

## ***Marketing Strategies of Wonderla as a Flagship of Tourist Attractions in Kerala***

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### ***Abstract***

*This study aims to study the Strategies of Wonderla as a Flagship of Tourist Attractions in Kerala and thereby analyze the overall performance of Strategies of Wonderla. Also, we intend to know whether the service marketing impacts the consumer's behavior towards the amusement park. The strategies of the amusement park industry are developed based on the service marketing triangle theory. The area of the study was conducted in Wonderla, Kochi. Data used for the research has been collected from primary and secondary sources. Primary data are collected using structured questionnaires. On the other hand, secondary data includes those data, which are collected from previous research work, company records and information websites, etc. The results show that interactive marketing influences visitor satisfaction and the behavior of the employees. This study demonstrates that examining the influence of cross-level service marketing on internal and external customer satisfaction is crucial to theme parks' operational success. Wonderla Kochi uses extensive service marketing strategies both inside and outside the park. Hence it is a major force that influencing buyer behavior and is a major force wonderla is become a flagship of tourist attractions in Kerala.*

***Keywords:*** - Amusement park, Cross level service, Consumer behaviour, Marketing Strategies, Service Marketing

## INTRODUCTION

Modern Society can never think about a world without service marketing. Service marketing may be confined to the application of various sets of tactics or strategies to estimate the consumer's need for an intangible product (Services). And thus, meet their requirements accordingly to create maximum value for them from their purchase.

“Strategies of Wonderla as a Flagship of Tourist Attractions in Kerala” is to analyze the overall performance of the marketing strategies of Wonderla. Wonderla Kochi is a leading amusement park in India and no1 position in Kerala. It has been founded by kochoseph chittilappilly and Mr. Arun chittilappilly. The company was originally incorporated as a private limited company in Bangalore. The company was originally located in pallikara near Ernakulam city, new branches are located at Bangalore, Hyderabad, and Chennai. Understanding the various aspects of the services marketing field requires an in-depth education in marketing. Many marketing programs provide the expertise to enter the workplace with a concrete understanding of modern marketing

practices. Marketing education programs offer a diverse range of hands-on learning experiences to teach the technical, creative, and administrative skills of a marketing team. From the study, we need to know the do the marketing strategies make any impact on the consumer's behavior towards the park?

Wonderla Holidays Ltd is in the amusement park industry. An amusement park is a generic term for a collection of rides and other entertainment attractions, assembled to entertain a large group of people.

The global amusement park industry is \$25 billion and is dominated by the US which holds 50% of the pie. The US is followed by the Asia Pacific (27%) and Europe (20%), Canada and Latin America form a small portion of the global market. Global footfalls in 2011 were 196.3 million for the top 25 parks. This was an increase of 3.8% over the previous year. The North American market grew 2.90%, the Asian market by 7.50%, and the European market by 2.8% in the year 2011. Wonderla Holidays Limited operates the three largest amusement parks in Kochi, Bangalore, and Hyderabad; and the

Wonderla resort in Bangalore under the brand name Wonderla. Previously known as Veega- Land Is located 15 km from Kochi city and is home to 50+ amusement rides. Spread over 30 acres of landscaped space and built to international standards Wonderla Kochi is impeccably maintained.

Wonderla Kochi is the first park in India to get an ISO14001 certificate for eco-friendliness and OHSAS 18001 certificate for safety. Wonderla Bangalore park is located on Bangalore - Mysore Road, just 28 km from Bangalore city. Spread across 82 acres of landscaped garden, Wonderla Bangalore has 61 thrill-packed rides offering a monster dose of entertainment and fun for all age groups. Wonderla - Bangalore has thrilled over 7.5 million people visitors since our opening in 2005.

Wonderla Holidays was originally incorporated as a private limited company in Bangalore on November 18 2002 under the name and style of 'Wonderla Holidays Private Limited'. The Amusement park in Kochi was set up as a public limited company on February 3, 1998, under the name and style of 'Veega Holidays and Parks Limited' which was subsequently converted into a private limited company

on July 4 2001 under the name and style of 'Veega Holidays and Parks Private Limited'. According to a scheme of amalgamation the erstwhile 'Veega Holidays and Parks Private Limited' was merged with the Company with effect from April 1, 2008. Thereafter it was converted into a public limited company on January 11 2013 under the name and style of 'Wonderla Holidays Limited'. Wonderla Kochi is the first park in India to get an ISO14001 certificate for eco-friendliness and OHSAS 18001 certificate for safety.

