Integrating After Sale Service into the Traditional Marketing Mix Model. Their Effects on Service Value and Customer Retention towards Clothing Store Brands in China

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Abstract: The clothing store brands literature exposed the inadequacy of the standard marketing mix approach. Recent authors have proposed to analyze service marketing mix (SMM) for "clothing store brands" because of this shortage by accepting an additional significant aspect, namely after-sales service. This research therefore investigated and incorporated the one new dimension of the service marketing mix instead of following the conventional 7 P's of SMM. This study also investigated the impact of SMM store brands (promotion, place, people, product, price, process, physical evidence and after sale service) on service value and customer retention to clothing store brands in China. This is due to the fact that in a competitive market, clothing store brands providers from "China" compete with each other, as there are so many new entrants selling and offering similar products and services. Therefore, retention becomes a challenge. Convenience sampling technique data were collected from surveys conducted with different people in different positions, e.g. professor, PhD students, MSc students and BSc students of different nationalities. In "China" the sampling technique data were used to obtain data from store brands where customers have ever bought clothing store brands in China. This study gathered a total of 385 usable questionnaires and analyzed the data using the Partial Least Square Method. The result showed that the service marketing mix has a significant positive impact both directly and indirectly on customer retention through service Value. This study will be of interest to the clothing store brands industry to understand how marketing mix approaches are important for sustaining a long-term customer relationship.

Keywords: Service marketing mix, service value, customer retention, clothing store brands, after sale service, China.

1. Introduction

China is a major buy clothing brands of many people around the world. China is a popular Country (one of the most visited options) and China Clothing development could encourage the growth of the clothing industry, the so-called " clothing store brands " This refers to affordable price, plain, small-scale clothing; facilities are relatively simple but decorated elegantly, paying attention to

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detailed features and striving to achieve consistency in the cloth's core services. Clothing store brands from all over the world with wide prospects for development, especially business people, ordinary wage earners, at their own expense, preferred by tourists and students (Bestoon et al., 2020).

In recent years, the demand of clothing store brands in China from simplification to diversification, multi-level growth and the China clothing industry is also a diversified, multi-faceted type, providing different types of reception services, facilities preferred by the vast number of consumers for different customers. Appropriate location, cost-effective price, excellent service, affordable and comfortable, a safe and convenient

cloth industry has emerged and a leap forward in growth has been accomplished in just a few years (Khatab et al., 2019).

China's level of consumption is relatively low, allowing many tourists from around the world to apply for a tourist visa. This has a net effect of drawing more and more visitors from around the world. Economic Clothing, contrasting the basic programs and services, has its significant position in the tourist market. Although clothing store brands and high-grade cloths rates are similar, the price of the clothing store brands is accessible, cost-effective, chosen first by many visitors (such as business travelers and travel guests). Therefore, in the middle market, between the high-end and low-end market, clothing store brands compared to the international standard, despite having some problems, the Economic Clothing has its advantages (Yan, 2015).

Service Marketing Mix (SMM) components can be command methods and can provide the organizational margins that to lead in the service value (SV) (Octavia, 2017). A lively indulgence of SMM elements by such service providers will have an effect on future and existing customers, transforming them into customer retention (CR) and making them stay longer and providing a more competitive position in their business life (Wahab et al., 2016). Accepting the lack of explorations and research conducted in this clothing store brands area as described by (Khatab et al., 2019), this investigation seeks to answer the question of whether there is a significant link between SMM and SV clothing services and clothing store brands retention in "China"

Clothing store brands literature disclosed that the strategy of the standard marketing mix is not enough. This preliminary information revealed that as suggested by (Egonsson et al., 2013; Issac et al., 2013; Maghsoudlou et al., 2014), SMM for clothing store brands must include one additional dimension, namely after-sales operation. Expanding the conventional SMM to include the one new dimension, namely after-sale service, is therefore essential. This research effort is therefore aimed at examining the eight dimensions of SMM and recognizing their effect on SV and retention among cloth consumers.

2. Literature review and hypotheses development
2.1 Clothed store brands
"Local brands in China have significant competition, the international giants". "These are well-known brands, which are part of the category known as "fast fashion". We find Zara, H &

M, Uniqlo, gap, c & a". "Chinese brands are developing strategies to compete with these international brands that are already well established in China. Interestingly more and more Chinese brands have managed to open shops in the 2nd and 3rd tier cities". "By moving to these new cities, brands have the opportunity to grow and have a larger customer base. Although there has been a rapid growth in international e-commerce, Chinese consumers still visit stores and Chinese brands are squaring up to their international rivals".

