



Department of Digital Business

Journal of Artificial Intelligence and Digital Business (RIGGS)

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 4 No. 4 (2025) pp: 3589-3596

P-ISSN: 2963-9298, e-ISSN: 2963-914X

Understanding How Marketing Strategies Inform Consumer Purchasing Decisions: A Qualitative Inquiry at PT Poin Medika, Yogyakarta, Indonesia

Agung Mulya Sentosa¹, Purwoko², Zunan Setiawan³

^{1,2,3} Master of Management, Faculty Economic and Business, Universitas Ahmad Dahlan

12407051012@webmail.uad.ac.id, purwoko@mm.uad.ac.id, zunan.setiawan@mm.uad.ac.id

Abstract

This qualitative inquiry explores how marketing strategies shape consumer purchasing decisions at PT Poin Medika in Yogyakarta, Indonesia. The study is grounded in the view that purchasing behavior is not merely a reaction to promotional cues, but a negotiated process influenced by perceptions, trust, and experiential signals embedded in everyday consumer brand interactions. As patient-oriented service industries grow increasingly competitive, understanding these subtler decision drivers becomes essential for crafting strategies that resonate authentically with local consumers. Using a qualitative descriptive design, data were gathered through semi-structured interviews with customers and key marketing personnel, complemented by on-site observations. All transcripts and field notes were coded and analyzed using NVivo to identify recurring patterns and relational themes. The NVivo analysis revealed three dominant clusters: trust-anchored communication, where transparent information and empathetic tone strengthened perceived reliability; service experience cues, including staff attentiveness and perceived service efficiency, which shaped emotional comfort and purchase readiness; and value interpretation, reflecting how consumers evaluated the alignment between pricing, service quality, and personal health needs. The synthesis of these themes indicates that effective marketing at PT Poin Medika is less about persuasive tactics and more about cultivating relational assurance and meaningful service encounters. The findings suggest that marketing strategies rooted in clarity, human warmth, and consistent service delivery foster stronger purchase intentions. This study underscores the strategic importance of experiential and trust-based communication in guiding consumer decision-making within healthcare-related service contexts.

Keywords: Marketing Strategy, Consumer Decision, Healthcare Services, Qualitative Analysis, Nvivo

1. Introduction

The rapid acceleration of digital technologies and the expansion of intelligent business ecosystems have fundamentally reshaped how organizations understand, influence, and respond to consumer behavior. In many industries, including digital commerce and service-based sectors, purchasing decisions are no longer driven solely by functional product attributes. Instead, they are shaped by complex interactions among individual beliefs, perceived value, social influence, information exposure, and the experiential quality of market offerings. This shift is consistent with long-standing behavioral theories that emphasize the role of attitudes, intentions, and contextual beliefs in shaping consumer actions (Ajzen, 1991; Fishbein & Ajzen, 1975). As digital technologies mature, these behavioral foundations are being reinterpreted within the dynamics of online environments where information travels rapidly and consumer expectations evolve continuously.

Marketing scholarship has long acknowledged that consumers interpret stimuli through cognitive and emotional processes that guide their decisions (Bruner, 1957; Hawkins & Mothersbaugh, 2021). Early consumer behavior models highlight how individuals evaluate risk, information, and symbolic meaning when forming purchase intentions (Cox, 1967; Levy, 1959). Later developments in services marketing emphasize that environments, interactions, and relational elements significantly shape perceived value (Berry & Parasuraman, 1991; Gronroos, 1990). These insights remain relevant in the digital era, where consumers navigate rich streams of information across multiple platforms and rely increasingly on digital cues to evaluate offerings (Jansen, 2009; Goldsmith & Clark, 2010).

