which could be tested through some statistical operations. Hence, the list of the hypotheses that the study addresses, are as follows:

H1: Switching costs positively affect B2B customer satisfaction in textile industry.

H1a: Switching costs poitivley affect repurchasing intentions of B2B customers in textile industry.

H1b: Switching costs poitivley affect repurchase intentions of B2B customers through mediating role of customer satisfaction in textile industry.

H2. Product returns poitivley affect B2B customer satisfaction in textile industry.

H2a. Product returns poitivley affect repurchase intentions of B2B customers in textile industry.

H2b: Product returns poitivley affect repurchase intentions of B2B customers through mediating role of customer satisfaction in textile industry.

H3: Service quality poitivley affects B2B customer satisfaction in textile industry.

H3a: Service quality poitivley affects repurchase intentions of B2B customers in textile industry.

H3b: Service quality poitivley affects repurchase intentions of B2B customers through mediating role of customer satisfaction in textile industry.

H4: B2B customer satisfaction poitivley affects repurchase intentions in textile industry.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

It is important to encompass the applicable and appropriate research methodology developed for the data analysis. To solve the specific problem it is essential to develop a systematic way (Rajasekar & Al Raee, 2013).

The chapter begins with the conceptual framework followed by hypotheses which are developed to answer the questions discussed in this study. The chapter generally focuses on the research approach and its methodology. This will address the research design, sampling technique, data collection method, constructs' measuring instruments and eventually the data analysis methods.

3.2 Conceptual Framework

(Miles & Huberman, 1994) explained that the conceptual framework of any research work is a written entity which diagrammatically explained the main research entities or variables, which are the main foundations used to conduct the specific research work and which are used to elaborate the association among them. Moreover, according to them the conceptual framework is also nominated as the "Idea Context" of the particular research work or "Theoretical Framework".

The theoretical framework is the broader term, which elaborated the ideas, thoughts or the beliefs of the researcher which he tries to elaborate in diagrammatical or graphical form. Moreover, it also describes the associations among the variables which could be formed and help to generate the hypothesis for the research work. Furthermore, it signifies the main objectives and goals of the research work and forms the relevant and realistic research questions and it also helps in to identify the appropriate and required research methods.

The theoretical framework drawn with unidimensional arrow head from independent variable to dependent variables in which simple lines shows the direct relation, while dotted lines shows the indirect relation among the variables, which also elaborates the direction of association among the study variables.

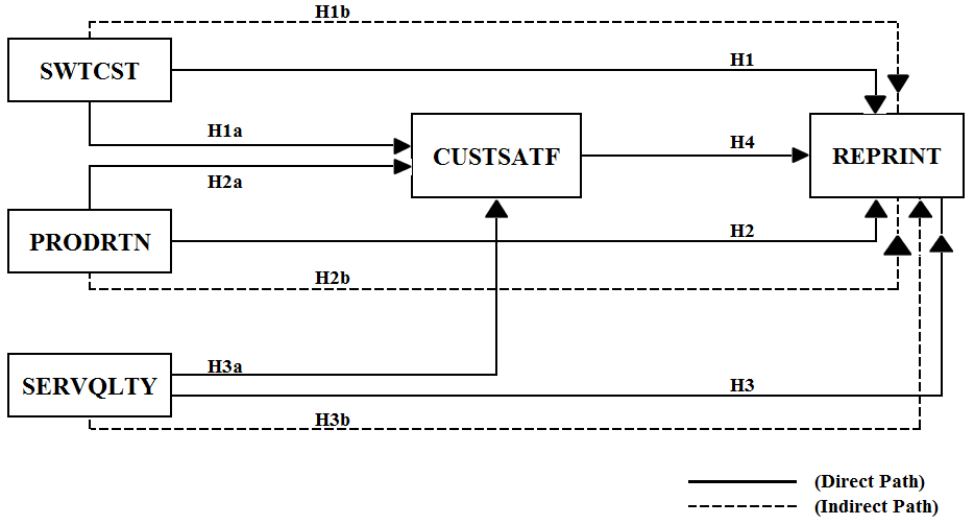
Based on (Russo et al., 2017) and (Yang & Chao, 2017) as well as a comprehensive examination of literature previously, we build a conceptual framework to determine different factors that affect customer repurchase intent in B2B context. Synthesizing the possibilities, the further linkages are hypothesized for this research.

The current study consists of variable customer repurchase intention as a dependent variable and its links are formed with the independent variables i.e. switching costs, product returns and service quality with the mediating effect of customer satisfaction.

The framework model used for the study is discussed graphically in figure 3.1.

Figure 3.1

Conceptual Framework



3.3 Study Hypotheses

The hypotheses of this research study established as per the associations described or showed by theoretical framework (Figure 3.1) and these hypotheses are constructed to investigate the research questions and research objective. The hypothesis elaborate the logical relationship among variables in a descriptive statement and these statements are tested by statistical analysis.

3.3.1 Switching Costs and Repurchase Intentions

There are number of the research studies which have examined the association between switching costs and repurchase intentions (Anderson & Sullivan, 1993; Burnham et al., 2003; Fornell, 1992; Grønhaug & Gilly, 1991; M. A. Jones, Mothersbaugh, & Beatty, 2000; Nielson, 1996; Ping Jr, 1993) To increase or enhance the repurchase intentions and to retain the customers specifically in B2B setting, many companies try to build up switching barriers which leads towards the switching costs. While on the other hand if a customer is not satisfied with the product or services received form the organization, then the customer most probably have to establish a new association. Therefore, in doing so, will have to invest effort, money, and time. Thus, such costs create a barrier to switch to other suppliers.

The following hypotheses are proposed;

H1: Switching costs positively affect B2B customer satisfaction in textile industry.

H1a: Switching costs positively affect repurchasing intentions of B2B customers in textile industry.

H1b: Switching costs positively affect repurchase intentions of B2B customers through mediating role of customer satisfaction in textile industry.

3.3.2 Product Returns and Repurchase Intentions

Product return management involves important operational challenges and high costs, while product returns also presents the opportunity to manage customer relationships and positively impact repurchase intentions of the customers (D. Mollenkopf et al., 2007).

We put forward the following hypothesis;

H2: Product returns positively affect B2B customer satisfaction in textile industry.

H2a: Product returns positively affect repurchase intentions of B2B customers in textile industry.

H2b: Product returns positively affect repurchase intentions of B2B customers through mediating role of customer satisfaction in textile industry.

3.3.3 Service Quality and Repurchase Intentions

Most of the researches have chosen to study the direct link between the customer loyalty and service quality, and number of the other research works have demonstrated that customer satisfaction plays vital mediating role between the service quality and customer repurchase intentions (Ehigie, 2006; Izogo & Ogba, 2015; Olorunniwo & Hsu, 2006; Santouridis & Trivellas, 2010)

This leads to our next hypothesis as;

H3: Service quality positively affects B2B customer satisfaction in textile industry.

H3a: Service quality positively affects repurchase intentions of B2B customers in textile industry.

H3b: Service quality positively affects repurchase intentions of B2B customers through mediating role of customer satisfaction in textile industry.

3.3.4 Customer Satisfaction and Repurchase Intentions

Customer's satisfaction is considered to be a determinant of customer retention with same supplier (Rao et al., 2011; Reichheld & Sasser, 1990; Tyler et al., 2007). There are number of the research works which have confirmed the significant and positive association between the customer satisfaction and customer's repurchase intentions (Mittal & Kamakura, 2001; Yu & Dean, 2001). When a transaction done right at the first time and customers get satisfied then they might communicate to others also about their experience, hence, it leads the other customers to the organization (J. Heskett & Sasser, 1990). Eventually, satisfied customers show a positive come back for repurchasing with the particular firm with aim of consequent purchase of products or services (Anderson & Sullivan, 1993; Cronin Jr & Taylor, 1992; Rust et al., 1995). This leads to the present study's hypothesis being postulated as follows:

H4: B2B customer satisfaction positively affects repurchase intentions in textile industry.

3.3.5 Customer Satisfaction as Mediator

The association presupposes the existence or presence of third variable between the independent and dependent variable is the notion of mediating (Baron & Kenny, 1986). The mediation among the independent and dependent variables could be full or partial. In this study we are going to check whether customer satisfaction is capable of mediating the relationship between

independent variables (service quality, switching costs and product return) and dependent variable (repurchase intentions) or not.

3.4 Methodology

The study has been exploratory in nature and a sample survey method has been employed for data collection. Primary data collected through questionnaire, has been used for the purpose of the study. Research design for this research is planned structure and strategy of investigation conceived so as to obtain answers to research question or objectives and also to control variances. The study particularly integrates the collective dynamics of service quality, switching costs and product returns on customers satisfaction and thus on their repurchase intentions in textile's B2B transactional scenario. Factors in this framework altogether and exploring the results with reference to textile sector.

3.4.1 Research Design

A questionnaire or instrument comprises of 33 items was distributed to concerned respondents for primary data collection. Questionnaires were distributed to the respondents and explained them the aim of carrying out this research work and elaborated them that they required to respond in the perspective of B2B section of textile industry. According to the (Malhotra & Grover, 1998), the survey method considered suitable to answer the research questions which concerns the association among the research variables. Subsequently, in this research study, the survey method used to collect quantitative data from a required number of respondents.

3.4.2 Instrument

Instrument is a source that is used to gather the responses over study constructs which may under discussion. Data collection for this research work have been collected for inclusive information without having any biasness. A comprehensive questionnaire was prepared and distributed to the concerned respondents. As per requirement of the study, the questionnaire is employed to measure following variables.

(i) SWTCST (Switching Costs)

(ii) PRODRTN (Product Returns)

(iii) SERVQLTY (Service Quality)

(iv) CUSTSATF (Customer Satisfaction)

(v) REPINT (Repurchase Intentions)

3.4.3 Instrument Validation

The current study intents to apply the measures which have already been developed and tested in order to broaden the validness and dependability of the research instruments as it is proposed by (J. F. Hair, C. M. Ringle, & M. J. L. r. p. Sarstedt, 2013). Adopted scales are used in various studies which covered the different areas of the studies' subjects and hence proved valid and reliable for measuring the similar concepts. It is necessary that an instrument must be reliable prior it considered to be valid but reliability does not or it need not to depend on validity as it is assumed by (Kimberlin & Winterstein, 2008). It was also described by the (Sekaran & Bougie, 2010) that the reliability assess the integrated results, stableness and uniformity of the research work which has covered some specific period.

The reliability test proceed through Cronbach's alpha test for checking the consistency and validity of the instrument. The value of Cronbach's Alpha test need to be equal or greater than 0.7 in normal cases while it is important to proceed further for data analysis as described by (Jurn C Nunnally, 1978). For further data analysis it is important that the Cronbach's Alpha values comes within acceptable range subsequently.

3.4.4 Construct Measurement

As per requirement of the study, the measuring instrument was designed with two explanatory sections. The first portion of the measuring instrument consisted of general information of respondents that addresses the screening questions, for instance their working department, work experience, experience in specific industry, their current position or designation and length of relationship with the supplier. The nominal scale was used to measure the demographical split of the respondents. While on the other hand, the second portion of the measuring instrument consist of measurements regarding the variables in which five point liker scale was used to measure the response of the respondents. The Likert scale was ranging from strongly disagree (1) to strongly Agree (5).