2.1 Customer Retention
Customer retention requires a sales organization's attention to details in order to reduce consumer complaints. Good customer retention begins with the first interaction a customer has with an company and continues for the entire lifespan of a partnership. Customer retention is important for most companies, as the cost of attracting a new customer is much higher than the cost of maintaining a partnership with an current customer (Pansari and Kumar, 2017). Several studies have stressed the importance of customer retention in the banking industry (Ranaweera & Prabhu, 2003).

Relatively straightforward is the case for customer retention. Maintaining clients is more profitable than picking up new ones. The costs of having consumers to "replace" those missing are high. This is because the importance of consumer interest is born only in the early stages of the business partnership (Ahmad and Buttle, 2002). In addition, longer-term consumers buy more, and if they are pleased and satisfied, they will create successful word-of - mouth marketing for the brand. Long-term buyers are therefore therefore less time-consuming and less prone to price fluctuations (Kahrig, 2005). These findings represent the potential for management to acquire referral firms, as the acquisition is often of superior quality and cheap. Therefore, reducing product failures by as little as five percent is claimed to have double the income (Kahrig, 2005).

2.2 Service Value
"Past literature suggests that several issues surrounding the fundamental problem in the construction of service quality remained unresolved, including lack of consensus and ambiguity in describing service value" (Eid and El-Gohary, 2015;Wu and Li, 2017). "It makes identifying service value a challenge because of the ambiguity of value definitions and should not

necessarily be used in any research study to prevent some misused or overused definition of service value" (Bruhn and Georgi, 2006).

"Researchers used various terms to describe the construct of service value, although most of the terms are related to the same definition" (Lovelock and Wirtz, 2011). "According to Woodall (2003), eighteen different names have been identified for the market benefit arising from purchasing and using the brand contact". "However, Woodall noted that "customer interest" (Dodds, 1999; Anderson and Narus, 1998), "perceived value" (Patterson and Spreng, 1997; Liljander and Strandvick, 1992) and "value" (de Ruyter et al., 1997; Berry and Yadav, 1996) are the most widely used words in advertising literature".

The "consumption quality" (Sheth, Newman, and Gross, 1991), "customer value" (Reichheld, 1996), "customer value" (Treacy and Wiersema, 1993), "customer perceived value" (Grönroos, 1997), "product value" (Holbrook, 1999), "customer perceived value" (Lai, 1995), were the most commonly used words. "Service value" (Bolton and Drew, 1991), "subjective expected value" (Bolton, 1998), "perceived value for money" (Sweeney et al., 1999), "net customer value" (Butz and Goodstein, 1996), "perceived value for service" (LeBlanc and Nguyen, 1999), "consumer surplus" (Anderson, 1995) and "expected value" (Huber et al, 1997).

2.3 Service Marketing Mix

SMM's leading role in managing advertising challenges, which consumer deliberates, has been regarded as critical. The adapted SMM (Othman et al., 2018) model known as 7P's has seven MM elements including "service / product, cost, promotion, place, people, process and physical evidence" in an extension to the 4P's. To achieve and retain competitive advantages, "it can be reported that each organization needs to implement successful MM strategy". "There are two interrelated viewpoints in the advertising strategy: target audience and marketing mix". According to (Kiran and Diljit, 2016) "target market identifies the profile of distinct groups of consumers who vary in their wants, desires, expectations and establishes an integrated marketing communications strategy to show and deliver the advantages of organizational products or services". Based on this statement, this analysis tends to add one more aspect to the MM of the 7P's namely: the study is perceived as an after-sale service (Haq et al., 2009). Next, subsections provide a brief explanation of the nine dimensions of SMM:

at that time, another concept proposed by Boom and Bitner's was relevant in the manufacturing sector, applying to services such as "after sales service" in the airline, travel and banking sectors.

Many other authors used the "7P's model to discover their implementation by publication in the SMM field (Othman et al., 2019), efficiency and performance" (Lovelock et al., 2011) personalization (Goldsmith, 1999), and some used people instead of participation (Afridi, 2009; Haq et al. 2009) "have suggested an additional 8th "P" for clothing expansion of marketing mix. "This shows the SMM's 7P's to be used as a basic method for businesses to frame strategies, policies, operation and strategic dimensions of customer-related outcomes, and market results in the contemporary business environment".

