

Traditional marketing mix helps clothing store brands analyse service value and increase customer retention

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ABSTRACT – REZUMAT

Traditional marketing mix helps clothing store brands analyse service value and increase customer retention

This study sought to determine how the conventional marketing mix might assist low-cost clothes in assessing the value of their services and increasing client retention. Due to this shortage, contemporary authors have suggested introducing an additional crucial aspect, namely after-sales support, while studying the service marketing mix (SMM) for “cheap clothes”. This study examined and included one new dimension of the service marketing mix instead of the conventional 7 P’s of SMM. In this study, the effects of SMM cloths on service quality and client retention in Hubei Province were also examined. These effects included advertising, place, people, product, pricing, process, physical evidence, and after-sales service. Clothing Store brand providers from “Hubei Province” compete with one another in a crowded market since there are so many new entrants selling and providing comparable goods and services. Retention consequently becomes an issue. Surveys with different persons in various positions, such as professors, PhD students, MSc students, and BSc students of various nationalities, were done, and data was obtained using the convenience sample technique. In “Hubei Province”, the sampling technique was utilized to gather information from clothes whose guests had ever stayed in low-cost Hubei Province clothes. The Partial Least Square Method was utilized to evaluate the data from the 385 valid questionnaires that were obtained for this investigation. The results showed that both directly and indirectly, through service value, the service marketing mix had a considerable beneficial impact on customer retention. This study will be valuable to the low-cost Cloth sector since it will clarify the role that marketing mix strategies have in sustaining long-term client connections.

Keywords: service marketing mix, service value, customer retention, clothing store brands, Hubei province

Mixul de marketing tradițional ajută brandurile magazinelor de îmbrăcăminte să analizeze valoarea serviciilor și să crească retenția clienților

Acest studiu a încercat să determine modul în care mixul de marketing convențional ar putea ajuta sectorul de îmbrăcăminte cu costuri reduse să determine valoarea serviciilor și să crească retenția clienților. Din cauza acestui dezavantaj, autorii contemporani au sugerat introducerea unui aspect crucial suplimentar, și anume suportul post-vânzare, studiind în același timp mixul de marketing al serviciilor (SMM) pentru „produsele ieftine de îmbrăcăminte”. Acest studiu a examinat și a inclus o nouă dimensiune a mixului de marketing al serviciilor în locul celor 7 P convenționali ai SMM. În acest studiu, au fost examinate, de asemenea, efectele îmbrăcămintei SMM asupra calității serviciilor și retenției clienților în Provincia Hubei. Aceste efecte au inclus reclamele, locul, oamenii, produsele, prețurile, procesele, dovezile fizice și serviciile post-vânzare. Furnizorii brandurilor de magazine de îmbrăcăminte din Provincia Hubei concurează între ei pe o piață aglomerată, deoarece există atât de mulți nou intrați pe piață care vând și oferă bunuri și servicii comparabile. Prin urmare, retenția clienților devine o problemă. Au fost efectuate sondaje cu diferite persoane de diferite profesii, cum ar fi profesori, doctoranzi, masteranzi și studenți de diferite naționalități, iar datele au fost obținute utilizând tehnica eșantionului de conveniență. În Provincia Hubei, tehnica de eșantionare a fost utilizată pentru a colecta informații referitoare la îmbrăcăminte de la persoane din provincia Hubei care nu au purtat nicodată îmbrăcăminte ieftină. Metoda celor mai mici pătrate parțiale a fost utilizată pentru a evalua datele din cele 385 de chestionare valide care au fost obținute pentru această investigație. Rezultatele au arătat că atât direct cât și indirect, prin valoarea serviciului, mixul de marketing al serviciilor a avut un impact benefic considerabil asupra retenției clienților. Acest studiu va fi valoros pentru sectorul de îmbrăcăminte cu costuri reduse, deoarece va clarifica rolul pe care strategiile privind mixul de marketing îl au în susținerea conexiunilor pe termen lung cu clienții.

Cuvinte-cheie: mixul de marketing al serviciilor, valoarea serviciului, retenția clienților, brandurile magazinelor de îmbrăcăminte, provincia Hubei

INTRODUCTION

Nowadays, clothing store brands go beyond addressing basic needs such as food and shelter; they also offer additional services, such as personalized assistance. The Chinese clothing sector has emerged as

a crucial driver of the country's economic growth and development amid ongoing organizational and sectoral transformations [1]. To stay competitive, clothing store brands in this dynamic sector must innovate and enhance their services through diverse and

comprehensive programs that set them apart from their competitors. To achieve this, managers must thoroughly grasp their customers' needs and expectations, and adapt product and service offerings accordingly [2]. Recognizing that service characteristics can significantly influence customer retention, clothing store brands should prioritize service quality, including tangibles, assurance, reliability, responsiveness, and empathy. Neglecting these aspects may result in negative customer evaluations, jeopardizing the brand's potential to attract more customers. Recent research underscores the impact of various marketing factors such as promotion, price, place, product, people, process, and physical evidence on consumer retention in the clothing sector. These factors are crucial in fostering consumer loyalty and satisfaction [3].

