



## An examination of factors leading to abating customer loyalty towards magazine subscriptions

By Benjamin Schweizer

GRIN Verlag Mrz 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x7 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Glamorgan (Business School), 34 entries in the bibliography, language: English, abstract: Customer loyalty in the means of continued subscriptions is key to sustain within a limited market. Where an organisation cannot attract new customers, it must focus on it's competitors and entice customers away. Getting this right depends among others on the retention of customers and therefore, understanding the reasons that make magazine readers cancel their subscriptions. Based upon a review of related theories on customer loyalty and customer retention, and experience from practitioners, a contextual model for the German magazine publishing industry could be created. The magazine reader loyalty model incorporates the generic customer loyalty model (Dick and Basu, 1994) and reflects the typical customer life cycle of magazine subscribers. Focusing on the effect of attitudinal changes, this study utilises related studies, real world databases and brainstorming sessions to create a list of presumed factors that lead to abating customer loyalty towards...



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