The Service Marketing Mix (SMM) has different stages of development from 4P's to 7P's and this process is still in progress. People change this mix in various kinds of industries to achieve maximum benefits. Morrison (2002) explored that travel and tour services require 8P's of the SMM. Muhammad Haq (2014) "also suggested additional 2P's for cloth brands. Some other studies have indicated that these 8P's are not even adequate for such types of services" (Haq et al. 2009) "and there is still a need to increase the SMM for cloth brands" (Haq et al. 2009), "especially in clothing store brands. Keeping in view of the gap in service marketing mix literature, this study will explore an additional dimension (not P's) named after sales service" (Senguo et al., 2017).

2.4 Hypotheses development

The present study hypotheses have been developed on the basis of the analysis context as shown in Figure 1. Hypothesis formulation was supposed to be accurate and responded to the stated study goals. All hypotheses are balanced by the items included in the questionnaires of this report. The present study postulates that the customer loyalty dependent factor is affected by the combination of product advertising and consumer quality. Such two independent variables are significant predictors of customer retention in clothing store brands due to the fact that clothing customer experience concerns are always surrounded by these variables. This research also hypothesized the indirect relationship as a mediating factor by product quality. Therefore, the present study had proposed four hypotheses to be tested and hypothesis creation was addressed in the subheading below.

2.4.1 The "relationship between service marketing mix" and customer retention

Corroboratively, "Goi (2009) recognizes that marketing mix was an important principle for simplifying the management of marketing activities and allowing marketing efforts to be separated in order to meet customer needs and retention". "This argument was confirmed by Sarker et al. (2012)'s study findings in the tourism context in which six elements of the service marketing mix were found to be important for customer retention excluding service" cost. Similarly, Thalib (2015) "research in tourism also found that there was a significant relationship between five elements of the service marketing mix, namely service item, service cost, service location, service people and service physical evidence and customer retention". "In other words, service marketing mix implementation would have an effect on customer retention".

However, in past studies such as Loo and Leung (2018) and Jobhaarbima (2017), "the position of service marketing mix as one construct is still ambiguous and not clearly explained". This is a hole in the present study which needs to be investigated. The first hypothesis for this analysis is therefore proposed below:

H1: There is an important "relationship between service marketing mix and customer" retention.

2.4.2 "The relationship between service marketing mix and service value"

"Through the theoretical perspective of the stimulus-organism-response model, external stimulus variable contributes to thinking and analyzing internal individual states" (Chang et al., 2011). Goi et al. (2014) study conquered the environmental influences that had significantly influenced the organism. It means motivational factors such as service marketing mix, can influence the minds of people in order to make a judgment on the service value.

Past studies have been piece meal on this relationship. "Service price and service position were found to be important to service value in the Cengiz and Yayla (2007) study results". In another study, results from Ye et al. (2014) suggest venue, "cleanliness as part of physical evidence, and service to the service value of the employee was significant". While Ryu et al. (2012) "found that the quality of food representing the consumer item in Chinese restaurants in the United States had a significant relationship to the importance of customer service". "Due to the lack of coverage in past literature, the relationship between service marketing mix and service value is still not well known or fully understood". "Further analysis into this relationship provides a valuable finding for

meeting the study gap found. In contrast, applying the formative approach to the service marketing and service value increased the value of the output of the report". "The present study suggests the following hypothesis" based on an interesting theoretical idea and several previous studies:

H2: There is an important "relationship between service marketing mix and service value"

2.4.3 "The relationship between service value and customer retention"

In the literature of marketing services, the relationship between service value and customer retention has been strongly deliberated. Several studies of this relationship suggest that the service value precedes customer retention and has been shown "to have a significant influence on customer retention (Eid & El-Gohary, 2015; Edward & Sahadev, 2011; Wu, 2014; Walsh et al., 2013). Recognized on previous findings regarding significant relationships for these two concepts, the present study is not limited to continuing work "in this relationship. "The findings of this study in the context of clothing store brands services contribute to the existing knowledge of this relationship". The seventh hypothesis was suggested as follows on the basis of the above discussion:

H3: There is an important relationship between service value and customer retention.