The Service Marketing Mix (SMM) can be a command strategy and offer the organizational margins required to dominate the service value (SV) market. Customers of these service providers will be impacted by their active usage of SMM components, which will increase customer retention (CR), enable them to remain longer, and provide them with a more competitive position in their business lives. This study aims to determine whether there is a significant relationship between SMM and SV Cloth services and Clothing Store brand retention in Hubei Province [4] description of a lack of exploration and research in this Clothing Store brand area.

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LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Customer retention

A sales organization must pay great attention to the details to decrease client complaints. Customer retention starts with the first time a customer interacts with a business and lasts the duration of the relationship. The cost of obtaining a new client is significantly higher than the cost of sustaining an existing customer relationship, hence customer retention is crucial for most firms [7]. In low-cost clothes, studies have underlined the value of client retention [3].

Customer retention is a relatively simple case to make. Keeping existing clients is more difficult than gaining new ones. Obtaining customers to "replace" those who have left comes at a high cost. This is because the importance of attracting customers is

only realized during the early stages of a business relationship [4]. Furthermore, happy and satisfied long-term customers buy more and can generate positive word-of-mouth marketing for the brand. As a result, long-term customers take less time and are less susceptible to price changes [8]. These findings reflect management's ability to acquire referral firms, which are frequently of high quality and low cost. As a result, it is claimed that reducing product failures by just 5% will double revenue [8].

Service Value

According to earlier literature, there is a lack of agreement on several aspects surrounding the core issue in the building of service value, including the uncertainty in how it is defined [9, 10]. Value definitions are ambiguous, which makes it difficult to determine service value. As a result, they shouldn't be employed in research studies to prevent service value from being abused or overused [11].

Although most of the terms are related to the same definition, researchers used a variety of terms to describe the construct of service value [12].

According to Woodall [13], the market benefit resulting from purchasing and using the brand contact has been given eighteen different names. However, according to Woodall, the most commonly used words in advertising literature are "customer interest" [13, 14], "perceived value" [15, 16], and "value" [17]. Furthermore, many researchers have asserted that service value is a mediating variable that can influence whether or not customers are retained [18–21]. Treacy, Sheth, and Reichheld claim that there is a dearth of research on the connection between marketing mix, service value, and client retention. Sweeney looked studied the effects of various pricing techniques on service value in Thailand's telecom sector. Customers have been seen to be perplexed by extremely complicated pricing schemes. Butz and Goodstein [22] established a model of service value for the telecom sector that focuses on quality, value, and pricing, all of which are crucial elements in determining customer satisfaction. The conception of service value was explained in numerous ways to meet the research project's setting. The proper customer satisfaction concept must be used to prevent any interference with performance results or outcomes from the customer target group. The majority of definitions of service value in the literature were process-based, suggesting that the evaluation process was involved [23].

Service Marketing Mix

It has been stressed how crucial SMM's leadership is in resolving consumer concerns over advertising. The 7P's, an expansion of the 4P's, includes seven MM components, including: service/product, cost, promotion, place, people, process, and physical evidence. To obtain and sustain competitive advantages, it can be said that each organization needs to implement an effective MM strategy. The marketing mix and the target audience are two interrelated

components of the advertising strategy. A target market, by Kiran and Diljit [24], analyses the profile of various consumer groups with various wants, desires, and expectations, and builds an integrated marketing communications plan to highlight and convey the advantages of an organization's goods or services. The next section provides a succinct explanation of each of the nine SMM dimensions: Another idea put up at the time by Boom and Bitner was applicable in the manufacturing industry and applied to services like "after-sales service" in the banking, airline, and cloth industries [25].

The process of developing the Service Marketing Mix (SMM), which consists of the 4Ps and 7Ps, is currently underway. To increase earnings, this mixture is changed in a range of sectors. Anderson and Narus [26] found that the 8Ps of the SMM are necessary for Cloth and tour services. Haq et al. [27] also made some other 2Ps for cloths. These 8Ps are insufficient for such services, according to other studies [28], and the SMM for clothes [29] needs to be raised, especially in low-cost lodgings.