Table 3.1

Measurement of Study Variables

Variable	No. of Items	Measurement
SWTCST (switching costs)	5	A five point Likert scale Lam et al, 2004)
PRODRTN (Product Returns)	3	A five point Likert scale Mollenkopf al., (2007)

SERVQLTY (Service Quality)	15	A five point Likert scale Parasuraman et al. 1988
CUSTSTAF(Customer Satisfaction)	6	A five point Likert scale Taylor & Baker (1994)
REPINT (Repurchase Intent)	4	A five point Likert scale Liu, (1998)

3.5 Operationalization of variables

3.5.1 Repurchase Intent

Repurchase intention of a customer is defined as the customers' keenness of purchasing again from same supplier and their promise to maintain the connection or have intentions to continue the relationship with a provider (Blocker, 2011; Hewett et al., 2002; Homburg & Giering, 2001; Watson et al., 2015). Repurchase intent variable is assessed through four items adopting form (Liu, 1998) and measured on five point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.5.2 Switching Cost

The switching cost is that costs suffered when customer switch form one supplier to another (Heide & Weiss, 1995). According to the (Klemperer, 1987) the switching costs include transaction cost, contractual costs and learning costs. To measure the switching costs using five items that evaluated aspects such as money, time, effort and the risk associated with the supplier technology change as used by (Russo et al., 2017). Switching costs will assess on five point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.5.3 Product Returns

Product returns management includes three items measuring company response to return situations, which are adopted from (D. Mollenkopf et al., 2007). Product returns will assess on five point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.5.4 Service Quality:

The provision of service that surpasses the anticipation of customers is refers as service quality (Reeves & Bednar, 1994). Service quality model encompass other five proportions namely reliability, tangibility, responsiveness, empathy and assurance. The service quality measure applied in this study using five point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) and adopted from (Hsu, LIAO, YANG, & CHEN, 2005; Hussain et al., 2015; S.-M. Meng, Liang, Lin, & Chen, 2010; Ananthanarayanan Parasuraman et al., 1988; Wang, 2007).

3.5.5 Customer Satisfaction

An overall evaluation of a firm's post-purchase utilization of services has also been defined as customer satisfaction by (Fornell, 1992). Customers satisfaction has also been defined as a positive efficient and affective state resulting firms the evaluation of all aspects of a firms working association with the other firms (Dong, Ding, Grewal, & Zhao, 2011). Customer satisfaction will evaluate from six measurement items using 5 point Likert scale adopted for customer satisfaction from (Taylor & Baker, 1994).

Customer satisfaction was also defined by (Fornell, 1992), it is the overall assessment of a firm's performance or utilization of a service which is conserved after post-purchase. Customer satisfaction has been defined as a positive affective state resulting from the evaluation of all aspects of a firm's working relationship with another firm (Dong et al., 2011). Customer satisfaction will evaluate from six measurement items using 5 point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), adopted for customer satisfaction from (Taylor & Baker, 1994)

3.6 Questionnaire Design

Finally, the complete and final draft of the measuring instrument of this particular research work was established with two major sections. The first section of the questionnaire established to get the demographical information of the respondents regarding their current position or designation in the organization, their department name, experience they have in this industry and their work experience. The demographical information also included their gender, age of the respondent, their qualification and lastly the duration of association they have with their supplier.

While on the second portion of the measuring instrument consisted of questions which were related to the construct variable of this particular research i.e. switching costs), product returns, and service quality) as predictor variables, customer satisfaction as mediating variable and repurchase intent as dependent variable. Consequently, the respondents were requested to answer the required questions about their main suppliers in terms of quantity/value at five point Likert scale from the value of strongly disagree to (1) to strongly agree (5). The questionnaires were sent to the required respondents through courier. This respondents were the employees of

various textile units and intermediaries located in Karachi, Lahore, Faisalabad, and Multan regions.

3.7 Sample and Sampling

Sample size is the specific portion of the population which research choose to study for statistical analysis (Bosch, Rossouw, Claassens, & du Plessis, 2010) The sample size selected from a particular population is to elaborate or scrutinize the defined population's attributes through only concentrate on a specific certain fragment of the population under analysis.

3.7.1 Population

The variable interest is measured from the selected sample which drawn from the population. The complete collection of the individuals or subjects is known as population. Furthermore, the population is consist of the specific community which have common traits or characteristics.

The sample population for this particular research work is comprised of the employees of textile industry of Pakistan. All Pakistan Textile Mills Association (APTMA) member company employees, including the weaving mills, dyeing & finishing mills, garment stitching & apparel factories, home textile units, trading companies and buying houses. These employees are responsible in purchasing textile raw materials in their companies.

3.7.2 Unit of Analysis

According to the (Trochim, 2006), the one of the main factors which is going to be analyzed in the particular research work is defined as the unit of analysis. Statistical sample which is going to be analyzed should signify the parameter of population and need to be reliable, the population parameters must be shown the close association with the reliability with very slight margin of errors as described by (Sekaran & Bougie, 2010). According to (Green, 1991) a rule-of-thumb that $N \geq 50 + 8K$ recommended for determining the minimum number of respondents required to conduct multiple analyses. We took suitable sample size of 325 employees according to set criterion.

3.7.3 Sampling Technique

According to the conceptual framework of the study, the sample criterion was established as per the requirements of variables of interest. The sample units are chosen because they have particular features or characteristics which will enable detailed exploration and understanding of the central themes and questions which the researcher wishes to study (Becker, Bryman, & Ferguson, 2012). Purposive sampling is a sampling technique whereby the respondents are chosen deliberately based on the qualities and information they possess. According to (Etikan, Musa, & Alkassim, 2016), when using the purposive sampling the researcher decides what needs to be known and sets out to find people who can and are willing to provide the information based on their knowledge or experience of the subject/concept.

As the research work tries to gather the information about repurchase intent in B2B context, only industrial customers that participate in such activities have been considered. As the study collected information about repurchase intent in business to business context, mainly the industrial customers those took part in such B2B activity were considered. These particular populations' characteristics led the study to follow the specific criterion for sample selection. So, purposive (non-probability) sampling technique was employed for extracting sample, as the target population have particular traits.

3.7.4 Sampling Design

As the study was going to examine those causal causative aspects which affect repurchase intentions of B2B textile buyers. Therefore, it was important to adopt the purposive sampling technique in this particular research work. As per the concerned sample both the females and males individuals of concerned departments involved in purchase decisions (depending upon the decision making style and hierarchy setup) is taken as a research sample.

3.7.5 Sampling Size

An appropriate sample size is important to make sure the reliability and validity of the research results.Therefore, according to the proposed formula sample size need to be consist of 325 participants at least. For this particular study the 450 questionnaires were distributed to the required respondents and 375 were taken back. Subsequently, appropriate 325 respondent's questionnaires were selected. The rest 50 questionnaires were rejected due to incomplete information, missing values and due to various other reasons.

3.8 Data Collection Method

The collection of data is one of the major and key steps to induct any research study. Data need to be sufficient because it has dynamic impact on the statistical analysis of the research work. Therefore, it is very important to initially decide, what kind of data is required and will be used to do the research work. Hence, the primary data for this research work is gathered from the respondents responding the measuring instrument questions. The data which is directly collected form the respondents through questionnaire is known as the primary data, that is collected form the respondents for the quantitative analysis When there are inconsistency phenomena present in organizational practices, it is important to evaluate that population sample for descriptive research work by distributing the questionnaires to the specific respondents. According to (Saunders, Lewis, Thornhill, & Bristow, 2015) the questionnaire is one of the important and widely used instruments to collect the survey data. Miller and Miller (1991) explained that the survey considered as fascinating data collection method as it helps the researcher to collect the large number of data for understanding the association among the study variables. Measuring instrument or questionnaire is generally used for descriptive research data collection and used to get opinions of the respondents for research investigation. Subsequently, in this research work questionnaire is used as measuring instrument for primary data collection.

This study covers various textile units and intermediaries located in Lahore, Faisalabad, Multan and Karachi regions. The questionnaires were sent to the 450 respondents through courier. All of them were literate and working (from staff to management position) in their respective organizations and departments and had purchase experience. The respondents were

conveyed to fill-up questionnaire and rate their respective main supplier in terms of volume and amount.

In this particular research survey, the respondents contributed on volunteer basis and it was ensured them that their responses will be used only for research work and kept confidential. Approximately 450 questionnaires were distributed to collect the data and 375 were received back with 83.3% response rate. From which 325 questionnaires were considered appropriate and the rest questionnaire were rejected due to some unconvincing responses. Some of the unconvincing reasons are as follows.

1. 30 questionnaires had missing values;
2. 20 respondents replied for either neutral for all the questions or they rated all the questions on same option like “strongly agree” or “strongly disagree”.

3.9 Data Processing and Analysis

After collecting the data, the next major step is data analysis. Data analysis is basically used to check the authenticity of collected data by using different software application to proceed further for final data processing. Subsequently, the data of this research work analyzed by using two statistical applications AMOS and SPSS.

3.9.1 Descriptive Analysis

The descriptive analysis of the data was carried out in order to assess the demographical characteristics of the respondents along with frequency, mean, and standard deviation of the acquired data. The analysis has assessed the joint effect of independent variables (customer

services, product returns and switching costs) along with the mediating effect of customer satisfaction (mediating variable) leads towards the dependent variable (repurchase intentions) in B2B sphere of textile industry of Pakistan.

3.9.2 Structural Equation Modelling (SEM)

To assess the complex structural association among the variables, the SEM (Structural Equation Modelling) technique is used. SEM is multivariate cross-sectional technique as it analyzed the casual association among the variables which were hypothesized in research work, sometimes it is also known as the Casual Modelling. Structural equation modelling is the combination of two techniques, first one is Factor Analysis and other one is multiple regression analysis. The SEM technique is one of the most important analysis in research work as it evaluates the inter component dependencies and multiple regression of model in one step.

In this study structural equation modelling is used instead of path analysis because path analysis only evaluates the path of observed variables. The structural equation modelling is used because it evaluates the error of latent variables and the proposed association among the constructs of this research work.

3.9.3 Assessment of Measurement Model

The construct model for the research identifies the relationships for the detected and inactive variables. It also recognizes the relationship of the concept of instrument and its score which is meant to be measured through confirmatory factor analysis. The validation for framework model is identified by evaluating discriminant and convergent validity.

3.9.4 Confirmatory Factor Analysis

To describe the framework model theoretically, confirmatory factor analysis is performed for the confirmatory test analysis on the sample data, as it is the first step in SEM analysis to estimate the items of the instrument. It also shows the association between the scores of instruments and its concept which is supposed to check with the help of Confirmatory Factor Analysis. Therefore, the CFA is initial step in SEM to analyze the reliability and validity of the instrument of perceived variables.

3.9.5 Validity Assessment

For the validity assessment the construct validation procedure is used in the research work. The construct validity achieved through the structural relativity and validity test. The structural validity is accomplished with Confirmatory Factor Analysis, whereas the structural validity also used to evaluate the convergent and discriminant validity. On the other hand, the reliability test is used to check the reliability of the scales which are being used for perceived variables.

3.9.5.1 *Convergent Validity*: Convergent validity assesses the dimensional measures of similar concept are associate with one another. Therefore, the items of instrument required to be merged which are comparatively measure the alike impressions or these items share unavoidable level of uniform variance. There are various processes to measure the convergent validity which identifies the relative significance amongst instrument items. As recommended by Hair et al,

(2012), this research work used Average Variance Extracted, Composite Reliability and Factor loading to measure the convergent validity.

3.9.5.2 *Discriminant Validity*: To identify, at which extent the concept of items is actually fluctuate from the concept of study. The discriminant validity test is used. If a construct shows a significant level of discriminant validity, it truly means that the concept is more precise in nature and it is evaluating the impacts which were overlooked by the rest of the measures.

3.9.6 Reliability Tests

Reliability tests evaluate, how systematically an instrument measures the intended latent construct (Sekaran & Bougie, 2010). In other words, reliability is associated with consistency. Reliability testing better defines the consistency of acquired results through some measuring instrument. For instance, when we do measure the responses of different respondents by using a common method then Cronbach's alpha defines the internal consistency or the average correlation of items in a survey instrument, which is used to measure its dependability (J. R. A. J. J. o. e. Santos, 1999). While on the other hand, the composite and internal reliability is carried out by reliability assessment.