2.4.4 Service value as a mediator between after-sale service and customer retention

After sale services are referred as the contact to the customers after they bought clothing. Contacting their customers after the sale can help them in building an ongoing relationship with customers, and also encouraging customers to talk about their business in a positive way (Zhou, 2014). After sale services are great ways in obtaining customer retention and proving to their forecast that they are their priority. During buy clothing, the after-sale service needs to be explored in terms of its use ability as feedback given aims to improve the quality of services. Also, empirical evidence on this relationship isn't available. Therefore, we can assume the following hypothesis:

H4 Service value mediator has a significant positive relationship between between after-sale service and customer retention

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

"As a motivational factor for service value and customer retention, the right mix of service

marketing mix produces active organizational elements of mix". "Service value incorporation in the relationship between service marketing mix and customer retention can lead to a greater variability in building and promoting customer satisfaction". Past studies have shown that service value is a basis for the retention of customers (Sadq, 2019; Prebensen et al., 2013; Ghalandari, 2013; Gallarza et al., 2013).

As noted in the previous paragraph, past studies have separately "studied the service marketing mix elements in which this review argues that testing the service marketing mix elements individually for the dependent variable is not compatible with marketing mix theories" (Jacoby, 2002; Kellerman et al., 1995). "The findings on service marketing mix's role in service value and customer retention were fragmented". "A few studies, however, found a mediating role of service value between service marketing mix elements and customer retention. For example, the study" by Kwun (2011) "found that food quality and menu variety are partly mediated by service value for retention of female consumers. Whereas, the service quality items in Kwun's study containing the service people aspect found customer retention to be fully mediated by service value".

The "correlation between service marketing mix, service value as a mediating factor and consumer retention is worth investigating as the relationship is still lacking in current empirical explanations". The present study therefore postulates the fourth hypothesis as follows:
H5: "Service value mediates the relationship between service marketing mix and customer retention"

2.5 Conceptual framework
"Based on the literature review, the following model is chosen as the conceptual model of this study: the SMM includes" seven essential "elements called P's such as "price, product, place, process, promotion, physical evidence and people" and adds one more dimension to the 7P's MM namely "after sale service," all of which are independent variables and customer retention is the dependent variable". "Additionally, service value is mediator as shown in figure 1. The aim of elements is to evaluate the connections among SMM with SV and CR".

3. Methodology
This study's population is composed of customers who purchased clothing brands in China. For this research, data from Convenience Sampling Technique were obtained from surveys conducted

in different positions with different people, such as the professor, PhD students, MSc students and BSc students of different nationalities in China. The survey included a total of 385 volunteer respondents, and data were "analyzed using the Partial Least Square process. The present research selects a reflective-formative modeling method that is suitable to the constructs being evaluated". "At a higher order construct level, one construct, namely SMM, were measured through formative modeling where eight variables coded as , physical evidence (PHY) product (PRD), place (PLC), price (PRC), people (PEP), promotion (PRM), process (PRO) and after sale service (AFSS) were conceptualized to form the SMM construct". "The validity of the questionnaire was tested using smart PLS software, using confirmatory factor analysis. The questionnaire 's reliability has also been tested by composite reliability and Cronbach's alpha, and the findings are higher than 70%, suggesting the questionnaire's high reliability" (Sarstedt, Ringle, & Hair, 2017). "The questionnaire was comprised of four sections. The first section is the demographic information of the respondents". "The second section contains questions linked with dimensions of the service marketing mix: promotion" (Al-Debi and Al-waely, 2015), price (Al-Dmour et al., 2013), product (Al-Dmour et al., 2013), place (Helm & Gritsch 2014), physical evidence (Akroush & Al-dmour, 2006), people (Lee et al., 2014), process (Sreenivas et al., 2013) and after sale service (Coviello and Renko, 2016)). The third part was about items of service value (Zhengwei et al., 2019). The final part was about questions concerning customer retention (Han & Sean, 2015).

4. Findings and Discussion
4.1 Profile of Respondents
"The aim of the profile of respondents is the examination of the characteristics of the respondents according to the study samples that were established". "Table 1 shows the percentage and frequency defining the sample on the basis of gender, age, occupation, qualification, marital status, monthly salary and how many times you buy cloth brands per month, and Source of Information about the type of cloth store brands the respondents stayed in every month. The details of all have been shown following":

By "gender, the cloth consumers that were male totaled 38.7%, whereas female consumers totaled around" 61.3%. "It found that men have a lower propensity to buy cloth brands compared to women". "The age describes the knowledge about purchasing behaviors of people and it shows that

older people have a higher consideration of purchasing in cloths".