There are some gaps in this area despite the increased importance of customer retention research. Sacconi et al. [30], customer retention has been widely accepted as an important topic over the past decades. However, research focusing on management processes associated with customer retention performance is limited. In addition, various studies on customer retention and its key antecedents have been conducted in developed countries. Nevertheless, only a few works have been done in the developing world on customer retention. Based on the identified gaps, this study examined the impact of selected marketing mix elements on customer retention in the clothing industry. However, limitations of this research include the lack of a unified body of work supporting and explaining the intricate interplay of the service marketing mix, service quality, service value, and customer retention in different labels of apparel stores. Despite these constraints, five knowledge gaps were uncovered, and they include; the elements and methods utilized to support the marketing mix notion are mostly unknown, as well as how they are being implemented in the context of

apparel shop brands in China [31, 32]. Furthermore, the conflicting findings on customer satisfaction, including its methodology, have not been thoroughly studied, which may make it difficult to adequately assess the service marketing mix rendered in apparel shop brands [33, 34]. The lack of empirical studies on the relationship between service value and customer retention in a model where service marketing mix and service quality operate as stimulation factors is also an identified gap in the literature [35].

Marketing academics continue to focus on the marketing mix idea despite its drawbacks and objections. Without undermining the concept's contribution, prior research has attempted to advance or strengthen the theoretical and practical marketing mix principles that are pertinent to the marketing context. Additionally, earlier studies have attempted to broaden the marketing mix concept from an internal focus on operational and managerial functions to a customer focus on customer orientation strategy and relationship marketing cloth services [36, 37]. Additionally, prior research on the marketing mix has shifted from a managerial to a customer perspective, particularly following the release of Boom and Bitner's framework in 1981.

The Boom and Bitner framework can be used in the manufacturing industry, as well as in the provision of services like after-sales support and relationship marketing, as well as by banks, cloths, and cloth agencies. By incorporating personalization [38], publication [39], productivity, and quality [12], and emphasizing people rather than participation, several scholars extended the 7Ps paradigm to service marketing [40–42] and suggested an extra 8th P to broaden the marketing mix for cloth services. As a result, corporate organizations in the twenty-first century can use the 7Ps of service marketing in combination as a fundamental tool to develop marketing strategies and operational-tactical techniques to increase customer happiness, brand loyalty, and company performance (table 1).

As a result, the goal of this study is to examine seven dimensions of service marketing and determine their impact on service value and customer retention

Table 1

PROPOSED CHANGES TO NOMENCLATURES OF SERVICE MARKETING MIX (CLOTHING STORE BRANDS)		
Dimensions	Argument	Source
Product	<ul style="list-style-type: none"> Service marketing lacks interaction with consumers. The inappropriateness of the 4Ps is not the proper basis of the 21st Century marketing. 4Ps applicable for internal orientation and need to shift to customer orientation. Incompleteness of 4Ps for effective today's marketing. 4Ps focus only on products and ignore the service sector, especially in cloth services (Budget Hotel). 	[43]
Price		
Promotion		
Place		
People	<ul style="list-style-type: none"> Additional 3Ps were considered as part of the marketing mix for the service sector. The service sector needs more concentration on customer satisfaction and loyalty. Services are more critical to handle as compared to products that's why additional functions were required to make this mix more practical and oriented to fulfil the exact needs of service users. 	[44, 45]
Process		
Physical evidence		

among Cloth customers. The elements of the service marketing mix, namely product, price, promotion, place, people, process, and physical evidence are discussed for a better understanding.

Hypotheses development

The background of the analysis was used to establish the current study hypothesis (figure 1). The study's stated aims were to be accurately and directly addressed by the hypotheses. All hypotheses are balanced by the items in the questionnaires for this report. According to the current study's hypothesis, the mix of product promotion affects the dependent factor for customer retention. These two independent factors are important predictors of customer retention in Clothing Store brands since they are constantly present in the context of Cloth customer experience concerns. In this study, the service value offered the indirect relationship as a mediating element. As a result, the current study suggested testing four hypotheses; the process of developing hypotheses is covered in the subsection below.

The relationship between service marketing mix and customer retention

Ali and Amin [1] concur that the marketing mix is a crucial element for streamlining the management of marketing activities and enabling the division of marketing efforts to meet client wants and retention. In support of this claim, Sarker et al. [46] discovered that six components of the product marketing mix – excluding service costs – were crucial for retaining customers in the tourism industry. In a similar vein, Thalib [47] found in his tourist research a relationship between customer retention and five components of the service marketing mix, namely service item, service cost, service location, service people, and service physical evidence. In other words, putting into practice a product marketing mix would affect client retention.