### **Statement of the Problem**

The study deals with strategies of wonderla as a flagship of tourist attractions in Kerala with special reference to wonderla Cochin. The study is mainly based on service marketing. The success of every amusement firm is based on the effectiveness of services provided to their customers. The sales of the product are mainly influenced by the services to be provided. The success is mainly Depends upon effective service marketing programs inside and outside the park. The company wants to know whether the marketing strategies make any impact on the consumer's behavior towards the park. Or in other words why strategies are important in the marketing

of amusement parks. Hence this study finds the necessity to assess and analyze strategies of wonderla as a flagship of tourist attractions in Kerala.

### **Objectives of the Study**

- The overall objective of the study is to analyse the marketing strategies of wonderla as a flagship of tourist attractions in Kerala.

### **Specific Objectives**

- To study the role marketing strategies in amusement parks and creating awareness about the brand.
- To examine the effectiveness of promotional activities in influencing the customers towards the park and increase the ticket sales
- To understand the customer's perception regarding service offered and attractions at Wonderla

### **Scope of the Study**

Scope of the study is limited to the sample selected among the Ernakulam district. The study is performed to analyse the marketing strategies influence on Respondents' behaviour with special reference given to wonderla Cochin. This is also applicable to the

organisations operating under similar circumstance. The findings of the study may also be applicable to amusement park industry.

### **Limitations of the Study**

This study is limited to approach the respondents of Ernakulam and Kochi district. As the respondents were in a fun mood and with a positive attitude the opinion collected shall be more of exhibiting positive response.

### **REVIEW OF LITERATURE**

A.K. Bhatia (2009) has discussed basic concepts of tourism and has provided a simple and comprehensive outline of various dimensions of tourism. The author also examines the tourism services and tools available to assist industry professionals focusing on various services for the traveler such as planning and developing research and measurement, marketing and tourism policy.

Kapiki (2012) in his study concluded that quality and high level of services are associated with the tourism and hospitality industry. Quality is a long-term commitment that results in cost lower than of non-quality. Managers

should prioritize towards quality improvement process.

Ababneh (2013) in his study concluded that the quality of services offered by tourism positively affects tourist satisfaction by increasing their accessibility to destination facilities and attractions. The study findings concluded that service quality has a great effect on tourist satisfaction.

Suwunniponth (2013) in his study on the quality of online tourism revealed that the mean scores of the expectation in all categories were lower than the mean scores of the level of satisfaction. This implied that customers had high expectations and the e-commerce enterprises need to enhance their service quality. The fact that tourist customers were more satisfied with e-commerce than without indicated that there is a good potential future for more customers to accept business transactions on e-commerce online. The demographic factors of education, occupation, and income had a high influence on the level of satisfaction. This can be explained by the fact that the majority of respondents had high education, and their occupation required skills in using the computer and internet.

It pointed out that each occupation of a high skill level often lead to different needs and wants in terms of goods and services. Therefore, these customers required the sellers to recognize their differences in needs. The findings also disclosed that the level of satisfaction in responsiveness to customers or tourists affected ecommerce quality the most.

Mehta A, Sharma (2015) from the research paper entitled “Perception of Service Quality in Hotel Industry: A Case of Five Star Hotels of Jaipur City” has studied customer satisfaction and the dimensions of assurance. Service quality is increasingly being emphasized by industries today as it not only offers a competitive advantage but also ensures a sustainable advantage for them. The study presented the use of service quality instrument for measuring service quality in the various 5star hotels of Jaipur city and tries to identify the various dimensions which contribute to customer satisfaction.

Sunil (2016) In a research paper entitled “Community Development and Role of Tourism: A Case Study of Tourist Destination Manali in Himachal Pradesh (India)” attempted to show how the tourism industry has created an

opportunity for the economic, political, social, and cultural development of the local community at Manali in Himachal Pradesh (India) and also tried to study the problems that are associated with the tourism in the region. The tourism sector has a significant role in the economic development of our country. The tourism sector has contributed 6.88 percent to the GDP and has a 12.36 percent share in employment (direct and indirect) in the year 2014. It has also a significant share in foreign exchange earnings. The benefit of tourism mostly goes to the local community. The study found that the tourism industry has been extending its contribution to the development of a local community at Manali. It has been providing employment, business and investment opportunities, revenue generation for the government, encouraging the community to promote and preserve its art, culture, and heritage, raising the demand for agriculture products, provided opportunities for local people to run and work in the transport business and by promoting micro small and marginal enterprises (MSMEs) in the region. Besides the opportunities, the tourism industry has also added many problems to the local community. Traffic congestion, increase in water and air

pollution, solid waste generation, degradation of the cultural heritage, ecological imbalances, rise in the cost of living, increase in crime, noise and environment pollution, migration of people to the region, negative impact on local culture, and extra pressure on civic services during the tourists season are the problems associated with the tourism.