3.9.5.1 *Internal Reliability*: J. R. A. Santos (1999) explained that the normal association and the internal consistencies of instrument items is explains through Cronbach's Alpha test, which also evaluated the dependability of scale. The instrument used in this research work is not modified and it has been supported and used in previous studies which have similar construct. Thus, to ensure the reliability of the instrument, Cronbach's Alpha test is used that shows constancy of respondents' responses to all the items of measuring instrument.

3.9.5.2 *Composite Reliability:* The composite reliability is used to ensure the internal consistency and reliability of research framework. The results need to be equal or lower than 0.7 for significant result.

3.10 Structural Model Assessment

After the complete assessment of measuring model then analysis leads towards the testing of structural model. This procedure is used to calculate the path coefficients which evaluate the variables' association strength and evaluate the significance of the model concepts. The value of path coefficients needs to be more then 0.1 to show significance association among the variables of the model and be applicable at the 0.05 level of significance.

CHAPTER FOUR

DATA ANALYSIS

4. Overview

Chapter included the statistical analysis, survey, statistical inference and results of research work. It also encompasses with three statistical analysis phases, these phases comprehensively describe preparation of data for analysis, descriptive analysis of variables, the demographics of respondents, reliability and validity test of the measures, inferential statistics demonstration by using linear regression and Pearson's correlation, assessments of the measurement model, statistical analysis of the structural model, outlier analysis and finally the test results demonstration. The findings of this research work have concluded in shape of brief summary at the end of this chapter.

Structural equation modelling framework used in this research work to estimate the single set of respondent's response coded data in research questions. Before data analysis the data screening got ensured which include, outliers, missing data, normality, adequacy of covariance and multi-collinearity. When it's confirmed that the acquired data is eviscerated form all kind of discrepancies, then the following analysis methods applied to data for further statistical analysis.

To evaluate the demographical features of the respondents along with the frequency, standard deviation and mean the descriptive analysis was used on the acquired data. Statistical analysis has estimated the effect of product return, service quality and switching costs together with the mediating effect of mediating variable (customer satisfaction) on dependent variable (repurchase intention) in B2B section of textile organizations in Pakistan.

4.1 Phase I

This phase comprises of assumption and descriptive analysis of respondent's responses comprises of demographical characteristics. The structural equations modelling descriptive analysis encompasses of missing data, sample size, outliers, normality and multi -collinearity were tested.

4.1.1 Descriptive Statistics

This study was initiated with having 325 respondents and 5 latent constructs originally. Descriptive statistics of all five constructs were measured as indicators of the distributions. For describing the distribution of the study variables, descriptive summary statistics for instance mean, median, standard deviation, and variance are given in descriptive statistics table (see Table 4.1).

Descriptive description statistics for mean, median, standard deviation and variance to describe the distribution of study variable is describe below in Table 4.1 and also discussed in detail hereunder.

Table 4.1

Descriptive Statistics of the Study

	N Statistics	Minimum Statistics	Maximum Statistics	Mean Statistics	Std. Deviation Statistics	Variance Statistics
SERVQLTY	325	2.40	4.93	3.8156	.41093	.169
SWTCST	325	1.00	4.80	3.2437	.65954	.435
PRODRTN	325	1.67	5.00	3.8051	.67812	.460
CUSTSATF	325	1.67	5.00	3.8292	.50340	.253
REPRINT	325	2.00	5.00	3.7069	.62706	.393
Valid N (listwise)	325					

Mean values of the table 4.1 is showing the central tendency of the data that the acquired values are clearly spread around the central value and perfectly describe the data. Standard Deviation is a measurement of how widely the responses were spaced. In the above table it is shown that standard deviation is very less which indicates that values are not much dispersed around the mean and data points are tend to be close to the mean of the data set. Hence, it can be assumed that, there was relatively close agreement among respondents about the answers of the questions. All answers were relatively close to the mean with just a little variation and thus proved that the data was very significant and there were very small chances of error. Therefore, it illustrates that the

acquired responses which has been taken using items of sub-scale direction giving are significantly varying from each other.

4.1.2 Data Preparation for Analysis

This segment presents the methods that can be used during preparation of research data for structural equation modelling (SEM) assumptions pertaining to missing data, outliers, normality, sample size, and multi-collinearity were tested.

4.1.3 Identification of Missing data and Data Entry

In quantitative research work the accuracy of data is most essential, so it is important to check and rectify possible errors in data in the form of missing values and other inconsistencies (Hair, 1998). Data collection process was carried out with distributing 450 questionnaires in various B2B sections of textile industry and 375 questionnaires received back out of those circulated set of questionnaires. Ultimately, 325 suitable responses were chosen with subsequent inspection and were taken into consideration for statistical analysis purpose. For acquiring the better adequacy of the results, 50 questionnaires excluded from the data which were not meeting the screening criteria and had missing values. The data screening got ensured before data analysis that includes missing data, outlier, normality, multi-collinearity, and adequacy of covariances. Once it was ensured that the acquired data is cleaned from all of its discrepancies, exclusive of missing elements and free from errors. The acquired data were coded in SPSS for further statistical analyses.

4.1.4 Missing Data

The high percentage of missing data values can influence the results. Before SEM and statistical analysis of data, it is essential to identify the percentage of missing values from the selected data. The data collected for this research work had 50 questionnaires with missing values. So, these questionnaires was not entertained in study and rejected to be considered for further analysis. Eventually, 325 questionnaires were selected for further statistical analysis that met analysis requirement for investigation of the study hypotheses.

4.1.5 Multivariate Normality

Skewness and kurtosis of data is tested through Normality tests. Skewness refers to the balance or regularity of the data distribution whereas kurtosis indicates the peakedness or flatness of data distribution. Tests for detecting normality were applied to ensure that extreme deviations from mainstream data are not present that could distort the analysis results. Skewness and kurtosis tests were employed to check normality because these are considered appropriate for most psychometric uses. Usually, the value greater than +1 or lower than -1, is commonly considered as substantially skewed distribution. Likewise, a kurtosis value of <1 reflects a distribution that is too flat (J. F. Hair, C. M. Ringle, & M. Sarstedt, 2013). Analysis showed that neither skewness nor kurtosis values were observed outside the acceptable range of normality (see Table 4.2). The values shown that the distribution in negatively skewed and the extreme values or outliers are not present in the distribution. Simultaneously, Kurtosis values describes that the sample is slightly

platykurtic. Its peak is just a bit shallower than the peak of a perfect distribution. So, it is certainly assumed that, the current available data for analysis is normally distributed.

Table 4.2

Frequencies of the Study Constructs

		SERVQLTY	SWTCST	PRODRTN	CUSTSATF	REPRINT
N	Valid	325	325	325	325	325
	Missing	0	0	0	0	0
Skewness		-.662	-.272	-.958	-1.011	-.277
Std. Error of Skewness		.135	.135	.135	.135	.135
Kurtosis		1.393	-.192	.568	2.307	.008
Std. Error of Kurtosis		.233	.270	.270	.270	.270

4.1.6 Multi-Collinearity

In statistics, multi-collinearity is a phenomenon in which one response or outcome variable in a multiple regression model does linearly predict by the other predictor variables with a substantial degree of accuracy (O'Sullivan, Rassel, Maureen, & Taliaferro, 2016). Furthermore, simply the multi-collinearity is define as the significant correlation among many independent variables or between two independent or predictor variables in a multiple regression model. In structure

equation model (SEM) non positive covariance matrix is one of the main reasons of multi-collinearity (Kline, 2005). In this study correlation matrix has been formed to detect multi-collinearity among variables. The potential indicator of multi-collinearity problem is quantify if the value of covariance matrix is >.85 (Kline, 2005).

Another way to identify the multi-collinearity is variance inflation factor (VIF). It is perceived that when independent variable show correlation then the variance inflation factor showed the degree of high in inconsistency for estimation of regression measurement. VIF value found in between 5 to 10 showed high correlation among predictor variables or multi-collinearity. Table 4.3, explains the variance between two or more predictor variables towards outcome variable where the Variance Inflation Factor (VIF) values of the predictor variables are below 10 and the tolerance level is below 1. It demonstrated that, there is no multi collinearity problem found between the constructs of the study and the variance inflation factor value is less than the threshold value. Hence, all VIF values are lower than the threshold value (3.3 refer to (Kock, 2015) and confirmed that the model is free of common method bias (CMB).

Table 4.3

Multi-collinearity Statistics

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	SERVQLTY	.510	1.960
	SWTCST	.740	1.191
	PRODRTN	.701	1.249

CUSTSATF	.546	1.831

a. Dependent Variable: REPRINT

4.1.7 KMO's and Bartlett's test of Sphericity

It confirms the adequacy and suitability of the data for its further statistical analysis i.e. Factor Analysis. For measuring the adequacy of the sample for each variable of the model and hence of complete model, Kaiser-Meyer-Olkin (KMO) test is used as a statistical tool. The approximate value of variation for variable may derived for concerning variation measured by KMO Bartlett's test. As the thumb rule, the defined range of KMO is a value comes in between 0 to 1, while on the other hand for accepted index it is recommended that the KMO value need to be greater than 0.5 and preferable value is higher than 0.7 for more significant results through factor analysis (Kaiser, 1970).

Factor analysis values are found in acceptable range after running the KMO and Barlett's test as shown in Table 4.4. The KMO values of all five constructs are greater than the recommended range (> 0.6) (refer to (Kaiser, 1970)and shown the adequacy of percentage of variance in data. Thus confirmed, sampling is suitable and CAF can be conducted on this data.

Table 4.4

KMO and Bartlett's Test

KMO and Bartlett's Test	SWTCST	PRODRTN	SERVQLTY	CUSTSATF	REPRINT	Overall
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.710	.678	.831	.853	.736	.877
Bartlett's Test of SphericityApporx. Chi-Square	346.0	235.0	1533.4	744.9	364.2	4616.5
df	10	3	105	15	6	528
Sig.	.000	.000	.000	.000	.000	.000

4.1.8 Sample demographics

Examination of this particular research received 325 responses from employees of various firms responsible for buying textile products. The total number of respondents are included 296 males (91%) and 29 females (09%). Respondents' response regarding age wise group, percentage was shown as: from 25 to 30 years (20.5%), between 31 to 40 years (45.5%), between 41 to 50 years (29%), and 5% respondents were above 51years age groups. From analysis, records collected for all age group provide an equal contribution. Further, 35.4% participants were single, 64% were married, and only 0.6% were divorced who took part and gave their valuable opinion in this survey. All of these groups embodied five varying levels of education: 6.5% Intermediate, 37.2% were graduates, 46.8% has Master's degree and 9.5% respondents had checked the "other" category.

A large number of respondents are from middle management. From the total, 8.3% are General Managers, 26.8% are managers and 52.6% are deputy and Assistant Managers. So we can understand the importance of buying function and that it is handled by the subsequent

authorized personnel in the companies. The various departments were participated in this survey, for instance Management (17.2%), Procurement/Sourcing (39.1%), commercial (27.1%) and others (16.6%). The staff of other departments also included i.e. control/inspection, production planning, accounts/finance and/or sales & marketing. The respondents are working at their current positions, from 1 to 5 years (40.9%), between 6 to 10 years (39.1%), between 11 to 15 years (14.5%), and 5.8% respondents were above 15 years at their current positions. Along with the experience at their current position, the respondents are working in the textile industry since many years and grouped from 1 to 5 years (19%), between 6 to 10 years (34%), between 11 to 15 years (33%), and 14% respondents were above 15 years, since they are working in the industry. This supports the general understanding that B2B decisions are rational and made by well experienced and middle to senior level management. The length of the relationship with main supplier is provided by the respondents as 1 to 5 years (48%), between 6 to 10 years (49.9%), between 11 to 15 years (8.9%), and (2.2%) above 15 years. In response to the question that whether the main supplier has any exclusive status/contract or preference, (87.7%) replied "no" and (12.3%) answered "yes". Therefore a majority of customer's concerned personnel making their purchase decision on their professional grounds. Table 4.5 presents the descriptive statistics and shows all 325 valid cases (N) and their frequencies of participation in demographic variables.