The position of the service marketing mix as a single construct, however, has been left unclear and undefined by earlier studies, including that of Othman et al. [48] and Jobhaarbima [49]. There is a void in the existing research that must be filled. As a result, the first supposition for this inquiry is as follows:

H1: Higher perceptions of the service marketing mix performance are associated with high customer retention.

The relationship between service marketing mix and service value

According to the theoretical perspective of the stimulus-organism-response paradigm, external stimulus variables aid in thinking and analysis of interior individual states [50]. Goi et al. [51] study overcame environmental factors that significantly affected the organism. It implies that motivating elements, such as the service marketing mix, can influence people's perceptions of a service's worth.

In the past, fragments of this link have been investigated. The results of the Cengiz and Yayla [52] study

show that service location and price are crucial components of service value. Ye et al. [53] found that the location, cleanliness as a component of the physical evidence, and service to the employee's service value were all important variables. In contrast, Ryu et al. [54] found a connection between the value of good customer service and the standard of the cuisine served in Chinese restaurants across the country. Due to a lack of coverage in earlier literature, the relationship between the service marketing mix and service value is still not generally known or fully understood. Further research into this relationship produces a valuable finding that closes the knowledge gap. On the other hand, the outcome of the report was given more value by using the formative approach to service marketing and service value. The current study makes the following claim in light of multiple other findings and an appealing theoretical idea:

H2: Higher perceptions of the service marketing mix performance are associated with high service value.

The relationship between service value and customer retention

An in-depth discussion of the connection between service value and client retention can be found in the literature on service marketing. Numerous researches on this relationship imply that service value comes before customer retention and that service value significantly affects customer retention [55, 56]. Based on earlier discoveries about the significance of linkages between these two concepts, the current study is not restricted to further research in this area. In the context of car parking services, the study's findings add to what is already known about this link. According to the discussion that came before, the third theory was put forth as follows:

H3: Higher perceptions of the service value performance are associated with high customer retention.

The mediating role of service value between service marketing mix and customer retention

The ideal service marketing mix creates organizational elements that are active and serve as a driving force for service value and client retention. Customer satisfaction building and promotion may be more variable if service value is considered in the relationship between the service marketing mix and customer retention. According to earlier studies, the value of the service influences customer retention [57, 58].

Prior research has examined the components of the service marketing mix independently, as was noted in the paragraph before, but this review argues that doing so violates the marketing mix theories by evaluating the components of the service marketing mix separately for the dependent variable [59]. The findings regarding the contribution of the service marketing mix to service value and client retention were contradictory. However, a few studies have found that

the relationship between the components of the service marketing mix and customer retention is mediated by service value. For instance, food quality and menu variety are somewhat mediated for female customer retention by service value, according to Kwun [60]. In Kwun's study, service value elements incorporating the service people feature were mediated by service value in terms of customer retention.

It is worthwhile to look at the relationship between service marketing mix, service value as a mediating component, and customer retention as there are currently no empirical explanations for it. As a result, the following is the fourth hypothesis put out in this study:

H4: Service Value has a significant positive relationship between Service marketing mix and customer retention.

Conceptual framework

The following model was chosen as the conceptual model of this study based on the literature review: The SMM includes seven essential elements known as P's, including "price, product, place, process, promotion, physical evidence, and people all of which are independent variables, and customer retention is the dependent variable. In addition, as shown in figure 1, service value is a mediator. The purpose of elements is to assess the relationships between SMM, SV, and CR.

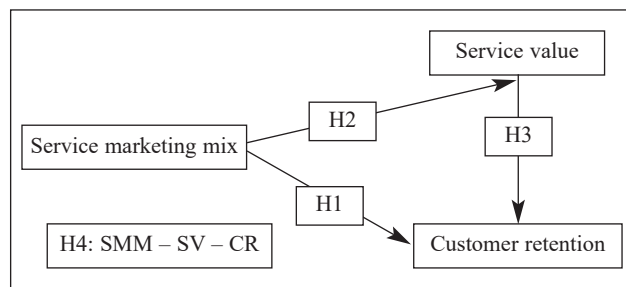


Fig. 1. Research Framework

METHODOLOGY

The participants in this study were Cloth guests who stayed in a Hubei Province Clothing Store brand. The questionnaire is a quantitative tool. It is the tool that is used to collect data from respondents through their responses. The researcher creates a list of questions and then asks respondents to rate their responses on a scale (Likert scale). The respondents were chosen from a sample of cloth customers who had prior experience with the Cloth using a nonprobability sampling design, more specifically, a convenient sampling technique. A detailed ethical approach to data collection is followed to preserve objectivity and collect data responsibly. Initially, the researcher requested permission to collect data from Chinese authorities. To collect data for this study, researchers used a quantitative and cross-sectional survey method. Data was collected from Cloth customers in China during July and August 2019.