Chandan R, Badhwar (2016) in a research paper entitled “Green Hotels- An Eco-friendly Transmission in Tourism Industry” has tried to identify the emerging role of eco-friendly hotels in the tourism industry. The word Green Tourism has emerged as a feasible option for conserving natural and cultural heritage and helps to contribute to sustainable development. The hospitality industry plays a significant role in the sustainable development of a country. As accommodation is the necessary pre-condition for any tourism activity and is the face of further booming expansion, its impact on society is becoming increasingly visible and this implementation makes the property more marketable and profitable. Moreover, today’s hotel guests have become more conscious of environmental problems and have

started considering the environment in their accommodation choice. The development of eco-labels is thus helping tourists with their choices. Without cutting on clients, efforts can be made backstage by the hotel management industry through the application of best available practices and technology innovations. Besides this, it was argued that guests are the most powerful external factor that can influence and demand practices since government control and legislation are mostly absent in the industry. Therefore, the research calls for more attention from different organizations as well as guests and work on environment-friendly practices to find stronger incentives for going green. The study was conceptual in nature that has provided the impacts of cleaning chemicals and eco-friendly chemicals on human beings and the environment; different eco-friendly practices followed by hotels and put forth a new proposal which can create a positive impact on the environmental condition.

Casanueva C (2016) in the research paper entitled “Social network analysis in tourism” has aimed to identify how Social network analysis (SNA) is being applied in tourism to describe its

principal elements and to inquire into its potential in the development of tourism research. Elements such as tourists, service-oriented organizations, tourism resources, destinations, and public institutions all have a role in tourism activity. Social network analysis (SNA) provides tourism research with a set of methods and tools that allow us to comprehend the patterns and the structures of these ties. Social network analysis (SNA) provides tourism research with a set of methods and tools that allow us to comprehend the patterns and the structures of these ties. To do so, the articles that apply SNA research methods, published in tourism and hospitality journals, and the network of citations between their authors are all analyzed. It was found that the application of SNA in tourism-related contexts is rare and very recent, although a cohesive and relevant group of authors is currently applying it.

Sethi A S, B P Singhal (2016) in a research paper entitled “Identification of factors affecting Tourism destination competitiveness: A Study in Uttarakhand” made an effort to identify the factors that affect tourism destination competitiveness for the state of Uttarakhand. In recent year’s tourism as

an industry has grown many folds in terms of employment opportunities and revenue generation. Uttara Khand as a tourism destination has received its share of domestic and international visitors but still a long way to go before becoming a priority tourism destination.

Dr. K. Vidyavathi(2017) The service industry is the most dynamic and ever-growing industry in terms of revenue and competition. To compete and survive successfully in today's dynamic environment, all the service providing organizations focus on enhancing their diverse customer base having different demographical patterns that arise after the fulfillment of needs and wants of customers to maximize their profits. The amusement park industry is not an exception to this situation in the present market dynamism. With the increase in the number of parks and a decrease in footfalls, the amusement parks are in the process to enhance their park image by concentrating on the demographic factors of the visitors. Therefore, researchers are intensely emphasizing the influence of demographic factors on the visitor perceived value and visitor satisfaction.

Chi -Ming Hsieh (2017) This study explores multilevel relationships between employees and visitors within 25 theme parks in Taiwan. The adapted constructs with corresponding items of interactive, internal, and external marketing were developed based on the service marketing triangle theory and previous literature. The results show that interactive marketing influences visitor satisfaction and behavioural intentions; internal marketing influences interactive marketing, and moderates the effect of interactive marketing on satisfaction; external marketing influences satisfaction; and satisfaction affects behavioural intentions. This study demonstrates that examining the influence of cross-level service marketing on internal and external customer satisfaction is crucial to the operational success of theme parks

Weimin Zheng (2018) Crowding is a key factor in tourists' experience in theme parks, and mitigating crowding makes parks more competitive. This study examines how to effectively mitigate crowding in theme parks. First, a Markov-based method is developed to predict the spatial-temporal distribution of tourists in the park. Then, a prospective coordination approach based

on the tourist distribution prediction is proposed. To evaluate the performance of this approach, an experiment is constructed using an agent-based simulation platform. The results indicate that the proposed method significantly outperforms existing methods. Furthermore, we conduct two experiments and, based on the results, offer several recommendations for crowd management.