Table 4.5

Demographic Distribution of Sample (N = 325)

Sample Characteristics	Sample Classifications	No. of valid Cases. (N)	Percentage (%)

1. Current Position/Designation	General Manager	27	8.3
	Manager	87	26.8
	Deputy/Asst. Manager	171	52.6
	Staff/Others	40	12.3
2. Department	Management	56	17.2
	Procurement/Sourcing	127	39.1
	Commercial	88	27.1
	Others	54	16.6
3. No. of Years on Current Position			
	1-5 Years	133	40.9
	6-10 Years	127	39.1
	11 – 15 Years	46	14.2
	Above 15 Years	19	5.80
4. No. of Years in Industry			
	1-5 Years	62	19.0
	6-10 Years	111	34.0
	11 – 15 Years	107	33.0
	Above 15 Years	45	14.0
5. Education Level	Intermediate/Diploma	21	6.50
	Graduate	121	37.2
	Masters/Post Graduate	152	46.8
	Others	31	9.50
6. Gender	Male	296	91.0
	Female	29	9.00
7. Marital Status	Single	115	35.4
	Married	208	64.0
	Widowed	00	0.00
	Divorced	02	0.60
8. Age	25-30 years	67	20.5
	31-40 years	148	45.5

	41-50 years	94	29.0
	51 and above years	16	05.0
9. Length of Relationship with the main Supplier			
	1-5 Years	156	48.0
	6-10 Years	133	40.9
	10-15 Years	29	8.90
	Above 15 Years	07	2.20
10. Does the Main Supplier has Exclusive Status (Contract)			
	Yes	40	12.3
	No	285	87.7

4.2 Phase Two

Phase 2 consists of inferential statistics, using Pearson's correlation to calculate the influence of predicting variables and to validate the hypotheses results with the SEM results. Therefore some assumptions drawn to check whether these variables suit to run liner regression on them or not.

4.2.1 Correlation

Pearson correlation is the technique which is used to analyze the correlation among study variables. The direction and strength of relationship among variables is measured by using Pearson's correlation. The correlation coefficient predict the positive or negative relationship by specifies its sign and also demonstrate the power of relationship between these variables by describing the values ($0 < r < 1$).

Pearson's correlation conducted to measure the bivariate correlations of the study variables and correlation matrix describe its values as shown in Table 4.6, where ** shows that

the correlation between two variables is statistically significant at point 0.01 (2-tailed). Correlation value need to be <0.7 to confirm there is no considerable mutual association is present between two constructs otherwise it can cause problem of multi-collinearity. Consequently the bivariate correlation values describe in this study were found below the threshold (<0.7) and confirm the normal association between the constructs.

Table 4.6

Pearson Correlations Matrix

MODEL		SERVQLTY	SWTCST	PRODRTN	CUSTSATF	REPRINT
SERVQLTY	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	325				
SWTCST	Pearson Correlation	.273**	1			
	Sig. (2-tailed)	.000				

	N	325	325			
PRODRTN	Pearson Correlation	.382**	.311**	1		
	Sig. (2-tailed)	.000	.000			
	N	325	325	325		
CUSTSATF	Pearson Correlation	.655**	.313**	.217**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	325	325	325	325	
REPRINT	Pearson Correlation	.515**	.444**	.254**	.542**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	325	325	325	325	325

Note. **Correlation is significant at the 0.01 level (2-tailed).

4.2.2 Correlation Between Constructs

As for as correlation is concerned, among all other predictor variables of the study, service quality shows 0.655 values with the greatest unique partial contribution in predicting criterion variable customer satisfaction. Whereas, product returns have lowest unique partial contribution with the value of 0.217 in predicting criterion variables customer satisfaction. With the Pearson's Correlation Coefficient of 0.313 and 0.444 switching costs observed positively correlated to the criterion variables (customer satisfaction and repurchase intention) but of weak intensity. The p-value is <0.05 and also significantly lower than 0.01 level.

Bivariate correlational values of study variables are laying below the recommended threshold value (< 0.7) (Moore, McCabe, & Craig, 2009).

4.3 Phase 3

This phase consists of, firstly Factor Analysis and then constructs reliability testing to confirm the findings of the research followed by descriptive statistics of main variables. Factor Analysis s used to see the linear correspondence of the variables with their factors, called 'Loadings' in statistical terms. It is a commonly used data-reduction method (Peri, 2012). The sample is appropriate for factor analysis as size of the sample is (N=325) (Refer to (Tabachnick & Fidell, 2001). After assessing the suitability of the measurement model, structural model underwent testing in this phase. This process entitled calculating the path coefficients. The process describes the relationship's strength between variables of the study. This phase measures the two tailed significance of direct and indirect effects which predictor variables exert on mediator and then DV.

4.3.1 Structural Equation Modelling (SEM)

Structural equation modelling is a multivariate cross sectional statistical analysis technique that analyzes complex structural relationships. SEM enables to simultaneously observe a chain of unified dependent association between a set of constructs represented by several variables (e.g., scales), while computing the measurement error (Byrne, 2001).

Although, some other methods like Partial Least Square (PLS) and Choice Modeling are also exist but SEM is a fancy technique indeed to measure complex relationships. Eventually, SEM has applied in current study as most suitable statistical technique for the following reasons:

1. SEM is widely used in management researches for measuring the complex relationships;
2. SEM allows direct and indirect relationships among the variables;
3. SEM is used for simultaneous estimation of the measurement of structural relationship models.

The Structure Equation Modelling can be divided into two parts. These two parts are essential to support theory that how observed variables relate to the latent constructs. First part consists of measurement and the structural models.

1. **Measurement model:** It affirms the theory that postulates how measured variables set in and brought together to support the theory. It links the observed variables with the latent constructs.
2. **Structural model:** It supports the theory that shows how constructs of the study relates to the other constructs. It relates latent variables to one another.

4.3.1.1 SEM Analysis

This study contains some unobserved variables, so rather using Path Analysis which is good for measuring path of observed variables, current study consists of Structural Equation Modelling (SEM) technique which is to account for measurement error of latent variables and the proposed relationships between constructs of the study. The proposed model was tested using AMOS programme by restricting the current data with the domain of direct and indirect effects. First, it was determined by testing the fit of the measurement model that either the latent variables are truly indicated by the observed variables or not? So the regression paths and the overall model fit were tested in this method. In second step, the original complete proposed SEM model was analyzed to

confirm, whether the model defined the data well or not. Goodness of fit indices between purposed model and the acquired data were then analyzed. Finally; in third step, step by step modification process did apply to improve the model up to maximum possible extent, not only for representing the good fit to the data but also effectively describing the meaningful hypothesized relationships between the study constructs. Prior to apply SEM technique on data, it is essential that data must fulfil the proposed assumptions which are obligatory for SEM analysis.

4.3.1.2 SEM Assumptions

Prior to apply the SEM technique, some assumptions are need to be considered before projecting and establishing the research model. Such assumptions are; data should be normally distributed, measures should be reliable, consistency of measurements should be met and no significant relationships between unrelated variables. So, it was being assured prior to conduct further analysis on data that the assumptions got fulfilled.

4.3.1.3 Confirmatory Factor Analysis

After assurance of the proposed SEM assumptions that all assumption come true, the Confirmatory Factor Analysis (CFA) applied as the primary step of SEM. Whereas in next step, analysis of the complete model i.e. measurement model and the structural model took place.

Conducting a pre-test to estimate the items as a first step in Structural Equation Modelling to explain the constructs theoretically. Confirmatory Factor Analysis (CFA) refers to perform the confirmatory test on sample data. Where the connection between observed and latent variables being established through measurement model. It also links the scores of the measuring instrument and the concepts which these are supposed to measure through CFA. Confirmatory

factor analysis is used within Structure Equation Modelling to define the validity and reliability of the observed variables which are representing the model constructs.

4.3.1.4 Validity Assessment

Construct validation process is applied in the study for assessment of the validity. This process accomplished by achieving both the structural validity and the reliability. CFA is used to test structural validity whereas structural validity further used to evaluate discriminant and convergent validity. Reliability tests were conducted to calculate the reliability of scales for the latent variables while testing the assumptions.

Convergent validity: Convergent validity determines that to what extent dimensional measures of the similar concept in agreement are linked with each other. So, the items should merge which are relatively measures the similar concepts or these items may share a significant level of uniform variance. Relative significance among item measures in convergent validity can be measured through various processes. The study used Factor Loadings, Composite Reliability (CR), and Average Variance Extracted (AVE) to assess convergent validity as recommended by Hair et al., (2010). Factor Loadings, CR and AVE are used to estimate convergent validity where the Factor Loadings ≥ 0.5, and ideally ≥ 0.70, show high convergent validity. If the value of an item's factor loading s < 0.5, it must remove to determine if its removal improves AVE. For internal consistency, CR estimates should be greater than or equal to the level of 0.70 that also shows the enough convergence whereas Average Variance Extracted express those indicators which exhibit the total variance calculated for the latent construct. The recommended level which is generally accepted for target AVE s ≥ 0.5. Hence, the acquired score values over and above the recommended level for Factor Loading, CR and AVE testify that instrument items are accurately describe their intended concept.

Here in this study, all the factor loadings met the recommended level of ≥ 0.5 with the exception of seven items SC_money, SC_effort, SQ_accurate, SQ_damage, SQ_response, SQ_safe and SQ_specific, which had loading less than 0.5 and caused low AVE value. Therefore these seven items were removed from measurement model and accordingly AVE upgraded to the acceptable level ≥ 0.5 (range 0.5024 ~ 0.5223) . Simultaneously, the Composite Reliability values of the items (range 0.7517 ~ 0.9033) were also laying above the proposed level of ≥ 0.70. Thus, convergent validity was confirmed by the empirical data as shown in Table 4.7.

Table 4.7

Measurement Model Result Summary

Component	Item	Main Loading	AVE	Composite Reliability (CR)	Cronbach's Alpha
SWTCST	SC_time	0.723	0.5024	0.7517	0.722
	SC_technical	0.691			
	SC_uncertain	0.712			
PRODRTN	PR_guarantee	0.688	0.5126	0.7592	0.753
	PR_care	0.718			
	PR_convenient	0.741			
SERVQLTY	SQ_needs	0.713	0.5100	0.9033	0.850
	SQ_status	0.699			

	SQ_comply	0.754			
	SQ_ontime	0.681			
	SQ_prodstatus	0.765			
	SQ_enthusi	0.688			
	SQ_expertise	0.658			
	SQ_person	0.721			
	SQ_busy	0.711			
	SQ_imp	0.741			
CUSTSATF	CS_services	0.762	0.5223	0.8675	0.846
	CS_pleased	0.687			
	CS_experience	0.681			
	CS_overall	0.706			
	CS_choose	0.755			
	CS_easier	0.741			
REPRINT	RI_next	0.754	0.5124	0.8066	0.755
	RI_relation	0.623			
	RI_percent	0.788			
	RI_pincrease	0.687			

Note. AVE = Average Variance Extracted

Discriminate Validity: Correlation matrices for latent constructs were calculated to gauge discriminate validity. Discriminate validity assesses that to what extent a concept actually differ from the other concept of the study. If a construct shows a significant level of discriminate validity, it truly means that the concept is more precise in nature and it is measuring the effects which have been overlooked by the rest measures. As per the criterion

set by (Claes Fornell & David F Larcker, 1981) discriminate validity of the scales is satisfied when the square root of the average variance extracted (AVE) values from the component are greater than the variance of any inter-component correlations. More simply and precisely, the values along with the diagonals of correlation matrices which computed through getting square roots of the AVEs. These correlation statistics can be observed in the lower left off-diagonal elements in the matrix (Table 4.6). Discriminate validity is realized when the diagonal elements (square roots of AVEs) exceed the off-diagonal elements (correlations between constructs) in the same row and column (Claes Fornell & David F Larcker, 1981). The diagonal values of AVE in correlation matrices are higher than the coefficients of these factors which show that all the factors did satisfy the discriminate validity (refer to (Claes Fornell & David F. Larcker, 1981). Hence, the values of all five variables had confirmed that all variables are significantly discriminating from each other and are precise in nature.