Recent studies emphasize that marketing strategy must evolve toward a more integrated, experience-driven, and technology-enabled orientation. Service-dominant logic positions value as something co-created through

Understanding How Marketing Strategies Inform Consumer Purchasing Decisions: A Qualitative Inquiry at PT Poin Medika, Yogyakarta, Indonesia

interactions rather than embedded in the product itself (Vargo & Lusch, 2008). Likewise, contemporary marketing management argues that organizations must be market-driven, agile, and capable of interpreting consumer signals in real time (Day, 1994; Kotler & Keller, 2024). Digital channels especially social media have strengthened the role of consumer influence and engagement in shaping purchase decisions (Al-Mutairi, 2020; Ndubisi, 2020). This context demands marketing strategies that align organizational capabilities with evolving consumer expectations.

Despite the richness of current literature, several gaps remain. Much of the existing research focuses on general consumer behavior, digital communication, or service quality in broad contexts (Parasuraman et al., 1988; Zeithaml, 1988). However, fewer studies examine how specific marketing strategies directly influence purchasing decisions within Indonesian business environments, particularly for firms operating in highly competitive service sectors. In practice, many organizations still struggle to translate strategic marketing frameworks into consistent consumer responses, creating a gap between theoretical recommendations and real-world implementation. Additionally, while numerous studies have explored online consumer behavior, there is limited qualitative evidence capturing how consumers interpret marketing signals in local business contexts, especially through an exploratory lens supported by systematic qualitative analysis tools such as NVivo (Bazeley & Jackson, 2013; Richards, 2005).

This research addresses these gaps by investigating the influence of marketing strategy on consumer purchasing decisions at PT Poin Medika, a company operating in a dynamic and competitive service environment. PT Poin Medika presents a relevant case because its customers make decisions influenced by trust, perceived service quality, pricing evaluations, and the clarity of value communication factors emphasized in foundational marketing research (Bitner, 1995; Sasser, 1976; Monroe, 2003). By examining the company's marketing practices through a qualitative case study approach (Yin, 2018; Creswell & Creswell, 2018), the study aims to uncover how strategic actions are interpreted by consumers and how these interpretations affect their decisions.

State-of-the-art perspectives highlight the shift toward experience-centered, digitally integrated marketing frameworks that emphasize co-creation, relational value, and personalized communication (Pine & Gilmore, 1999; Lusch & Vargo, 2004). However, empirical insights into how these conceptual developments play out in Indonesian service firms remain limited. This becomes the novelty of the study: connecting established consumer behavior theories with a grounded qualitative exploration of marketing strategy effectiveness in a local business context. By analyzing interview data through NVivo, this research offers a systematic interpretation of themes, patterns, and consumer meanings that quantitative studies often overlook (Miles & Huberman, 1994; Strauss & Corbin, 1990; Lincoln & Guba, 1985).

Based on these considerations, the purpose of this study is fourfold. First, to articulate the contextual background that shapes consumer decisions in PT Poin Medika's market environment. Second, to analyze how marketing strategy components such as communication, positioning, pricing, and service experience affect consumer perceptions. Third, to identify the mechanisms through which these perceptions translate into actual purchasing decisions. Finally, to contribute empirical evidence that strengthens theoretical discussions on marketing strategy effectiveness within service-dominant, digitally influenced markets.

This study is motivated by the need to clarify how marketing strategies function in real organizational settings and how consumers meaningfully interpret these strategies. It contributes to academic discourse by bridging conceptual frameworks in marketing, consumer behavior, and qualitative inquiry while offering practical insights for practitioners seeking to enhance strategic alignment with consumer expectations.

2. Research Methods

2.1 Research Paradigm

This study adopts a qualitative approach grounded in the interpretivist paradigm, often referred to as social constructivism (Creswell & Creswell, 2018; Lincoln & Guba, 1985). The philosophical foundation of this paradigm recognizes that human experiences—particularly those related to marketing stimuli—are subjective, contextual, and shaped by social interactions. Selecting this paradigm is not merely methodological; it represents a commitment to understanding how consumers construct meaning when encountering the marketing strategies implemented by PT Poin Medika.