The "above explains the demographical characteristics of the respondents: those in the age range of 36 to 45 years are" 30.6%. "The aptitude of customers to have a cloth drove by getting them as the personification of their pecuniary competences". "The data in table 1 elucidates that customers of cloth brands imitated by consumers who have per month salary from 5000 to 7000 (RMB) with a percentage rate" of 24.7%. "Currently, numerous clothing store brands with shops are available for reservations by consumers". "Choice of brands cloths depends on how profoundly available the information is to the buyer". "Clients with higher qualifications will be careful and more specific with their cloth reservation choices. Buyer developments in the obtaining service cloth brands conquered the respondents with qualification level master that are around" 55.1%. "This can be described that customers who utilize a service cloth brands reservation as having adequate information and can be applied as a foundation for creating service cloth purchases". "The users also used a service cloth brands due to their matrimonial position and family offers have an excessive impact on buyer behaviour. There is also the power of husbands, children and wives in the procurement of services". "Buyer tendencies to purchase depend on several factors, like marital status" (Kotler et al., 2013). "Table 1 denotes that purchase of services at cloth brands are influenced by consumers who are married, such" as 51.2%. "These situations clarify that the service cloth brands range offers a high petition to clients who have been conjugal since maximum modifications are intentionally shaped for the family service cloth". "The type of work that is processed matches customer movement to out their situation" (Kotler et al., 2013). "The occupation of someone also influences consumption arrangements. Features of respondents by occupation subjugated by students, for example, equal" 39.2%.

The number of times to buy cloth per month of the respondents shows that 11.7% have stayed in a cloth at least once per month while the majority of respondents 28.3% three times, 26.8% have bought cloth brands per month four times and 16.6% have bought cloth brands per month two times, while the remainder have bought cloth brands per month more than four times 15.6%.

The results in Table 1 show how the respondents obtained their source of information about clothing store brands. Several response options were made available and the respondents were allowed to choose more than one option. A large portion of the respondents (272 respondents) obtained source information about cloth brands using online services and a total of 42 respondents received source information about cloth brands from friends. Meanwhile, 11 respondents got their source information about cloth brands via their relative(s). Lastly, 24 of the respondents got their source information by Advertisement and 33 of the respondents received their source information about cloth brands from others.

4.2 Measurement Model

Table 2 "states that "latent variables" are defined by "convergence validity" of all loading factors and for all study" variables, the value of (AVE) is "greater than 0.5 and for all latent variables, the values of Composite Reliability are higher than the criterion of 0.7, which indicates that the eligible components retain reasonable reliability". "In addition, applying "Cronbach 's α" reliability test, all latent values surpass 0.6, and this proof is sufficient to conclude that the study content has reasonable reliability". "When evaluating the validity of discrimination, Table 3 notes that AVE root square values are more than inter-structure correlations for all variables". "So, it can be concluded that the measurement model has strong reliability and its validity to suggest the study variables is positive and accurate".

4.3 Hypothesis Test

The theory is that the service value (SV) has a positive and important effect on customer retention (CR), although this relationship is generally confirmed by literature. Similarly, the relation between these constructs was also important in the sense of cloth service ($\beta = 0.503$, S.E.= 0.066, t= 7.573, p < 0.000). Despite of the very small number of customers making concerns about the acquisition of deals it is a high-quality and giant impact of SV on CR. Service customers believe that the value of both of the company's products must be perfect (use service) so that the scarcity of such feedback (the impact on the customer's desire to request or buy back the available goods and services) is an unreasonable CR event. Customers who feel happy appear to be a CR. SV may cause a provider to have an emotional affection and it generates excessive CR. Retention can be described as the loyalty of someone using the goods and services continuously provided through the organization.

The theory is that all aspects of the Service Marketing Mix (SMM) impact CR positively and significantly. The results indicate that, with a very

good standardized estimation, the path coefficient from SMM to CR was statistically significant and obtained a high t-value for more than 2.58 (p<0.000). In addition, R2 was significantly clarified at 0.753 for variation. The findings of the hypothesis testing indicate that all aspects of SMM had a significant positive effect on CR. Factors that have a positive influence and substantial SMM on CR, based on the findings of the identified sources of positive and negative effects of SMM on CR from the focus group tests. It was due to the clientele 's belief that cloth brands have a superior travel experience, provide affordable rates, well executed promotions by completion of the sale, and readily accessible office workers. Employees who were responsible for clientele welfare along with sufficient facilities and infrastructure accessibility contributed to the activation and development of wide CR. The argument defined that it is not possible to obtain the establishment of CR by a single dimension but by all the dimensions inherent in the service marketing mix.