All of the respondents were chosen by convenience sampling, which means that they were freely available to answer questions. It's also worth noting that all of the questionnaires are self-administered in person with various people in various positions, such as professors, PhD students, MSc students, and BSc students of various nationalities in "Hubei Province". The sample size for this study was 385 respondents who participated in the survey, with the data being analysed using the Partial Least Square method. The current study employs a reflective-formative modelling strategy that is appropriate for the evaluated constructs. At a higher order construct level, one construct, namely SMM, was measured using formative modelling, which included eight variables coded as product (PRD), price (PRC), place (PLC), promotion (PRM), people (PEP), process (PRO), and physical evidence (PHY). With the aid of clever PLS software and confirmatory factor analysis, the validity of the questionnaire was examined. Additionally, the reliability of the questionnaire was examined using composite reliability and Cronbach's alpha. Results that were above 70% show that the questionnaire is extremely dependable [61]. The survey was divided into four parts. In the first section, the respondents' demographic data is shown. In the survey's second segment, questions are posed regarding promotion [62], pricing [63], product [63], place [64], physical evidence [23], people [64], and process [65] Items of service value were the subject of the third part [66]. The final paragraph addressed problems with consumer retention [67].

FINDINGS AND DISCUSSION

Profile of respondents

The purpose of the respondent profile is to examine the respondents' characteristics of the study samples that were established. The percentages and frequencies in table 2 define the sample by gender, age, occupation, qualification, marital status, monthly salary, and the number of Cloth stays per month, as well as the Source of Information for the type of Cloth the respondents stayed in each month. The following information pertains to each of them.

Male Cloth consumers accounted for 38.7 percent of the total, while female Cloth consumers accounted for approximately 61.3 percent. It was discovered that men are less likely than women to stay in Clothing Store brands. Age is a proxy for people's knowledge about their purchasing behaviours, and it demonstrates that those aged (26–35) place a higher premium on Cloth purchases.

The preceding explains the respondents' demographic characteristics: 30.6 percent are between the ages of 36 and 45 years. Customers' capacity to have a Cloth is fuelled by their acquisition of them as the personification of their financial capabilities. The data in table 2 demonstrates that consumers with a monthly salary of 5000 to 7000 (RMB) imitated customers of Clothing Store brands at a rate of 24.7 percent. Consumers can currently reserve rooms at a

Table 2

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS			
Demographic	Characteristic	Frequency	Percentage
Gender	Male	149	38.7
	Female	236	61.3
Age	Below 18 years old	25	6.5
	19–25	92	23.9
	26–35	118	30.6
	36–45	96	24.9
	Above 45 years old	54	14.0
Qualification	Higher school	39	10.1
	Degree	90	23.4
	Master	44	11.4
	Doctoral and above	212	55.1
Occupation	Student	14 151	3.6 39.2
	Professionals	65	16.9
	Service personnel	58	15.1
	Freelancer	23	6.0
	Government	151 14	39.2 3.6
	Others	74	19.2
Marital Status	Single	197	43.8
	Married	169	51.2
	Other	19	0.05
Monthly Salary (RMB)	Below 3000	59	15.3
	3001 to 5000	89	23.1
	5001 to 7000	95	24.7
	7001 to 9000	64	16.6
	Above 9000	78	20.3
How many times you stay in a hotel per months	1 time	45	11.7
	2 times	68	17.6
	3 times	109	28.3
	4 times	103	26.8
	More than 4 times	60	15.6

variety of Clothing Store brands. The buyer's choice of Clothing Store brands is highly dependent on how much information is readily available. Clients with a higher level of qualification will be more selective and specific in their Cloth reservation selections. Buyer developments in the acquiring service Clothing Store brands dominated respondents with a master's qualification level of approximately 55.1 percent. This can be described as customers who make a service Clothing Store brand reservation having sufficient information, which can be used to make service Cloth purchases. Additionally, the users stayed at a service Clothing Store brands due to their marital status, and family offers have a significant impact on buyer behaviour. Additionally, husbands, children, and wives can procure services. Purchase intentions are influenced by a variety of factors, including marital status [39]. According to table 2, consumers who are married have a 51.2 percent influence on their purchase of services at Clothing Store brands. These instances demonstrate that the service Clothing Store brands range provides a high level of petition to clients who have been conjugal, as the family service Cloth's maximum modifications

are purposefully shaped. The type of work that is processed corresponds to the customer's movement to resolve their situation [39]. A person's occupation also affects their consumption habits. For example, the characteristics of respondents by occupation subjugated by students equal 39.2 percent. The respondents' average number of Cloth stays per month is 11.7%, with the majority of respondents buying cloths three or more times per month to bought (28.3%), four or more times per month (26.8%), and twice per month (16.6%), with the remaining respondents staying in cloths more than four times per month (15.6%).