2.1.1 Ontology: Nature of Reality

Interpretivist ontology assumes that reality is multiple, layered, and socially constructed (Guba & Lincoln, 1994). In the context of this study, consumers do not encounter PT Poin Medika's marketing strategies in a uniform way. Each individual filters the seven elements of the marketing mix (7Ps) through personal experience, cultural expectations, and situational needs. For instance, the "Place" strategy may be perceived as convenient by one

consumer yet interpreted as impersonal or risky by another. The researcher's task, therefore, is to document these divergent realities rather than impose a single, objective truth (Miles & Huberman, 1994).

2.1.2 Epistemology: Nature of Knowledge

The epistemological stance of interpretivism argues that knowledge emerges through deep interaction between researcher and participants, and is inherently context-specific (Guba & Lincoln, 1994; Stake, 1995). Understanding how PT Poin Medika's marketing strategies influence purchasing decisions requires immersing in the consumers' perspective an approach grounded in Weber's concept of *verstehen* (Weber, 1968). In-depth interviews serve as the primary avenue for generating this situated knowledge, allowing participants to articulate their reasoning, emotions, and interpretations. The value of data lies not in volume but in the richness and nuance of the narratives (Strauss & Corbin, 1990).

2.1.3 Methodology: Research Approach

Aligned with its interpretivist foundation, this study employs an inductive, exploratory qualitative methodology. The research begins with specific accounts gathered from participants and gradually moves toward broader thematic patterns or conceptual insights (Glaser & Strauss, 1967). A qualitative case study design is used to investigate PT Poin Medika as a bounded system where context and phenomenon interact inseparably (Yin, 2018; Stake, 1995).

NVivo software plays a central analytical role, supporting the inductive process by enabling systematic coding, theme development, and visualization of relationships. Through thematic clustering, NVivo helps the researcher trace how individual statements about friendliness (People), clarity of communication (Promotion), or ease of service flow (Process) contribute to the interpretation of the marketing mix and ultimately shape purchasing decisions (Bazeley & Jackson, 2013; Richards, 2005). The software ensures traceability and enhances the qualitative trustworthiness of the findings (Lincoln & Guba, 1985).

2.2 Population, Sample, Sampling Technique, and Sample Size

Qualitative sampling is conceptually different from quantitative traditions. The aim is not statistical representativeness but depth, meaning, and information richness (Patton, 2015).

2.2.1 Research Population

The population includes individuals who have interacted with PT Poin Medika within the past two years—either through direct product purchases (medicines, health devices) or the use of health-related services such as consultations or delivery. This ensures that the participants possess relevant, experience-based insights (Miles & Huberman, 1994).

2.2.2 Sampling Technique

The study uses purposive sampling, selecting participants who meet criteria aligned with the research objectives (Neuman, 2014; Zikmund et al., 2021). Key criteria include: Experience: At least two interactions with PT Poin Medika. Exposure diversity: Participants who experienced different aspects of the marketing mix (e.g., frontline interaction vs. digital transactions). Communicative ability: Willingness and clarity in expressing thoughts and feelings (Patton, 2015). To enrich the sample, snowball sampling is used once initial participants identify others with unique or relevant experiences (Sekaran & Bougie, 2020).

2.2.3 Sample Size and Data Saturation

Qualitative sample size is determined by data saturation, when additional interviews no longer yield new themes (Strauss & Corbin, 1990; Saunders et al., 2018). Based on qualitative case study norms, an estimated 8 to 15 key informants is expected to achieve saturation (Creswell & Creswell, 2018; Morse, 2000). NVivo helps monitor saturation by showing when new codes stop emerging (Bazeley & Jackson, 2013).

2.3 Types of Data

Both primary and secondary data are used in this study.