The hypothesis testing is that all of the positive SMM dimensions have a big effect on SV. Smart PLS 'result(s) showed that a important connotation existed between SMM and SV (p<0.000). Another statistical result is that the R2 for SV was to be 0.734, which was equivalent to a modest degree of variation compensated for by the marketing mix of services. The findings indicated that all of SMM 's measurements had a major and beneficial effect on fabric brands SV. A variety of concerns that inspire SMM, focused on the implications of recognition organization discussions, have a high-quality and good-sized impact on SV. The findings of discussions conducted in a single workplace fabric brands recognized the SMM 's constructive and enormous effect on SV. Typically, this was due to the fact the cloths were first-rate enterprises and that the customers can reap benefits from facts of detailed offerings. Furthermore, an efficient shopping system helped to positively impact a high interest and desire for customers to make a purchase of services and use offerings throughout the cloth industry.

Looking at the effect of the SMM on CR, it can be verified by comparing the mediating variables of service value that the SMM which has a significant influence on SV and SV also has a significant impact on CR and SMM on CR. Since the regression and bootstrapping methods were implemented in tandem with service marketing, using CR and SV as a mediator variable, the size of the indirect effect of SV was reduced to β = 0.431 and a statistically significant value was reached at t = 7.131 (p < 0.000)

and after the standard error division, (S.E.) value = 0.060. The coefficient of direct path between the SMM and CR was reduced to β = 0.397, a meaningful path at level p < 0.000. Consequently, it verified that SV was a mediator between SMM and CR through complete mediation, and it expressed support for the H4 hypothesis. Table 5 shows the factor β for every direction. The data show that all of the findings of the experiment are linked to service reliability and customer satisfaction in a meaningful and optimistic way.

4.4 Discussion

The "study analysed the impact of SMM on SV as well as the impact of SV on CR in the cloth brands industry in China". "The study has been conducted with the help of primary data. Data has been collected with the help of questionnaires filled out by those people who bought cloth brands in China". This "finding indicates that China cloth customers believe that the clothing store brands are spacious and comfortable. "Customers feel safe in the cloth and the cloth offers clean and handsome, entertainment, recreation services and other complementary" services. Also, "the practitioners had to conserve their marketing such as Price equal to the benefits that you receive during your buy cloths". "Cloth services prices that are reasonable, such as prices for the services of deliverer, entertainment and recreation were also deemed" important. "While promotional aspects were always interrelated and vital to the foundation of cloth brands, such as production of advertisement" (e.g. electronic media/print media), and "obtaining promotional prices from the cloth in comparison with the competition's pricing from other cloths was also significant in guest's decision making". "China cloth customers had demonstrated that they desire physical evidence, such as the cloth atmosphere always clean and comfortable". "They also prefer the right cloth staff, the professionalism of employees, the confidence of employees in serving customers and the management system to handle customer's concerns".

In addition, "to this finding, the primary causes that treats mixes of service marketing was extensively associated to SV and CR where the place and process reacted actively in moulding SMM for SV and CR assessment". Customers of cloth brands in China felt that the cloth operator who provides a safe and secure environment, clean rooms and the facility is always well organized and they would return to those cloths. Moreover, the cloth operator who always ensured enough shopping for their customers as well as providing a convenient

parking place would also enhance customer satisfaction. Guests also preferred friendly procedures, a systematic service process, access to advanced information technology (IT) for service processing, and convenient ease of use for bookings and payments.

Additionally, they preferred after sale service calls to get feedback from the services, telephone calls to solve any problem(s), "responding quickly to service requests and attractive after-sale service provided". "Therefore, after sale service was an important dimension of the service marketing mix". "The finding of the after-sale service dimension was positive and significant on cloth brands customer retention". "These results, therefore, remind the practitioner to advance their understanding of the customer's needs in formulating SMM as they use these strategies to incorporate into their company's vision and mission statement".

Results indicated important and direct correlation among totally different SMM variables. SMM, SV and CR as found absolutely and considerably associated with one another. SV considerably acts as a mediating variable in explaining the impact of the SMM on CR. This suggests that the SMM real impact on CR is marketing. Further, the results indicated that everyone's dimensions impact SV absolutely and considerably. The results as in keeping with previous studies, as an example, (Biggs and Kelly, 2006) and Srinuan et al., (2013) have additionally reported similar results.

5. Conclusion:

As discussed earlier, there is one dimension integrated in this study, namely after sale service, which was integrated into the tradition. This research study showed that after sale service has a significant influence on SV and CR, since the after-sale service dimension was important in the service marketing mix. Therefore, repeating and spreading this study in other regions of the world along with other services would test the usage of the present results.