The findings in table 2 demonstrate where the respondents found their knowledge of cheap motels. The respondents had the option of selecting more than one response option, which was made available to them. 42 respondents received source information on low-cost clothes via friends, making up a significant portion of the respondents (272 respondents) who accessed their sources online. Meanwhile, 11 respondents cited a relative as their primary source of information regarding cheap clothes (s).

Measurement model

For all variables in the study, the value of (AVE) is greater than 0.5, and for all latent variables, the value of Composite Reliability is greater than 0.7, indicating that the qualified components maintain acceptable reliability. According to table 3, "latent variables" are classified according to their "convergence validity". Additionally, all latent values are greater than 0.6 when the "Cronbach's" test of reliability is used, which is adequate proof that the research material is dependable. Table 4 shows that the values of the AVE root square are bigger than the inter-structure correlations for all variables when evaluating discrimination validity. Thus, it can be said that the measurement model is quite trustworthy, and its validity is both useful and trustworthy in identifying the study's variables.

Hypothesis test

The idea is that every aspect of the service marketing mix (SMM) significantly improves customer retention (CR). The findings show that the route coefficient between SMM and CR was statistically significant, with a robust standardized estimate and a significant t-value of larger than 2.58 ($p=0.000$). Furthermore, the variance's R2 was 0.753, a significant level of explanation. The findings of the hypothesis testing show that CR was positively affected by all of the SMM dimensions in a statistically meaningful

Table 3

CONVERGENT VALIDITY AND MEASUREMENT MODEL				
Variables	Code	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
People	PEP	0.942	0.958	0.852
Physical evidence	PHY	0.944	0.957	0.818
Place	PLC	0.928	0.946	0.778
Price	PRC	0.917	0.942	0.802
Product	PRD	0.915	0.940	0.797
Promotion	PRM	0.876	0.915	0.730
Process	PRO	0.905	0.934	0.780
Service Marketing Mix	0.986	0.986	0.986	0.672
Service value	SV	0.931	0.948	0.785
Customer retention	CR	0.851	0.900	0.692

Table 4

DISCRIMINANT VALIDITY OF LATENT CONSTRUCTS										
Variables	PEP	PHY	PLC	PRC	PRD	PRM	PRO	SMM	SV	CR
PEP	0.923									
PHY	0.834	0.904								
PLC	0.811	0.828	0.882							
PRC	0.735	0.807	0.784	0.895						
PRD	0.745	0.798	0.774	0.814	0.893					
PRM	0.801	0.842	0.839	0.816	0.800	0.854				
PRO	0.861	0.906	0.827	0.809	0.859	0.841	0.883			
SMM	0.897	0.786	0.895	0.824	0.880	0.789	0.771	0.775		
SV	0.766	0.840	0.770	0.733	0.738	0.769	0.832	0.821	0.886	
CR	0.751	0.807	0.749	0.712	0.690	0.739	0.800	0.877	0.823	0.832

Note: PEP = people; PHY = physical evidence; PLC = place; PRC = price; PRD = product; PRM = promotion; PRO = process; SV = service value; CR = customer retention.

way. The results of focus groups on the known reasons for the positive and significant impacts of SMM on CR were used to determine the factors that contribute to the positive impact and significance of SMM on CR. This resulted from the clientele's misconception that low-cost accommodations offer excellent vacation experiences, have affordable rates, cleverly execute sales promotions, and have approachable office staff. The existence of proper facilities and infrastructure, along with employees who were responsible for the well-being of the clientele, led to the activation and construction of an enormous CR. According to the statement, developing CR requires utilizing all the aspects of the service marketing mix rather than just one.

The claim that all positive SMM aspects significantly influenced SV is the one being examined. The Smart PLS results showed that SMM and SV had a substantial association ($p=0.000$). A considerable level of variance was also explained by the service marketing mix, as indicated by the R^2 for SV, which was 0.734. The results showed that each SMM parameter significantly and favourably affected the SV of low-cost

clothes. The results of the recognition institution talk show that some of the things that drive SMM have a big, good impact on SV. The outcome of conversations held in a single low-cost Cloth acknowledged the SMM's enormously beneficial influence on SV. Usually, this was because the clothes were excellent businesses and the guests profited from the availability of comprehensive offerings. The high degree of interest and desire for clients to acquire services and use offers across the Cloth industry was also a result of an effective shopping system.