4.3.1.5 Reliability Tests

Reliability tests are conducted to ensure, how systematically an instrument measure's the intended latent construct (Sekaran & Bougie, 2010). In simple means, reliability is somehow associated or equated with consistency because reliability test is conducted to determine the consistency of an instrument in generating results. Especially when, the items are measured by other respondents using same methodology. Reliability assessment could be done through assessing the internal and the composite reliabilities.

Internal Reliability: Cronbach's alpha explains the internal consistencies or average correlation among the items of a measuring scale through which scales dependability can be gauged (J. R. A. J. J. o. e. Santos, 1999). The Cronbach's alpha coefficient value ranges from 0 to 1, where 0.7 is recommended as an acceptable value (Lehman, 2005; Wollack, Cohen, & Wells, 2003). Reliability of the measure would be as higher as its value of Cronbach's alpha shall closer to 1. Table 4.8 demonstrates the Mean, Standard Deviation and Cronbach's alpha values along with number of items in the survey instruments where Cronbach's alpha values confirmed that all components are sufficiently reliable, ranging from 0.722 to 0.850.

Table 4.8

Reliability of Measures

Component	No. of Items	Mean	SD	Cronbach's Alpha
SERVQLTY	15	3.8156	.41093	.850
SWTCST	5	3.2437	.65954	.722
PRODRTN	3	3.8051	.67812	.753
CUSTSATF	6	3.8292	.50340	.846

REPRINT	4	3.7069	.62706	.755

As stated earlier, Cronbach's alpha value usually lays between 0 and 1. More this value is closer to 1; greater will be internal consistency of the scale. For current study, Cronbach's alpha values for all five constructs are greater than the recommended level (≥ 0.7) that shows the satisfactory level of the scales reliability. Hence, Cronbach's alpha test confirmed the internal consistency and reliability of the concepts with the value ranging (0.722 – 0.850) (Wollack et al., 2003)

Composite Reliability: The composite reliability shows the reliability and the internal consistency of a latent construct. In Table 4.7, the Composite Reliability values of five study constructs are laying above the threshold value ≥ 0.70 (J. C. Nunnally, 1978) ranging from 0.7517 ~ 0.9033 and thus established the composite reliability of the construct.

4.3.1.6 Measurement Model

The measurement model (also recognized as path analysis) assumed the potential relationships between endogens and exogenous variables. These relationships are indicated through arrows. As a single headed uni-dimensional arrows are drawn which are leading one way relationship from observed variable to the latent variable; so, the measurement model keeps the assumption of uni-dimensionality. As per measurement theory, the measured variables are being caused by the latent variables and that the error term is uncorrelated within measured variables.

Path analysis is an extension of the regression model. It also defines the path diagram as "A diagram which consists of measured, intermediate, and latent constructs". Path Analysis is

the major component of SEM that permits to consider the chain of association between the variables. For instance, A affects B and B in response puts effect on C. So, where the B acts as a DV because it is affected by A, simultaneously B is also an IV since it predicts C. Path analysis is also known or it refers to some other terms like analysis of covariance structures, latent variable model and causal modelling etc. The one major difference what distinguish the Path Analysis from SEM is that it contains only observed variables and only addresses the defined dependencies among variables. Path analysis measures the model's variable without error and contrary to SEM, it assumes much restrictive set of assumptions. In Path analysis, two types of paths are referred to indicate the direction of the relationships. These affiliations among variables in a model could be either direct or indirect.

Path analysis has ability to compare two or more casual model from the correlation matrix simultaneously. Different paths of the model have shown by the arrows, which show the associations. Model also demonstrates the regression weight for both direct and indirect routs. Hence, goodness of fit statistic was measured to assess the model fits. A one-dimensional arrow represents the cause for the measured, intermediate, and latent constructs whereas the bi-dimensional arrow displays the covariance between variables of a study. The standardized regression coefficient (β) (also known as path coefficient) in a path model represents the direct effect of a predictor variable on an outcome variable where unexplained variance and measurement error is being reflected by the residual error or disturbance term in other words. One of the major advantages what a path model have over others, it shows both types of direct and indirect effects. It is believed to be a direct impact, if an arrow is drawn from exogenous to an indigenous variable. Whereas, indirect effect is being conceptualized when an indigenous variable influences the exogenous variable

through some mediating variable. So, by adding these direct and indirect effects, we can assess the total effect. Simultaneously, there is a possibility that a variable may not have an indirect influence on DV through mediator but it possessed a direct effect or vice versa.

4.3.1.6.1 Measurement Model Assessment

In measurement model assessment, the first and foremost important step is model specification, where we specify our hypothesized model constructs individually and then collectively. We do specify our latent variables along with their indicators and also label the error terms of the indicator variables

In next step, we identify our model that how much pieces of information our hypothesized model have. It is necessary to have enough pieces of information in an equation to produce unique estimates of unknown parameters. CFA must require over-identified models that yield a likelihood value which can be used to assess model fit. Hence, as per equation, number of non-redundant parameters [½ s (s+1)] must be great than the number of unknown parameters (**t**). Where S refers to the number of observed variables.

$$\text{Eq.} \quad t < [½\, s(s+1)]$$

All five models of the study have more known pieces of information than unknown parameters. Hence, the models are over-identified.

After identification of the model, in next step we estimate the parameters of the hypothesised model by calculating the different model fit indices for instance, Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index (CFI), Tucker Lewis index (TLI) and RMSEA. Chi-square ($\mathbf{x^2}$) value and some other

indices applied to test the degree of exactitude of the model. Since the Chi-square ($\mathbf{x^2}$) value is sensitive to a large sample i.e. (n > 200) as per (Bagozzi & Yi, 1988), chi-square was exerted from a suitable sample size that is of 325 for the current study. As a rule of thumb, when the value of chi-square/df is < 3, the some other model fit indices for instance, GFI, CFI, NFI, & RMSEA could explain the model fit instead. Statistical software AMOS was used for conducting data analysis test and then for hypotheses testing by performing standardized and unstandardized direct and indirect effects on data. Before estimating the aforesaid goodness of fit indices, some model fit indices are necessary to be known.

Significance and goodness of fit: SEM was applied to assess the path coefficient. These path coefficients and goodness of fit statistics were calculated through AMOS that compute model fit statistics for establishing the statistical significance and the goodness of model fit.

1. **Chi-square statistics:** CMIN (chi-square statistics ($\mathbf{x^2}$) value (i.e. CMIN/df< 3), shows that the latent constructs are significantly different from each other. The non-significant value of chi-square demonstrates the goodness of fit model. More often, the value of chi-square statistics observes the significance level. However, it is still mandatory to check one incremental fit index along with the absolute fit index.
2. **Absolute fit index:** A value, less than 0.07 observing 95% confidence interval for RMSEA shows the absolute goodness of fit model.
3. **Incremental fit indices:** GFI, AGFI, CFI and TLI are known as incremental fit indices and come under the same family of measures. These indexes are

necessary to set above the level of .90 (≥ .90) for achieving goodness of fit model.

4. **Modification indices (MI):** In modification process, modification indices are the statistics that apply to add n the selection of parameters by adding arrows n the model for improving the model fit.

Finally, if the values of aforesaid fit indices do not match with the threshold values and reflect a poor-fit. It means our model requires re-specification that may happen by co-varying those error terms which may bring larger change while specifying in the overall chi-square ($\mathbf{x^2}$) value. Table 4.3 shows all the covariances among the error terms of the indicator variables that helped to achieve the threshold value of the model fit indices. This will lead to the good-fit of the model and will confirm that hypothesized model fits the data.

Fit measures are reported to predict overall model fit prior to go for final data analysis. Here in Table 4.9, the minimum discrepant value between the sample of the study and fitted covariance matrices i.e. CMIN (chi-square statistics ($\mathbf{x^2}$) is less than the minimum value (i.e. CMIN/df< 3). So, the acquired value confirms that the distributions of these latent constructs are significantly different from each other. Similarly, the value of GFI, AGFI, CFI and TLI are close to 0.9 which are indicating the overall good fit of the model. As for as TLI is concerned, its value lays between 0 and 1, but unlike other statistics it is not restricted to this proposed range. In TLI, the value closer to 1 shows an over fit of the model.

The usage of population discrepancy function did introduce by (Steiger & Lind, 1980) for measuring the model adequacy. Rather considering the sample moments, they considered the population moments for fitting the model in order to obtain the value of

discrepancy function. RMSEA is mostly used which is the population root mean square error of approximation. The RMSEA value ≤ 0.07 shows a good fit of the model in relation to the degrees of freedom (df) (Arbuckle, Wothke, & Bonett, 2005).

Eventually, step by step individual assessment of the study models, the RMSEA values of all study variables are showing (Appendix B) the exact fit of the models and indicate a reasonable error of approximation. The indices values (GFI, AGFI, CFI and TLI) of switching costs, product returns and customer satisfaction are close to 1, which show the good fit of the model. These value are highlighting good indications in case of service quality, repurchase intention and in complete model prospective. Chi-square ($\mathbf{x^2}$) s < 3 in all five cases showing the level of discrepancy, which is another strong indication of good-fit of the models. So all these values collectively indicated that the overall model is over-identified where the number of redundant parameters are greater than the unknown pieces of information. Consequently, individual model fit statistics (Table 4.9) indicate a good fit and confirm that hypothesized model fits the data.

Table 4.9

Model Fit Summary (Original and Revised Model Indices)

Model	Items	CMIN/df	df	GFI	AGFI	CFI	TLI	RMSEA
Original Model	33	2.324	461	0.836	0.800	0.857	0.836	0.064

Revised Model	26	2.190	255	0.918	0.905	0.917	0.976	0.054

Note. GFI (Goodness of Fit Index), AGFI (Adjusted Goodness of Fit Index), CFI (Comparative Fit Index), TLI (Tucker Lewis Index), and RMSEA (The Root Mean Square Error of Approximation)

Table 4.9 shows overall model fit summaries of the original and then of revised model. Some considerable assumptions were understood for identified indicators like on factor loadings no equality constraints were set.

The complete results of the framework construct of the study described as (N = 325),$p < 0.001$, GFI = 0.836, AGFI = 0.800, CFI = 0.857, TLI = 0.836 and RMSEA = 0.064 elaborated as the average fit of study model with exactly 33 factor loadings, as described in table 4.10. Therefore, the average fit of the model led to requirement of re-specification.