In addition, it may provide a basis for further testing of the theoretical method developed during this study to understand client behavioral variations. For researchers and academics, the analysis has varied critical implications. Study results are useful for understanding relationships between combine service sales, SV and CR.

The findings of the contemporary study refer to the different specialists in the fabric brands market. The industry of fabric marks is still in a rising stage. To achieve justifiable growth, cloth brands need to

concentrate on SV which leads to CR as outlined in the study results. The findings have disproportionate uses in designing various plans and policies for this field for policy-makers and various high-level experts. In addition, scholars from various sectors and different locations around the world can use the analysis.

Besides the many interesting aspects coupled with observations and consequences in various contexts within micro-level organizations as well as for society as a whole, there are also many drawbacks due to the broader study reach that goes beyond borders. This study includes only China's respondents while the consumers of these services live across the globe. Researchers, government agencies, regulatory bodies, researchers, and policy makers as stakeholders should therefore be cautious in spending and enforcing the study findings. If data were obtained from various districts and around the world it would be a better analysis. Future work to study SMM, SV and CR in a number of industries can be carried out. Comparative studies may also help to find out differences in SV and CR across different sectors, along with most nations using these services.

Implications of the study

The present study enables the understanding of consumer behavioral features, especially in term of customer retention in clothing services, particularly in China and the overall cloth industry. The service sector plays a pivotal role in a country's economy specifically in China and part of this sector services is the clothing services, becomes it is important for commercial activities and contributes to the quality of life. In short, it implies that the role of clothing services is regarded as a basic need of life. Thus, it is imperative to fulfil the requirements and expectations of customers in multifarious backgrounds. This study is an initial effort in investigating the retention of cloth customers in China, including their contributing factors, namely service marketing mix and customer retention.

Limitations

Although the results of the current study have shed light on several important issues, the study's limitations to a certain extent should be considered when interpreting the results. On the other hand, these limitations offer some opportunities for future studies to consider in order to gain more knowledge on the issues investigated. This study focused on customer retention to represent the internal response of an individual as the outcome of behavior. Customer retention is not the end of a

business objective. Numerous numbers of past studies verified that customer retention is one of the antecedents to other outcomes such as behavioral intention, retention, patronage, customer loyalty, word of mouth. Thus, this study outcome was limited to internal response only.

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Tables and Figures:

Table 1: "**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	96	24.9
	36 - 45	118	30.6
	Above 45 years old	54	14.0
Qualification	Higher school	39	10.1
	Degree	90	23.4
	Master	212	55.1
	Doctoral and above	44	11.4
Occupation	Student	151	39.2
	professionals	65	16.9
	Service personnel	58	15.1
	Freelancer	23	6.0
	Government	14	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 buy cloth brands 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
Source of Information about cloth store brands	Online	272	70.6
	Friend	42	10.9
	Relative	14	3.6
	Advertisement	24	6.2
	Others	33	8.6

Table 2 : Convergent validity and measurement model

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AFSS	0.946	0.947	0.959	0.824
PEP	0.942	0.942	0.958	0.852
PHY	0.944	0.944	0.957	0.818
PLC	0.928	0.930	0.946	0.778
PRC	0.917	0.918	0.942	0.802
PRD	0.915	0.916	0.940	0.797
PRM	0.876	0.877	0.915	0.730
PRO	0.905	0.908	0.934	0.780
SMM	0.986	0.986	0.986	0.672
SV	0.931	0.933	0.948	0.785
CR	0.851	0.857	0.900	0.692

"Note: AFSS = after sale service; PEP = people; PHY = physical evidence; PLC = place; PRC = price; PRD = product; PRM = promotion; PRO = process; SMM= service marketing mix; SV= service value; CR= customer retention"

Table 3. **Discriminant Validity of Latent Constructs**

	AFSS	CR	PEP	PHY	PLC	PRC	PRD	PRM	PRO	SV
AFSS	0.908									
CR	0.797	0.832								
PEP	0.848	0.751	0.923							
PHY	0.875	0.807	0.834	0.904						
PLC	0.817	0.749	0.811	0.828	0.882					
PRC	0.749	0.712	0.735	0.807	0.784	0.895				
PRD	0.776	0.690	0.745	0.798	0.774	0.814	0.893			
PRM	0.811	0.739	0.801	0.842	0.839	0.816	0.800	0.854		
PRO	0.882	0.800	0.861	0.906	0.827	0.809	0.859	0.841	0.883	
SV	0.813	0.823	0.766	0.840	0.770	0.733	0.738	0.769	0.832	0.886