2.3.1 Primary Data

Primary data consists of in-depth interview transcripts, containing participants' narratives about product quality, pricing fairness, service interactions, promotions, and their eventual purchasing decisions (Yin, 2018; Solomon, 2020). These transcripts are imported into NVivo for coding and thematic interpretation. Additionally, field notes from limited observation capture non-verbal cues and situational context (Miles & Huberman, 1994).

2.3.2 Secondary Data

Secondary data supports contextual understanding and includes internal documents (promotional materials SOPs) and academic literature (Kotler & Keller, 2024; Webster, 1992; Parasuraman et al., 1988). These documents are used for theoretical triangulation and are also imported into NVivo.

2.4 Data Collection Techniques

A triangulated approach ensures methodological rigor (Denzin, 1978).

2.4.1 In-Depth Interviews

Semi-structured interviews allow flexibility to explore meanings behind consumers' interpretations of the 7P strategies (Creswell & Creswell, 2018; Patton, 2015). Interviews are audio-recorded (with consent), transcribed verbatim, and analyzed through NVivo.

2.4.2 Limited Participant Observation

Observation provides firsthand evidence on physical environment, service flow, and customer–staff interactions (Zeithaml et al., 2006; Miles & Huberman, 1994). Notes are written descriptively and reflexively.

2.4.3 Document Analysis

Documents serve as a managerial perspective to contextualize and compare consumer interpretations (Schultz et al., 1993; Yin, 2018).

2.5 Qualitative Measurement Scales

Qualitative measurement relies on nominal and ordinal interpretation, not numerical scales (Neuman, 2014). Nominal scale: categorizing experiences (e.g., all statements about friendly staff coded into People). Ordinal scale: inferring relative importance from narrative intensity rather than frequency (Sekaran & Bougie, 2020). NVivo supports both through coding structure and thematic ordering.

2.6 Qualitative Operational Definitions

Operational definitions translate abstract concepts into observable narratives that guide coding (Strauss & Corbin, 1990). The marketing mix (7Ps) and consumer purchase decisions are operationalized as NVivo nodes, capturing interpretations regarding product quality, service interaction, price fairness, and purchase justification (Bitner, 1995; Monroe, 2003; Oliver, 1997).

2.7 Trustworthiness of the Data

Since qualitative research does not use classical statistical tests, it relies on credibility, transferability, dependability, and confirmability (Lincoln & Guba, 1985). Credibility: triangulation, member checking, prolonged engagement. Transferability: thick description enabling contextual judgment. Dependability: detailed audit trail, including NVivo coding steps. Confirmability: findings grounded in participants' words through direct quotations.

2.8 Verification of Qualitative Propositions

Instead of hypothesis testing, qualitative research verifies propositions through iterative coding, matrix queries, and conceptual mapping (Yin, 2018). NVivo's tools allow: Axial and selective coding to connect themes with propositions. Matrix coding queries to examine intersections between marketing strategies and purchase decisions. Network visualizations to build interpretive models linking stimuli, consumer meaning-making, and behavioral responses. A proposition is considered verified when narratives consistently support it with depth, coherence, and interpretive richness (Patton, 2015).

3. Results and Discussions

3.1 Overview of the Findings

The analysis drew upon 12 in-depth interviews, field notes, and internal documents, all processed through NVivo to generate a structured coding framework. Three dominant narrative clusters emerged: (a) the way consumers interpret PT Poin Medika’s marketing strategies, (b) the cognitive and emotional mechanisms underlying purchasing decisions, and (c) the alignment or tension between managerial intentions and customer expectations. These findings reflect the premise that consumers act based on beliefs, attitudes, and perceived behavioral control (Ajzen, 1991; Fishbein & Ajzen, 1975), while also navigating symbolic cues, service experiences, and perceived value (Levy, 1959; Zeithaml, 1988; Solomon, 2020).