Overall Model

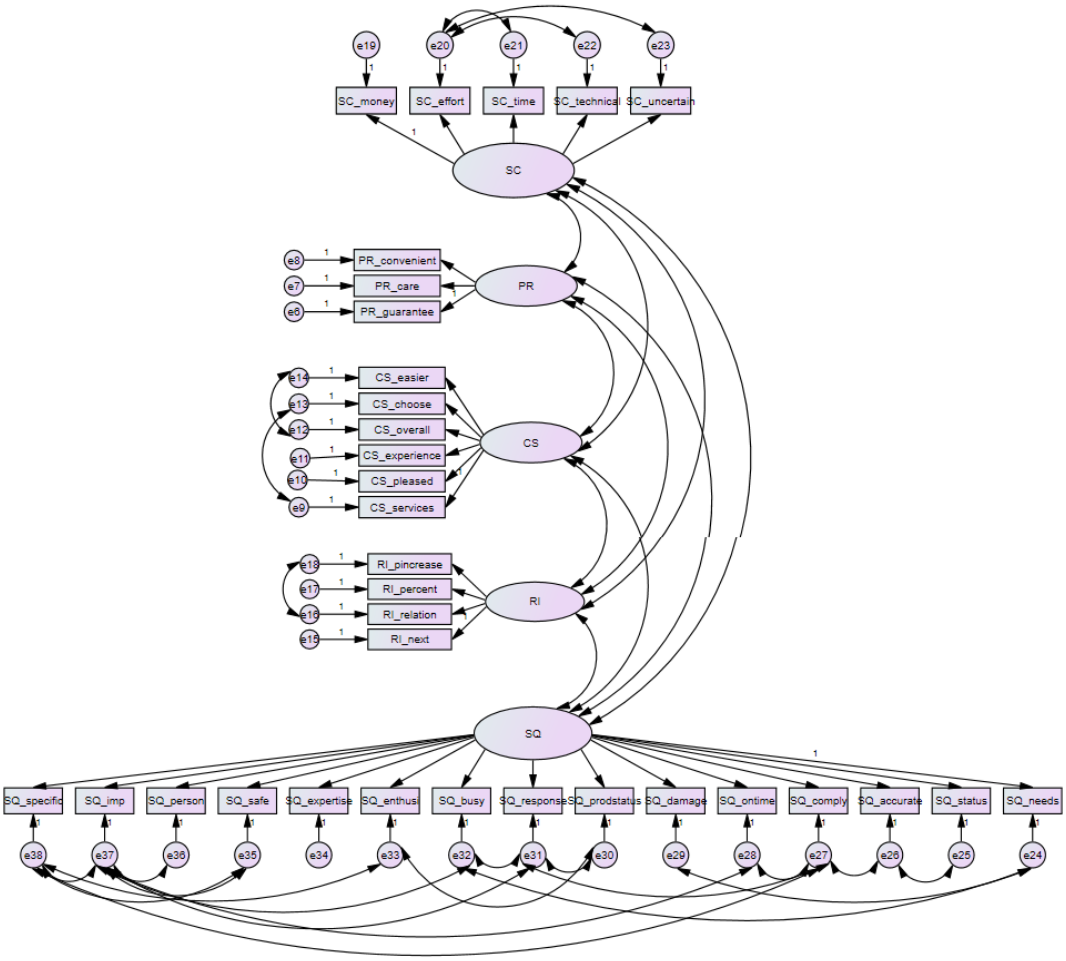


Figure 1: Actual Model

Model Re-specification: Eventually in re-specification procedure the model of the study go through few changes based on the valuation of factor loadings. Therefore, in factor loadings those representing the low values (<0.50) were excluded from the items and hence model finally achieved the acceptable level (values); where (N = 325), $p < 0.001$, GFI = 0.918, AGFI = 0.905, CFI = 0.917, TLI = 0.976 and RMSEA = 0.054. So, the revised model came-up with following 26 items that has standardized estimates.

Reduced/Revised Model

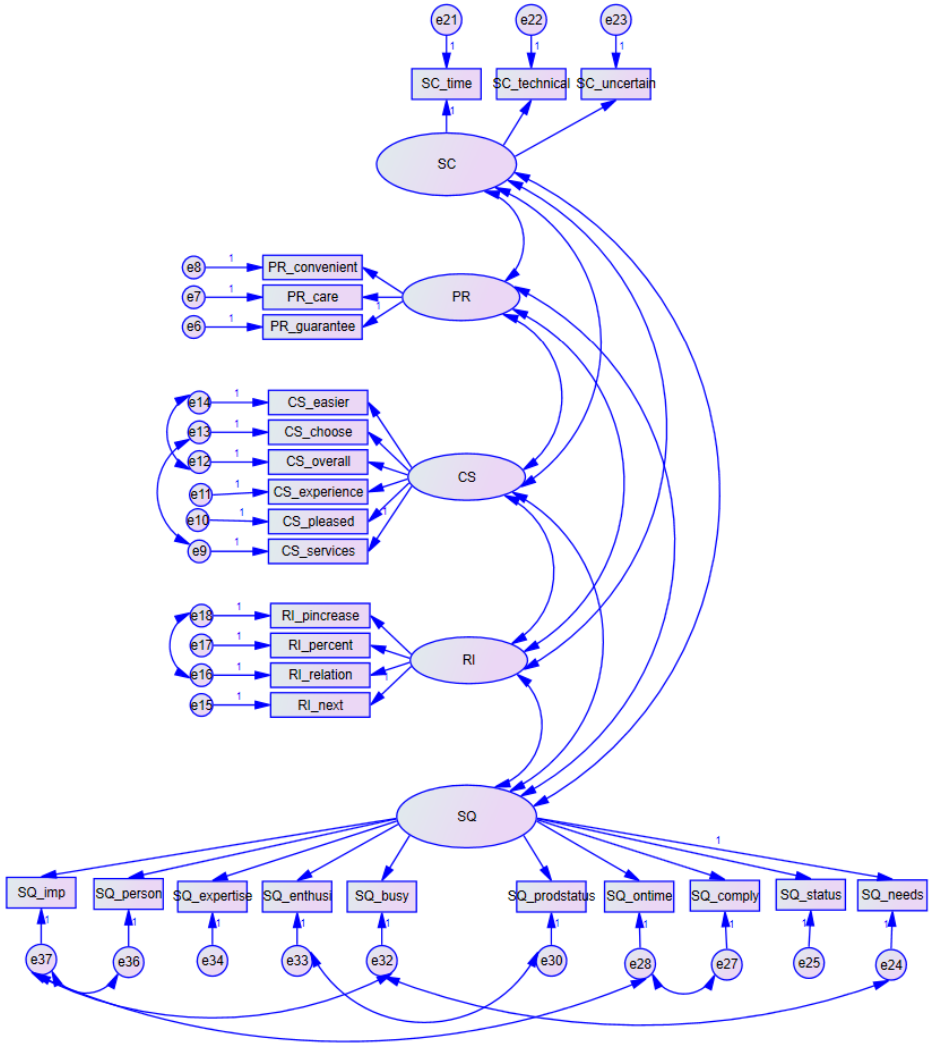


Figure 5: Revised Model with Standardized Estimates

4.3.1.7 Structural Model

The path coefficients was applied for evaluating significant relationship among the variables. For significant association between the variables within the model, the value of path coefficient should be more then 0.1 level or at least its value should be at 0.05 significant level.

Consequently, the hypothesis of this study analyzed with path coefficients with bootstrap value of 2000, and for the expectation of both kinds of results negative or positive, two tailed significance is considered in this study.

Structural Model Assessment: Measurement model was re-specified in order to observe the goodness of fit of hypothesised model by applying the structure of every individual model of the study (see Figure 5). Detailed results are depicted in (*Appendix B)* whereas brief results summary of proposed structural parameters is given in the Table 4.12. Some path coefficient constraints were imposed that lead to improved results comparing to the model previously tested in mediation analysis stage. The model fit statistics explained that the hypothesised model reflected a good fit to the data with where (N = 325), $p < 0.001$, GFI = 0.918, AGFI = 0.905, CFI = 0.917, TLI = 0.976 and RMSEA = 0.054. With overall fit statistics, the framework develops from hypothesis perceived to show good fit for present study because of its positive and substantial dimensions of the framework . Although for further assurance of the adequacy of individual results, the careful analyses of the individual parameters confirmed that the revised model fit the current data and the estimated parameters are statistically significant (Table 4.9). Now the model is ready for hypotheses testing.

After running analysis test on acquired data, except switching costs, other two constructs product returns and service quality generated no direct impact on repurchase intentions of the customers. Whereas; contrary to product returns, service quality has established significantly positive relationship with customer satisfaction directly and also indirectly with repurchase intentions. This relationship has been found statistically significant at ($p < 0.05$). Table 4.10

exhibit the summary of hypothesis testing results and explains the direct, indirect, and the total effects vis a vis path coefficients and p-values of the study variables.

Table 4.10

Hypothesis Testing Results Summary

Hypothesis	Relationships	Path Coefficients	P-Value	Confidence Interval
H1	SWTCST→REPINT	.224	.001	.154 - .296
H1a	SWTCST→CUSTSATF	.167	.002	.072 - .264
H1b	SWTCST→CUSTSATF→REPINT	.174	.001	.046 - .170
H2	PRODRTN→REPINT	-.023	.343	-.042 - .127
H2a	PRODRTN→CUSTSATF	-.087	.067	-.216 - .005
H2b	PRODRTN→CUSTSATF→REPINT	-.064	.062	-.143 - .002
H3	SERVQLTY→REPINT	.072	.001	.072 - .115
H3a	SERVQLTY→CUSTSATF	.618	.001	.542 - .725
H3b	SERVQLTY→CUSTSATF→REPINT	.457	.001	.522 - .800
H4	CUSTSATF→REPINT	.739	.001	.565 - .750

Hypotheses testing results (Table 4.11), endorse seven out of ten hypothesis. The table contains direct and indirect relationships of predictor variables with the mediator and the dependent variable of the study. It summarizes the results and hence confirms, either these hypothesized relationships are established or not with respect to their path coefficients.

Table 4.11

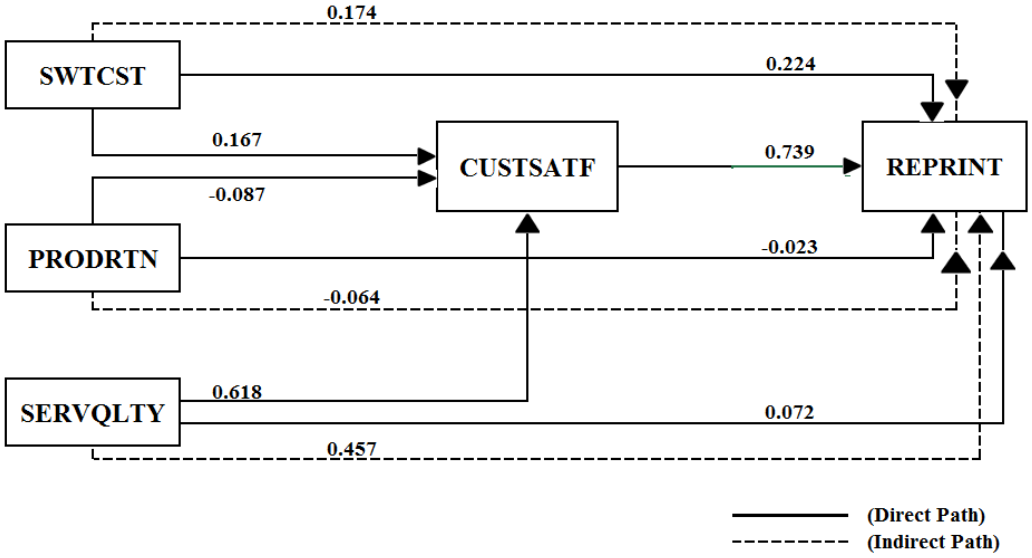
Hypotheses Testing Results

	HYPOTHESIS	Path Coefficients	RESULTS
H1	Switching costs positively affect B2B customer satisfaction in textile industry.	.224***	Supported
H1a	Switching costs positively affect repurchasing intentions of B2B customers in textile industry.	.167**	Supported
H1b	Switching costs positively affect repurchase intentions of B2B customers through mediating role of customer satisfaction in textile industry.	.174***	Supported
H2	Product returns positively affect B2B customer satisfaction in textile industry.	-.023	Not Supported
H2a	Product returns positively affect repurchase intentions of B2B customers in textile industry.	-.087	Not Supported
H2b	Product returns positively affect repurchase intentions of B2B customers through mediating role of customer satisfaction in textile industry.	-.064	Not Supported
H3	Service quality positively affects B2B customer satisfaction in textile industry.	..072***	Supported
H3a	Service quality positively affects repurchase intentions of B2B customers in textile industry.	.618***	Supported
H3b	Service quality positively affects repurchase intentions of B2B customers through mediating role of customer satisfaction in textile industry.	.457***	Supported
H4	B2B customer satisfaction affects repurchase intentions in textile industry.	..739***	Supported

* mean significant at level P<0.05, ** mean significant at level P<0.01, *** mean significant at level P<0.001

Figure 6

Conceptual Framework with Standardized Estimates



4.3.2 Hypotheses Testing Results

Hypothesis H_1 proposed that switching cost is positively associated with repurchase intentions. SEM results confirmed good support for the hypothesis (H_1) with value of ($\beta = .224$ $p < .01$) and confirmed that switching costs tend to be fair indicator of repurchase intent repurchase intention and have significant positive relationship with it. Hypothesis H_{1a} proposed a relationship between switching costs and customer satisfaction. Study results also support this relationship ($\beta = 0.167$, $p < .05$) and hence indirect relationship (H1b – $\beta = 0.174$, $p < .05$) with the DV (repurchase intention) via mediator (customer satisfaction). Research findings revealed that the switching costs influence the intentions and the level of satisfaction of the customers that may force them to be with their previous service providers. Hence, hypothesis H_1, H_{1a} and H_{1b} are supported by the results.