Contrary to what the literature normally suggests, the hypothesis is that service value (SV) has a positive and significant impact on customer retention (CR). In the Cloth service setting, the association between these constructs was also significant ($\beta=0.503$, $S.E.=0.066$, $t=7.573$, $p=0.000$). Five consumers have complained about the acquisition of offers due to the high quality and significant impact of SV on CR. Excessive CR occurs when customers view the worth of an enterprise in terms of both its characteristics (usage of the service) and the lack of such criticism (the impact on the client's readiness to apply for or

SUMMARY OF HYPOTHESES TESTING RESULTS FOR DIRECT AND INDIRECT EFFECT						
Hypotheses		β	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
H1	SMM → CR	0.397	0.070	5.659	0.000	Supported
H2	SMM → SV	0.857	0.023	38.029	0.000	Supported
H3	SV → CR	0.503	0.066	7.573	0.000	Supported
H4	SMM → SV → CR	0.431	0.060	7.131	0.000	Supported

Note: SMM = Service Marketing Mix; SV = service value; CR = customer retention.

acquire the goods and services offered). Happy customers are more likely to become CRs. An individual's continued use of the company's goods and services is referred to as retention.

It is possible to confirm that the SMM has a substantial impact on SV, SV has a significant impact on CR, and SMM also has a significant impact on CR by linking the mediating variables of service value to the effect of the SMM on CR. The indirect effect of SV was reduced to $\beta=0.431$, after service marketing was combined with regression and bootstrapping procedures, reaching a statistically significant value at $t=7.131$ ($p=0.000$), and after dividing by the standard error, $S.E.=0.060$. Reduced to $\beta=0.397$, the direct route coefficient between SMM and CR is statistically significant at the level of ($p 0.000$). As a result, it was proven that SV fully served as a mediator between SMM and CR, proving that hypothesis H4 was correct. Table 5 displays the coefficient for each path. The data show that every conclusion of the Hypothesis is strongly and favourably related to service value and client retention.

Discussion

The study examined the effect of SMM on SV as well as the effect of SV on CR in the Hubei Province Clothing Store brands industry. The study was conducted using primary data. The data was gathered using questionnaires completed by guests of Clothing Store brands in Hubei Province. This finding indicates that Cloth customers in Hubei Province believe their rooms are spacious and comfortable. The Cloth provides guests with a sense of security and provides food and beverages, entertainment, recreation, and other complimentary services. Additionally, practitioners were required to conserve their marketing efforts, such as A price that is commensurate with the benefits you receive during your Clothes stay. Affordability of Cloth services, such as food, beverages, entertainment, and recreation, was also deemed critical. While obtaining promotional rates from the Cloth in comparison to the competition's pricing from other clothes was crucial for the establishment of Clothing Store brands, it was also important for the guest's decision-making. These promotional aspects included the production of advertisements (for example, in electronic or print media) and obtaining promotional rates from the cloth. Customers of cloths in Hubei Province have shown a demand for tangible evidence, such as a consis-

tently clean and welcoming Cloth environment. Additionally, they like a management system that takes customer complaints into account, professional Cloth personnel, employee confidence in servicing clients, and the right Cloth staff.

In addition to this finding, it was discovered that the main factors influencing service marketing mixes were closely linked to SV and CR, with the location and process actively influencing SMM for SV and CR assessment. Customers of low-cost lodgings in Hubei Province were inclined to stay there again because they thought the Cloth manager provided a clean, safe, and orderly atmosphere. Customer satisfaction will also rise for the Cloth owner who consistently makes sure that there are enough rooms for all of their visitors and offers a convenient parking space. Additionally, customers valued helpful staff, a well-organized service process, easy booking and payment options, and access to cutting-edge information technology (IT).

Additionally, they liked telephone calls to fix any problems after the transaction, calls to get feedback on the services, fast service requests, and appealing post-sale support. Because of this, after-sales support was an essential part of the service marketing mix. Customer retention at cloths was positively and statistically significantly impacted by the after-sales service factor. These results serve as a reminder to practitioners to continue to acquire a deeper awareness of consumer needs when creating SMM strategies to be incorporated into the vision and mission statements of their organizations.