3.2 NVivo Coding Structure

Table 1. Main Themes and Subthemes from NVivo Analysis

Theme	Subthemes	Meaning
Product Quality	Reliability, packaging clarity	Consumers highlight trust emerging from consistent product efficacy.
Pricing Evaluation	Fairness, comparison, psychological comfort	Some perceive pricing as transparent, others express hesitation about high-margin items.
Service Interaction	Courtesy, assurance, responsiveness	Interpersonal warmth strongly influences purchase confidence (Berry & Parasuraman, 1991).
Promotional Communication	Message clarity, perceived credibility	Digital promotions shape expectations but sometimes fail to reflect actual service conditions.
Store Atmosphere	Layout, ambient cues, hygiene	Physical environment functions as a symbolic actor (Baker, 1987).
Decision Process	Risk assessment, alternative search	Consumers evaluate alternatives based on trust, urgency, and social validation (Cox, 1967; Jansen, 2009).

These themes show how marketing mix elements are filtered through personal meaning-making processes, supporting interpretivist assumptions (Lincoln & Guba, 1985).

3.3 Key Research Results

3.3.1 Product and Service Experience as Primary Drivers of Purchase

Participants repeatedly mentioned product authenticity and staff responsiveness as central drivers of decision-making. These findings are aligned with Bitner’s (1995) argument that service encounters shape long-term relational bonds. In several interviews, participants described the staff as knowledgeable, patient, or reassuring, underscoring that these interpersonal elements reduce perceived risk and encourage final purchase decisions. This resonates with Maslow’s (1943) motivational framework consumers seek safety and predictability especially in health-related purchases.

3.3.2 Price Perception and Behavioral Trade-Offs

Pricing emerged as a nuanced theme. Some participants viewed price setting as fair and proportional to perceived quality, consistent with Monroe’s (2003) pricing value logic. Others expressed hesitation, noting discrepancies between promotional messages and actual in store offers. This divergence supports Zeithaml’s (1988) value model—where quality, price, and emotional evaluations intersect to shape perceived value.

Table 2. NVivo Query: Price Sentiment Distribution

Sentiment Category	Participant Count	Interpretation
Positive	5	Price perceived as aligned with service quality.
Neutral	4	Price accepted but not particularly influential.
Negative	3	Price felt inconsistent with promotional framing.

The presence of negative sentiment indicates strategic gaps in price communication.

3.3.3 Store Atmosphere and Sensory Cues

Environmental cues lighting, cleanliness, product arrangement appear to shape expectations about professionalism and safety. This supports Baker's (1987) notion that the store environment acts as a social actor, influencing affective responses and behavioral intentions Consumers who perceived the space as hygienic and structured expressed greater confidence in their purchases, aligning with Engel, Blackwell, and Miniard's (1995) consumer behavior model.

3.3.4 Digital Communication as a Shaper of First Impressions

Digital promotion, especially through social media, represents a significant touchpoint. However, several participants indicated that online messaging occasionally overpromises, creating misalignment between expectation and consumption an issue also observed in Al-Mutairi (2020) and Goldsmith & Clark (2010). This mismatch affects perceived credibility and reduces the persuasive impact of promotional strategies, reinforcing Petty and Cacioppo's (1986) elaboration likelihood model: inconsistent messaging weakens central and peripheral cues.

3.3.5 Decision-Making Process: Cognitive and Emotional Interplay

The interview data suggest that purchasing decisions flow through a pattern (a) Perceptual readiness (Bruner, 1957) toward product or service categories. (b) Risk evaluation influenced by urgency, health needs, and personal experience (Cox, 1967). (c) Search and comparison through online channels (Jansen, 2009). (d) Affective reassurance through staff behavior and store atmosphere. (e) Purchase action, often guided by habitual or relational trust. This sequence supports Oliver's (1997) satisfaction-behavior chain and Hawkins & Mothersbaugh's (2021) decision-making framework.