Statistics are demonstrating that product returns has neither postulated any positive nor any negative relationship with the mediator (customer satisfaction) or DV (repurchase intention). The results (H2 - β = -.023, $p < .05$); (H2a - β = -.087, $p < .05$) and (H2b - β = -.064, $p < .05$) respectively, postulated that product returns does not impact the repurchase intentions of the customers either they are satisfied with their existing service provider or not. Hence, product returns is not an indicator of building or transforming repurchase intent of the B2B customers for considering their existing service providers worth meaning for them in textile industry perspective. So, hypothesis H2, H2a and H2b are not supported by the analysis results as it was assumed in initial stage of the study while hypotheses formation.

Hypotheses H3 and H3b postulated that there are direct and indirect relationships exist between service quality and repurchase intention (H3 - β = 0.072, $p < .05$) & (H3b - β = 0.457, $p < .05$). Similarly service quality has also a significantly positive direct relationship with the mediator (β = 0.618, $p < .05$), as it was assumed in hypothesis H3a. It indicated that service quality is an indicator of sustaining customer satisfaction and eventually their repurchase intentions.

Finally, hypothesis H4 demonstrated a relationship that exists between mediator (customer satisfaction) and the DV (repurchase intention) of the study. Results proven this significantly positive relationship as (β = 0.739, $p < .05$). It indicates, customer satisfaction is a strong indicator of forming repurchase intent of the customer. Customer satisfaction also effectively explains the relationship and partially mediate between IVs (service quality and switching costs) and the DV (repurchase intentions), whereas there is no mediation between product returns and the DV of the study.

4.3.3 Summary

The comprehensive details about statistical analysis on sample data, starts form organized data collection process. Data were gathered by self-administrating questionnaires and then being analyzed through SPSS and AMOS applications after conducting all necessary statistical analysis in it. These statistical operations were confirmatory factor analysis and SEM. Reliability test were conducted for validating the degree of relatedness among the scale-items of the questionnaire. Finally, reliability of the measurement scales got confirmed through Cronbach's alpha test where these scales achieved the proposed threshold values and hence confirmed that all scales are internally consistent and reliable for measuring the concepts.

Descriptive statistics represents the elementary characteristics of the data that drawn basic summaries for the sample and also for the measures. Subsequently, for observing the correlation between the constructs of the study, an inferential statistical technique i.e. Pearson correlation is used to analyze these correlations where the value of correlation coefficient indicated the strength of association and the correlation coefficient's signs described the direction of the relationships.

In Multiple Regression analysis, a step by step regression process applied on data where one by one, each response or outcome variable in multiple regression model has been linearly predicted by the other predictor variables with a substantial degree of accuracy.

The chapter also applied those techniques which confirms the adequacy of the measurements for all five constructs of the study. Multiple data analysis techniques were used which consists of Factor Analysis and KMO & Bartlett's test to validate the constructs and check the dimensionality. Convergent and Discriminant validities established the overall adequacy and

validities of the constructs that confirmed through measurement model assessment after structural model assessment.

The final statistical results supported seven out of ten hypotheses of the study where the link between customer satisfaction and repurchase intention (H4) demonstrated a strong significant relationship and confirms that mediator effectively explains the relationships and partially mediates between IVs (switching costs and service quality) and the DV of the study. The value shows that the customer satisfaction is a significant determinant of repurchase intent of the customers. There is no significant direct or indirect relationship observed between product returns and customer satisfaction and thus with the DV (repurchase intentions) as it was hypothesized. Firm's actions to return back the defective products or payback the sold services to its complainant customers, has no added influence on level of satisfaction and thus on their repurchase intentions

Similarly, service quality has also a direct and indirect positive relationship -customers' repurchase intentions By increasing service quality, a firm can motivate its customers to come up with their repurchase intentions or otherwise.

Furthermore, the relationship of switching costs with the mediator (customer satisfaction) and then dependent variable (repurchase intention) has found significant in both cases (direct/indirect). As switching costs has highly significant positive direct effect (H1a) on customer satisfaction and also significantly positive direct and indirect effects (H1 & H1b) on dependent variable (repurchase intentions).

Finally, the statistics proved customer satisfaction as a strong indicator of forming repurchase intent of the customer. It also effectively explains the relationship and partially mediate between IVs (service quality and switching costs) and the DV (repurchase intentions).

So, it is confirmed that, a satisfied customer has positive repurchase intention to transact with its existing supplier in B2B textile industry context.

Next chapter encompasses a detailed discussion about the findings of the study. It also comprises of both theoretical and practical contribution of this study in existing literature and practical life for professionals. Eventually, suggestions for future research are also presented at the end of fifth chapter.

CHAPTER FIVE

DISCUSSION AND CONCLUSION

This chapter concluded the theoretical and practical implications of the study. Furthermore, this chapter describe the recommendations for future research work that will be beneficial for researchers to use this as a base study to investigate the same framework in other industry or somewhat different phenomena.

5. Research Summary

The main objective of this research work was to investigate the relationship between switching costs, product return and service quality with repurchase intent. This research study also investigated the mediating effect of customer satisfaction in context of Pakistan's B2B textile industry. Core marketing management and supply chain management literature factors being considered for this study which includes switching costs, service quality and product returns. Highly discussed phenomenon, customer satisfaction is considered to generate customer loyalty, retention and long term firm performance.

The general consensus in the literature is that satisfied customers are more likely to repurchase, and that this has a profound effect on the financial performance of a company is evident from several linkage studies that have been performed (Bernhardt, Donthu, & Kennett, 2000; Eskildsen, Westlund, & Kristensen, 2003; Kristensen, Mørch, & Sørensen, 2006; Rucci, Kirn, & Quinn, 1998).

In the recent marketing era, the importance of customer has been highlighted by researchers. Organizations extensively focus on their customers and their success entirely depends upon customer satisfaction. Therefore, the organizations are consistently focusing and working on customer satisfaction by creating benefits for their valued customers that lead to maintain or increase in their purchase. Baidya and Ghosh (2014) evaluated customer repeat purchase as the output of a successful customer satisfaction strategy. Anselmsson, Bondesson, and Johansson (2014) stated that cross selling is hard to achieve with unsatisfied customer.

Pakistan is considered as one of the prominent cotton producing countries in the world. A well-established textile sector in Pakistan is steered by the availability of local cotton. Textile industry is considered as backbone of Pakistan's economy and it is one of the major contributors, both in terms of exports and employment. Ginning to weaving and dyeing/finishing is well expended domestic industry. We had chosen the firms located in the main textile manufacturing regions i.e. Karachi, Lahore, Faisalabad and Multan for data collection. To ascertain valuable inputs, survey conducted from the concerned employees of the APTMA (All Pakistan textile Mills Association) members firms and since it represents formal, registered and corporate firms. The data were collected from the respondents through multi-scale questionnaire, consisting close ended questions. Mostly questionnaire were courier to the respondents with conveying them the reasons of conducting this study. The primary data for this study was carried out by distributing 450 questionnaire in different private textile sector companies and approximately 375 were received back. Eventually, 325 questionnaire were finalized after the scrutiny and take into consideration for further statistically analysis.

Finally, 325 authentic and accurate questionnaires were selected and their data entered in SPSS software for further statistical analysis. Validity and reliability tests were used to ensure

the accuracy and authenticity of the data. The kurtosis and skewness analysis confirmed the accuracy and authenticity of the data.

This study empirically investigated how switching costs, product returns and service quality affect satisfaction and repurchase intentions in the context of the textile industry. The statistical analysis verified that customer satisfaction, switching costs and service quality are significantly important determinants that positively influence customer repurchase. Diverging to the switching cost and service quality, product returns did not establish any significant relationship with repurchase intent.

Deriving from the hypotheses testing results shown in Tables 4.10 and 4.11, the findings provide implications for and contributions to the marketing literature. The findings indicate that switching cost has impact on repurchase intent (H1) and customer satisfaction (H1a), providing Empirical evidence that investing to raise switching cost by suppliers is beneficial in retaining customers. Results confirmed that switching costs tend to be fair indicator of repurchase intent and have significant positive relationship with it. Results also support indirect relationship of switching costs (H1b) with the repurchase intent via mediator customer satisfaction. Research findings revealed that the switching costs influence the intentions and the level of satisfaction of the customers that may force them to stay with their main supplier. So it is better for organizations constantly trying and targeting to retain customers, therefore they pay distinctive attention to satisfy their customer to make strong and long term relationship with them. Zhang, Zhang, and Law (2013) stated that a satisfied customer becomes a loyal customer, provides positive word-of-mouth, and repeats future purchases, which leads to increased future revenue and improved stock price of the business.

The data results show that product returns does not have a relationship with customer satisfaction as well as with repurchase intentions (DV). Although this may be a surprising since there is a lot of discussion in the text books about important role of product return. The reason could be because customers consider taking product returms as obligatory for suppliers and an industry practice. Previous research indicates that managing product returns effectively could enhance customer satisfaction, reduce costs, improve profitability (Stock et al., 2006), build positive referrals and customer reviews (Minnema, Bijmolt, Petersen, & Shulman, 2018), and lead to long-term customer relationships (Petersen & Kumar, 2010). However, the study results are consistent with research on Italian Audiology industry, in a B2B context by (Russo et al., 2017) . However, valuable inferences can be obtained from it for theory and practice. According to (Lambert & Enz, 2017), firms should exploit customer knowledge to manage returns. Hence, firms need to use information or knowledge strategically to make value offering for the returns processes.

Service quality is found to havesignificantly positive relationship with customer satisfaction and repurchase intentions (DV). It shows that service quality is helpful in upholding customer satisfaction that further influences the repurchase intentions when they deal with their supplier in B2B transactional context. Properly executing various components of service make a satisfying experience for customer.. Textile firms need to be provided high quality services in terms of reliability, responsiveness, assurance, and compassion to increase customer satisfaction. Otaigbe (2018) indicated business leaders who periodically evaluate their organization's system and processes to ensure service quality and timely delivery experience more satisfied customers, and increased company revenue. Improvement in service quality is necessary to increase the profitability of an organization (Álvarez-García, del Río, & Simonetti, 2017). The finding of this

study is also consistent with that of previous studies which showed the same relationship of these variables (Arı & Yılmaz, 2017; Huang et al., 2016; S.-M. Meng et al., 2010; Shen, Xiao, & Wang, 2016).