Mustelier -Puig, Lilian Consuelo (2018)  
The main purpose of this article is to examine the relationship between the quality of interaction with tourist attraction services and satisfaction. The model proposes that interaction quality (IQ) affects both satisfaction with tourism services and the overall tourist satisfaction (OTS) with the destination. Besides, the link between the OTS and the intention to revisit the destination is assessed. Data were collected from 165 international tourists visiting Shanghai tourist attractions and analyzed through PLS-SEM using second-order hierarchical modeling. IQ is seen as a multidimensional construct, including aspects such as language, nonverbal behaviour, attitude, and expertise. The results confirm the direct effect of IQ on service satisfaction and the OTS as well as its indirect effect on revisit intention.

The overall tourist's satisfaction does directly impact the intention to revisit the destination. For international tourists visiting Shanghai, IQ constitutes an essential part of their experience not only with services rendered but also with the destination itself.

Candice Louw (2018) Roller coasters have been a popular attraction at the theme and amusement parks around the world for more than a century. Research conducted in 2016 suggests that this trend won't change any time soon: the most desired attraction, for the majority of amusement and theme parks across the globe, was a steel roller coaster. This indicates that roller coasters are a large contributor to the success of the amusement industry as a global tourism export. We analysed the effect that VR enhanced roller coasters have had on the pioneers of the movement, the European steel roller coaster industry. Since the introduction of the first VR enhanced roller coaster in 2015, more than 30% of European manufacturers have made VR additions to one or more of their operational roller coasters. Our findings suggest that if this trend continues, it'll soon become the norm to enjoy a new VR spin on an old roller coaster

favourite. And theme parks will still be drawing in the crowds

Ghorbanzade, Davood (2019) This study proposed a model to assess visitor experience quality and its effect on their image, perceived value, delight, satisfaction, and behavioural intentions in Iranian water parks. Based on convenience sampling, a sample of 384 visitors at five water parks in Mashhad, Iran was selected. Data were subjected to partial least squares analysis based on structural equation modeling (PLS-SEM). The findings of this study showed that the quality of visitors' experiences significantly affects water park image, perceived value, and visitor satisfaction. Also, the water park image significantly affects perceived value, delight, and visitor satisfaction. Moreover, perceived value and water park image exert a direct influence on customer satisfaction, and they also positively affect behavioural intentions. But the visitor's delight affects indirectly and through satisfaction on behavioural intentions. Therefore, the results of this study will assist water park management to develop and implement market-orientated service strategies both to increase experience quality and water park image and to

enhance perceived value, delight, and satisfaction among visitors. It is hoped such changes will increase visitors' favorable behavioural intentions such as revisit and positive word of mouth from the water park in the future.

Kathryn Woodcock (2019) this study describes the worldwide occurrence of accidents involving amusement rides. The study compiled and classified reports in international media coverage for one year, analysing event type, ride type, operation type, and regional location. Media reports provided limited detail and almost certainly omitted some events but remain the only publicly available data on a global scale. Occurrence as a proportion of attendance was highest in Latin America, predominantly involving mechanical non-tracked rides; water attractions predominated in North America. The lower prevalence of malfunctions in North America suggests the value of professional development for mechanics and inspectors and strong regulation to promote international safety standards.

## RESEARCH METHODOLOGY

The function of research design is to provide a map for the execution of the

research with minimal expenditure of effort time and money. Descriptive research design is applied in this research. The population of the study is the customers of Wonderla in Ernakulam District. In this study, 120 respondents are selected as the samples to collect the information using a convenient method of the sampling procedure. Data used for the research were has been collected from primary and secondary sources. Primary data were collected using structured questionnaires. Likert five-point scaling was used to measure the perception and the opinion of the respondents. Secondary data on the other hand includes those data, which are collected from earlier research work, company records, and websites, etc., The data collection involves 60 days of fieldwork. . Tools used for the study are, percentage method, bi-variate analysis. Only a limited number of variables were used for this study. There may be numerous other variables that may affect the dependent variable.