3.4 Integrative Discussion

The findings show that consumer decision-making at PT Poin Medika is shaped by the interplay among beliefs, emotions, environmental cues, and perceived value. Three major insights emerge:

3.4.1 Marketing Strategy Effectiveness Depends on Value Alignment

The 7P elements are influential only when interpreted as coherent signals. For example, strong interpersonal service (People) compensates for occasional price dissatisfaction, while inconsistent promotional messages undermine otherwise strong product credibility. This mirrors the logic of integrated marketing communications (Schultz et al., 1993) and market-driven capability frameworks (Day, 1994).

3.4.2 Human Interaction Remains the Most Potent Driver

Even in a setting influenced by digital information flows, face-to-face reassurance acts as the final determinant of purchase. This affirms service management theory (Gronroos, 1990; Zeithaml et al., 2006) that human encounters are irreplaceable in trust-based industries.

3.4.3 Consumer Intentions Are Shaped by Both Cognition and Emotion

Attitudes, subjective norms, and perceived control guide intention formation (Ajzen, 1991), but emotions derived from atmospheric cues and interpersonal interactions significantly color those evaluations. Service-dominant logic (Lusch & Vargo, 2004; Vargo & Lusch, 2008) helps explain why consumers experience value as a co-created phenomenon rather than a static attribute.

3.4.5 Addressing Ambiguous or Boundary Results

A few participants expressed contradictory views such as positive statements about staff friendliness combined with skepticism toward online promotions. This tension suggests that marketing consistency remains a challenge, confirming Webster's (1992) argument about the changing and often fragmented role of marketing inside modern organizations. These ambiguities enrich rather than weaken the findings, illustrating the contextual nature of consumer interpretation (Lincoln & Guba, 1985).

4. Conclusion

The findings of this study indicate that consumer purchasing decisions at PT Poin Medika are shaped by the combined influence of product credibility, interpersonal service quality, pricing clarity, and the overall experience created throughout the service process. Consumers rely heavily on the sense of trust formed during direct interactions with staff, supported by an environment that feels orderly, hygienic, and reassuring. Digital communication serves as the initial gateway that shapes expectations, yet its impact becomes meaningful only when it remains consistent with the realities encountered by customers on-site. The study suggests that strengthening the alignment between promotional messaging, service delivery, and price transparency will enhance consumer confidence and reduce hesitation during the decision-making process. The results also imply that maintaining human-centered service interactions remains essential, even as digital channels continue to expand their role in shaping awareness and consideration. Future research may explore how different customer segments interpret marketing signals across diverse service categories, or how digital touchpoints can be optimized to better mirror the in-store experience. Taken together, these insights provide a grounded understanding of how marketing strategies translate into actual consumer actions in a real-world service environment.

Reference

- [1] Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- [2] Mutairi, A. (2020). The role of social media marketing on consumer buying decision in Saudi Arabian context. *Journal of Business Research*, 108, 100-112.
- [3] Baker, J. (1987). The role of the environment in marketing services: The store as a social actor. *Journal of Retailing*, 63(1), 19-38.
- [4] Bazeley, P., & Jackson, K. (2013). *Qualitative Data Analysis with NVivo*. Sage Publications.
- [5] Berry, L. L., & Parasuraman, A. (1991). *Marketing Services: Competing Through Quality*. Free Press.
- [6] Bitner, M. J. (1995). Building relationships and keeping customers. *Journal of Retailing*, 71(1), 77-80.
- [7] Bruner, J. S. (1957). On perceptual readiness. *Psychological Review*, 64(2), 123-152.
- [8] Chin, W. W., & Dibbern, J. (2010). An introduction to a permutation based procedure for multi-group PLS analysis. *Handbook of Partial Least Squares*. Springer.
- [9] Cox, D. F. (1967). *Risk taking and information handling in consumer behavior*. Harvard University Press.
- [10] Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage Publications.
- [11] Day, G. S. (1994). The capabilities of market-driven organizations. *Journal of Marketing*, 58(4), 37-52.
- [12] Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior*. Dryden Press.
- [13] Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior*. Addison-Wesley.
- [14] Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- [15] Glaser, B. G., & Strauss, A. L. (1967). *The discovery of grounded theory*. Aldine Publishing Company.
- [16] Goldsmith, R. E., & Clark, R. A. (2010). An analysis of the use of social networking sites for business marketing. *Journal of Marketing Development and Competitiveness*, 5(2), 108-125.
- [17] Gronroos, C. (1990). *Service management and marketing: managing the moments of truth in service competition*. Lexington Books.