The perceived switching costs showed significant association with customer satisfaction and repurchase intentions. All kinds of switching costs resist organizational customers to switch. This could be achieved through making changes in procedures, make investment in machinery or capital assets, revision payment terms, train personnel to use technology and other techniques to retain the customers if another suppliers tries to step-in.

The results showed significant association of customer's satisfaction with repurchase intention of the customers. The research results are consistent with previous research studies where some studies also showed the significant positive association between service quality and customer loyalty (Boulding et al., 1993; Headley & Miller, 1993), and number of studies also showed the role of customer satisfaction as significant mediating variable between service quality variable and customer's loyalty (Caruana et al., 2000; Ehigie, 2006; Izogo & Ogba, 2015; Santouridis & Trivellas, 2010). Therefore, it is clear that customer satisfaction has significant association with repurchase intention. Companies need to focus more on customer's satisfaction than sales, because the customers are blood life of for the organizational business. As satisfied customers showed higher behavioural loyalty to the organization. Baidya and Ghosh (2014) evaluated customer repeat purchase as the output of a successful customer strategy. Customer satisfaction is an important measurement outcome for corporate sustainability (Shi, Tang, Zhang, Gao, & Zhu, 2016). The logic behind the relationship between customer satisfaction and its positive effect on customer retention (Basuroy, Gleason, & Kannan, 2014) is that an increase in

customer satisfaction will boost customer retention and generate future revenues for the business (Basuroy et al., 2014; Dean, Griffin, & Kulczynski, 2016).

The study results therefore confirm, if a firm boost-up the customer satisfaction by taking the necessary important actions for instance, it increases the service quality and enhance the switching costs to create an exit barrier, it succeeds to generate repurchase intentions of their existing customers.

5.1 Contributions of the study

Contribution of this study is segregated into theoretical & practical perspective for having deep insight and to know exactly contented of this study.

5.1.2 Theoretical Contribution

This study contribute in literature by testing a unique set of variables in measuring the behavioural intent of the corporate buyers in textile industry context.

Some earlier research focused technology services industry, where these found the impact of service quality on customer satisfaction and customer loyalty (Izogo & Ogba, 2015). Other studies also mentioned improved quality service is performed through real customer satisfaction that allows an organization to promote customer loyalty and retention (Álvarez-García et al., 2017). The objective of service quality is to achieve customer satisfaction (Hosseini, BAHREINI, & ZIAEI, 2013). Service quality has strong connections with and serves as a significant measure of customer satisfaction (Keisidou, Sarigiannidis, Maditinos, & Thalassinos, 2013). The current study has tried to inegrate the attracting (service quality) and preventing

(switching costs) factors in a single framework altogether and exploring the results with reference to textile industry.

The study exclusively focused Pakistan textile industry and measured the impact of switching cost, product return and the service quality on customer satisfaction and hence their repurchase intent in B2B context. The study has analyzed customer satisfaction as a mediator. The results are in tandom with the previous findings. The results enriches the generalizations across the relevant streams of research work and augment the limited existing literature in Pakistani B2B textile industry scenario.

5.1.2 Practical Contribution

At First, Product return management need to be critically evaluated by managers, since it is not contributing in repurchase intentions and customer satisfaction. The system in place may not be attractive enough or too complex to resolve the customer grievances. Also, a vigorous product return system alone is not enough to impact repeat purchase. Therefor while planning product return systems, the firms should base their decisions on customer satisfaction.

Secondly, Service quality is found as antecedent of textile industrial satisfaction and exerts a stronger influence on customer loyalty. Managers might need to emphasize on overall customer satisfaction programs and just make strategies that solely focus on service quality. It is important for the organization to identify essential dimensions of service-quality because of its capacity to assist organization to improve their service offering. Chuah et al. (2017) states the subject of customer satisfaction and retention is crucial because of its several implications for businesses, employees, and communities. Long term client relationships is essential element that

drives form industrial satisfaction and therefore, managers need to observe customer satisfaction levels and understand their perceptions of product offering and services provided by the organization.

Also, switching cost could be raised by managers by developing specialized products, investing in machinery and processes to confine customer from other options. Actively communication of its activities and organization's investments should be considered by managers that increase the attraction of a supplier, and could be a viable opportunity for increasing perceived switching costs. Managers should be involved for satisfying experience rather than feeling confined of higher switching costs, in a bid to refrain customers from looking other suppliers. If the business-to-business textile industry increase switching cost and offer high level of service quality, it will lead towards customer/client satisfaction and loyalty and consequently shape the repurchase intent.

The organizations concerned to retain their customers may utilize this research work as a guide for extension and improvement. The textile industry firms could focus on possible areas which they might have missed. Eventually, the finding of this study could be the stimulus for improvement mainly in the B2B textile business process and it could be helpful for other sectors too.

5.2 Limitations and future Research

5.2.1 Limitations and Future Research

As for as the realistic judgment about this study is concerned, every study has its limitations and this one is no exception. There are some limitations such as, the sample taken was limited to the

textile industry. Secondly, the study only discourses the behavioural intent of corporate buyers who are technically well familiar from the quality and features of products and services. So, the statistics may not appeal the B2C or other segments of industries like food, electronics, cosmetics, medicine etc. Even, within textile industry, some longitudinal study may demonstrate some different results due to change scenario at two different point of times.

The textile industry suppliers may have different resources for servicing customers due to their type and size difference. Also, by incorporating additional attitudinal customer loyalty domain in B2B context might enlarge the research agenda and add valuable insight.

Researchers may choose to study the role of buyer/seller relationship, key account management, innovation, co-creation and causes of customer defection and using customer input proactively to understand what measure to accomplish for the customer. Future research work could be carried out by testing these study hypotheses within variety of other industrial sectors and incorporating different population e.g. overseas markets.

5.3 Implications

Current research work proposed better understanding of the constructs that determines the repurchase intentions in B2B textile industry sector. The textile industry of Pakistan could benefit by having comprehensive understanding of antecedent of repurchase intent and the role it plays in development of long term relationships among buyers and sellers in the textile industry sector. Organizations can adopt customer satisfaction programs and service quality practices to upgrade their business process by using the recommendations of this study.

5.4 Summary

Outcomes of this study provide the valuable understandings for business-to-business marketing in textile industries. First of all this research work identified the three antecedents from past literature i.e. service quality, switching costs and product return. Secondly, the impact of these identified antecedents were measured on the behavioural intent of the corporate buyers mediated by customer satisfaction. Finally, the study presented its major findings that were mostly tandem with the findings of past studies. In the end, some limitation and implication were drawn and the directions were given for the future study settings.

Appendix A:

Questionnaire

Respected Respondents, I'm a research scholar of MS/M.Phil. Business Administration at National University of Modern Languages, Multan Campus and this questionnaire survey is an imperative part of my thesis in the field of Marketing. Therefore, in order to obtain useful results that will benefit marketers, your cooperation will be highly appreciated. All the answers from your side will be kept confidential and will only be used for research purpose.

Thank You!

Masood Hashim Khan

Q: Did you ever purchase or involve in the purchase process of textile raw material from your main supplier?

Yes ☐

No ☐

If your answer is "Yes" Then please fill the following questionnaire.

Questionnaire

This survey is going to be conducted to investigate "The impact of Service Quality, Switching Cost and Product Returns on Repurchase Intent: A perspective from Pakistan's B2B Textile Industry".

Please fill the questionnaire by rating your **main supplier of textile raw material** in terms of volume and value of purchase.

Name: _____ Contact # / email: _____
Organization: _____

1) **Current Position/Designation:**
   a) General Manager b) Manager c) Deputy / Assistant Manager
   d) Staff / Others
2) **Department:**
   a) Management b) Procurement / Sourcing b) Commercial
   d) Others
3) **No. of years in Current Position:**
   a) 1 – 5 Years b) 6 – 10 Years c) 10 – 15 Years
   d) Above 15 Years
4) **Total experience in the Industry (years) :**
   a) 1 – 5 Years b) 6 – 10 Years c) 10 – 15 Years
   d) Above 15 Years
5) **Education**:
   a) Intermediate /Diploma Holder b) Graduate c) Masters/Post Graduate
   d) Others
6) **Gender:**
   a) Male b) Female
7) **Marital status:**
   a) Single b) Married c) Widowed d) Separated
8) **Age (years):**
   a) 25 – 30 b) 31 – 40 c) 41 – 50 d) Above 51
9) **Length of Relationship with the main supplier (years):**
   a) 1 – 5 Years b) 6 – 10 Years c) 10 – 15 Years

d) Above 15 Years

10) Does the main supplier have exclusive status (contract):

a) Yes b) No

Indicate (✔) your level of agreement with the following statements.

Please give your opinion on a Scale of 1 ~ 5 (where 1=strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=strongly Agree

Section 1

Switching Costs	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
1. It would cost my company a lot of money to switch from the main supplier to another.					
2. It would cost my company a lot of effort to switch from the main supplier to another.					
3. It would cost my company a lot of time to switch from the main supplier to another.					
4. If my company changed from the main supplier to another one, some technical problems could arise.					
5. My company would feel uncertain if we have to choose new supplier.					

Section 2

Product Returns	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
6. The main supplier offers a meaningful guarantee on returns of product					
7. The main supplier takes care of problems promptly in the reverse flow					
8. The company provides with convenient options of returning goods					

Section 3

Service Quality	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
9. Supplier can arrange products that meet buyer's needs					
10. Supplier can provide orders status update to support buyer's requirements					
11. Supplier can produce Accurate invoices and related tax documentation.					
12. Supplier Comply with contract terms and conditions and fulfil promised services					
13. The orders booked by buyer are completed and shipped on-time.					
14. Supplier has a lower product damage or loss rate.					
15. Supplier's personnel actively and accurately inform customer of the real-time status of production.					
16. Supplier's personnel have order management capability that supports timely responses.					

17. Supplier's personnel never ignore customer's needs because they are too busy.					
18. Supplier personnel are enthusiastic and courteous.					
19. Supplier personnel have expertise and capabilities.					
20. Customer feels safe and secure when dealing with their supplier.					
21. Supplier personnel give customer personalized attention					
22. Supplier personnel attach great importance to customer's best interests.					
23. Supplier personnel understand customers' specific needs for the products.					

Section 4

Customer Satisfaction	**Strongly Disagree 1**	**Disagree 2**	**Neutral 3**	**Agree 4**	**Strongly Agree 5**
24. I am satisfied with my supplier's services.					
25. Overall, I am pleased when I purchase from this supplier.					
26. Using this Supplier has been a satisfying experience.					
27. Overall, I am satisfied with my main supplier					
28. I chose well in determining this supplier to deliver my business needs.					
29. Having this supplier has made my job easier.					

Section 5

Repurchase Intentions	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
30. I will do more business with this supplier in the next few years.					
31. I expect the relationship with this supplier to last a long time.					
32. I am likely to maintain the percentage-of-business given to this supplier.					
33. I would continue doing business with this supplier even if prices increased somewhat.					

Thanks for your cooperation and Support

Appendix B:

Standardized Direct Effects (Group number 1 - Default model)

	SERQUAL	PRODRTN	SWTCOST	CUSTSATF
CUSTSATF	.618	-.087	.167	.000
REPURINT	.072	-.023	.224	.739

Standardized Direct Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	SERQUAL	PRODRTN	SWTCOST	CUSTSATF
CUSTSATF	.001	.130	.002	...
REPURINT	.001	.440	.001	.001

Standardized Indirect Effects (Group number 1 - Default model)

	SERQUAL	PRODRTN	SWTCOST	CUSTSATF
CUSTSATF	.000	.000	.000	.000
REPURINT	.000	-.064	.174	.000

Standardized Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	SERQUAL	PRODRTN	SWTCOST	CUSTSATF
CUSTSATF	...	...	...	...
REPURINT	.001	.128	.001	...

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