#### **ANALYSIS AND INTERPRETATION**

The data shows equal response from male and female respondents. 50% of responses from male and female respondents. It was observed that males

and females are ready to spent time for filling the questionnaire and they are equally spent time in Wonderla. Among the respondents 32% respondents were between the age category of 10-20 years. 64% respondents are age in between 20-30 and 2.5% respondents in between 30-40. It can be interpreted that 82% respondents are students. 11% of respondents are works in private sector. 3% of the respondents from public sector.2.5 % of doing business and rest of the 1.5% respondents are from another category.

It was observed that 64% of the respondents agree, 18% strongly agrees, 15% of the respondents were neutral and only 2.5% of the respondents disagree that strategies of wonderla influenced the visitors. It means the strategies of wonderla are highly effective. It is significant to understand that 95% of the respondents satisfied the services offered by wonderla. Only 5% of the respondents dissatisfied by the services offered by wonderla. It means the services of wonderla are highly satisfied by the visitors. It is apparent that 81% of the respondents attracted by rides (dry & water). 15% of the respondents attracted on entertainment events, 1.5% of the respondents attracted by food & beverages

and locker services it is to be noted that the most of the customers belong to 20 to 40 age categories. Only 1% of the customers prefer online booking facility. The rating given to wonderla compared to other amusement parks were as follows: 49 % of the respondents have rated that better, 45% of the respondents have rated much better and only 6% have responded that as more or less the same. No respondents have rated worse. The rating for high compared to other amusement parks in Kerala.

It is observed that 32% of them have suggested to increase advertisement were 28% of the respondents have suggested increasing quality of services. 22% of the respondents suggest improving promotion. 13% of the respondents have suggested creating more awareness to the public. 5% of the other respondents suggest offering services at affordable price, ensure more safety in the rides, less cost of ticket, provide more offers, and reduce entry fees.

It can be interpreted that 43% of the female respondents and 37% of the male respondents are attracted rides (dry and water). 10% of the male and 5% of the female are attracted by entertainment

events. Only 1% of female and male respondents are attracted by food and beverages and locker services. 1 % of the male respondent is attracted on online booking services. It means the respondents mostly attracted by Rides (dry and water).

### **FINDINGS**

It is found that 38% of the respondents have visited 2 times and 32% have visited 3 and above times. Only 2% of the respondents not visited wonderla. This means most of the respondents visit wonderla and familiar with the services provided by Wonderla. It is found that 64% of the respondents are influenced by their marketing strategies. Only 2.5% of the respondents have opined that the marketing strategies of Wonderla are influencing. We find that most of the respondents are interested and comfortable with their service marketing strategies.

50% of respondents support the statement that the wonderla staff can describe the rides and facilities effectively whereas 25% of respondents have opined that the staff's ability to describe was average. It is found that 67% of the respondents satisfy the safety measures provided at the park and

31% of the respondents strongly satisfy the safety measures. It is found that 59% of the respondents were stimulated to visit again and 37% of the respondents have opined surely, they will visit again, which means the services of wonderla are highly effective. 60% of the respondents said that the ethical value of the services is high and 27% of the respondents said that it is neutral. 52% of the respondents are interested to prefer cash payment system and 35% of them prefer card payment system. It is found that 94% of the satisfied with the first aid facility available at the park and only 6% of the visitors are not satisfied, which means the number of accidents is minimum and better treatment from the medical team. It is found that 66% of them respond with very good opinions and 21% of them respond with good opinions.

It means the customers are satisfied in this que-less facility available at the park. It is found that 68% of the customers have responded that the experience enjoyed in the park is worth the cost and 20% says it is unworthy. only 11% of the customers say it is unworthy. So, the cost of the park is comfortable and convenient for the guest.

## CONCLUSION

The strategies of the amusement park industry are developed based on the service marketing triangle theory. The results show that interactive marketing influences visitor satisfaction and the behavior of the employees. This study demonstrates that examining the influence of cross-level service marketing on internal and external customer satisfaction is crucial to the operational success of theme parks. It shall be concluded that Wonderla, Kochi shall focus on a few aspects such as price and services. The study also concludes that Wonderla is a flagship of tourist attractions in Kerala.

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