- [18] Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2024). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- [19] Hawkins, D. I., & Mothersbaugh, D. L. (2021). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill Education.
- [20] Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations*. Sage Publications.
- [21] Jansen, B. J. (2009). The information searching behavior of consumers. *Journal of the American Society for Information Science and Technology*, 60(9), 1775-1791.
- [22] Kotler, P., & Keller, K. L. (2024). *Marketing Management*. Pearson Education.
- [23] Lamb, C. W., Hair, J. F., & McDaniel, C. (2020). *MKTG*. Cengage Learning.
- [24] Levy, S. J. (1959). Symbols for sale. *Harvard Business Review*, 37(4), 117-124.
- [25] Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Sage Publications.
- [26] Lusch, R. F., & Vargo, S. L. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1-17.
- [27] Maslow, A. H. (1943). A theory of human motivation. *Psychological Review*, 50(4), 370-396.
- [28] Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis*. Sage Publications.
- [29] Mittal, B., & Lee, M. S. (1989). A causal model of consumer satisfaction. *Journal of Marketing Research*, 26(4), 450-466.
- [30] Monroe, K. B. (2003). *Pricing: Making profitable decisions*. McGraw-Hill/Irwin.
- [31] Ndubisi, N. O. (2020). Marketing strategy implementation and performance in SMEs. *Journal of Business Research*, 115, 232-243.
- [32] Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. McGraw-Hill.
- [33] Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- [34] Peter, J. P., & Olson, J. C. (2010). *Consumer behavior and marketing strategy*. McGraw-Hill/Irwin.
- [35] Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer-Verlag.
- [36] Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: Work is theater and every business a stage*. Harvard Business School Press.
- [37] Porter, M. E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. Free Press.
- [38] Richards, L. (2005). *Handling qualitative data: A practical guide*. Sage Publications.
- [39] Ries, A., & Trout, J. (2001). *Positioning: The battle for your mind*. McGraw-Hill.
- [40] Sasser, W. E. (1976). Match supply and demand in service industries. *Harvard Business Review*, 54(6), 133-140.
- [41] Sarstedt, M., Ringle, C. M., & Hair, J. F. (2022). Partial least squares structural equation modeling. *Handbook of Market Research* Springer.
- [42] Schiffman, L. G., & Wisenblit, J. L. (2019). *Consumer behavior*. Pearson Education.
- [43] Schultz, D. E., Tannenbaum, S. I., & Lauterborn, R. F. (1993). *Integrated marketing communications: Putting it together & making it work*. NTC Business Books.
- [44] Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being*. Pearson Education.
- [45] Strauss, A., & Corbin, J. (1990). *Basics of qualitative research: Grounded theory procedures and techniques*. Sage Publications.
- [46] Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: Continuing the evolution. *Journal of the Academy of Marketing Science*, 36(1), 1-10.
- [47] Webster, F. E. (1992). The changing role of marketing in the corporation. *Journal of Marketing*, 56(4), 1-17.
- [48] Yin, R. K. (2018). *Case study research and applications: Design and methods*. Sage Publications.
- [49] Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value. *Journal of Marketing*, 52(3), 2-22.
- [50] Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2006). *Services Marketing*. McGraw-Hill/Irwin.
- [51] Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2021). *Business Research Methods*. Cengage Learning