This result is consistent with the concept definition of service marketing mix utilized in the current investigation, which states that the service marketing mix aims to elicit the desired response from the target market [25]. Research by Senguo et al. [28] on low-cost airlines in Ali and Amin [1] on the Chinese tourism industry, and Han and Sean [67] on the satisfaction of Indonesian ship passengers all found a strong correlation between the service marketing mix and the value of the service provided. Due to the potential differences between the concept and approach used in the cited research and the present investigation, the latter was deemed to provide only limited support.

The results showed a strong and direct association between SMM factors that were wholly unrelated to one another. It was found that SMM, SV, and CR were all considerably and strongly related to one

another. The impact of the SMM on CR can be explained in large part by SV. This suggests that marketing is the real beneficiary of SMM for CR. The outcomes also showed that everyone's dimensions significantly influence SV. The findings are in line with those from other studies [68].

Product, Price, Promotion, Place, People, Process, and Physical Evidence, are the components of the service marketing mix. A well-planned strategy for integrating these elements successfully boosts the importance of these components as a stimulant for customer retention. In terms of encouraging customer retention, the service marketing mix is still in its infancy. The S-O-R hypothesis, which asserts that people tend to think and judge in their response system in reaction to a specific stimulus, is another explanation that supports this conclusion.

CONCLUSION

As was already said, this study considers one tradition-integrated feature, namely after-sales service. Due to the significance of the after-sales service dimension in the service marketing mix, this research discovered that after-sales service has a considerable impact on SV and CR. Thus, confirming the usefulness of the present findings would require expanding and replicating this study in additional parts of the world and adding more services.

It may also be used as a foundation for additional validation of the analysis methodology created during this study to understand variances in customer behaviour. For academics and researchers, the study provides a wide range of practical consequences. The study's findings can be applied to a better understanding of the interactions between SV, CR, and service-selling companies.

The results of the current study are relevant to a range of experts in the low-cost Cloth industry. The market for inexpensive clothes is continuously developing. According to the study's conclusions, Clothing Store brands must prioritize SV to experience CR to grow sustainably. Policymakers and other high-level professionals will find the findings to be very helpful as they create various plans and strategies for this industry. The study can also be used by academics from other fields and nations around the world.

Despite the study's enormous scope, which goes beyond national boundaries, and its numerous unique elements, discoveries, and consequences in a variety of scenarios within companies at the micro level as well as for society at large, there is still a great deal of restrictions. The consumers of these services come from all over the world, however, the respondents in this study are all from Hubei Province. Therefore, while communicating and putting the study's findings into practice, researchers, government organizations, regulatory agencies, academics, and politicians should do so with prudence. If information was obtained from many districts and areas around the nation, the study would be more thorough. It is possible to carry out additional research to look at SMM, SV, and CR in other industries.

Comparative studies can be helpful in a variety of industries, and most countries use these services to identify variations in SV and CR.

IMPLICATIONS OF THE STUDY

The current study showed that while the service marketing mix has a varying impact on service value and customer retention, it has a large direct impact on these two factors. In this study, the dimensions of product and people all play a crucial role in the service marketing mix, influencing how customers perceive the value of Cloth services, while all of the dimensions of the service marketing mix show a crucial role in generating customer retention.

When managing client retention, managers are urged to periodically measure and determine which features and advantages of the services they offer should be prioritized for customers. Since retention is one of the results of service consumption, managers must identify crucial elements from the outset, promote low-cost clothes, and refrain from switching to competing brands and service consumptions. Managers can monitor process flow, keep an eye out for changes in customer behaviour, and take the right action by developing a consumption system strategy. Managers can put their attention on the key performance indicators while contributing to the creation of marketing initiatives that are adapted to the needs of the client.

As a mediating construct between service marketing mix and customer retention, this study used service value rather than emotion, which was widely used in the S-O-R model [69]. There are a few studies that only focus on partnerships that mediate. As a result, this study offers important findings that support the notion that service value mediates the relationship between service marketing mix and customer retention to some extent.

Additionally, the diagrammatically demonstrated links between the service marketing mix, service value, and customer retention in the research framework have not been examined in low-cost Cloth environments, especially in China. By offering yet another research input on consumer behaviour in a service setting, the data and findings in this study contribute to the body of academic knowledge.

LIMITATIONS

The study's limitations should be taken into account when interpreting the results, even if the study's findings shed light on several important concerns. To learn more about the topics covered, however, these restrictions offer some directions for further research. To capture a person's internal response to behaviour, this study concentrated on customer retention. No company's main objective is to keep its customers. Customer retention is a strong predictor of a wide range of other outcomes, such as behavioural intention, retention, patronage, customer loyalty, and word-of-mouth. The results of this investigation were therefore limited to internal response.

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