Table 4. **Summary of hypotheses testing results for direct and indirect effect**

|	hypotheses	β	Sample Mean (M)	S.E	t-Value	P Values
H1	SMM -> CR	0.397	0.391	0.070	5.659	0.000
H1a	AFSS -> CR	0.066	0.065	0.012	5.694	0.000
H1b	PEP -> CR	0.052	0.051	0.009	5.762	0.000
H1c	PHY -> CR	0.067	0.066	0.012	5.560	0.000
H1d	PLC -> CR	0.060	0.059	0.011	5.545	0.000
H1e	PRC -> CR	0.047	0.046	0.009	5.457	0.000
H1f	PRD -> CR	0.046	0.045	0.008	5.504	0.000
H1g	PRM -> CR	0.044	0.044	0.008	5.680	0.000
H1h	PRO -> CR	0.051	0.050	0.009	5.626	0.000
H2	SMM -> SV	0.857	0.858	0.023	38.029	0.000
H2a	AFSS -> SV	0.142	0.142	0.005	31.451	0.000
H2b	PEP -> SV	0.112	0.112	0.004	27.088	0.000
H2c	PHY -> SV	0.144	0.144	0.004	33.949	0.000
H2d	PLC -> SV	0.130	0.130	0.005	25.707	0.000
H2e	PRC -> SV	0.102	0.102	0.004	25.928	0.000
H2f	PRD -> SV	0.099	0.099	0.004	24.900	0.000
H2g	PRM -> SV	0.095	0.096	0.003	27.436	0.000
H2h	PRO -> SV	0.110	0.110	0.003	33.477	0.000
H3	SV -> CR	0.503	0.510	0.066	7.573	0.000
H4	SMM -> SV -> CR	0.431	0.437	0.060	7.131	0.000
H4a	AFSS -> SV -> CR	0.071	0.073	0.010	6.964	0.000
H4b	PEP -> SV -> CR	0.056	0.057	0.008	6.858	0.000
H4c	PHY -> SV -> CR	0.072	0.074	0.010	7.206	0.000
H4d	PLC -> SV -> CR	0.065	0.066	0.009	7.016	0.000
H4e	PRC -> SV -> CR	0.051	0.052	0.007	7.175	0.000
H4f	PRD -> SV -> CR	0.050	0.050	0.007	7.139	0.000
H4g	PRM -> SV -> CR	0.048	0.049	0.007	6.880	0.000
H4h	PRO -> SV -> CR	0.055	0.056	0.008	7.122	0.000

Figures:
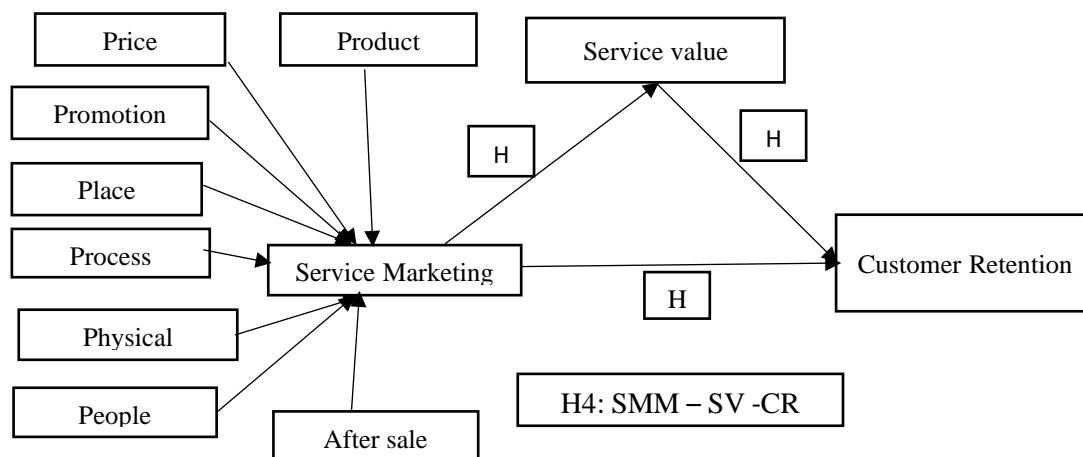
Figure1: **Research Framework**
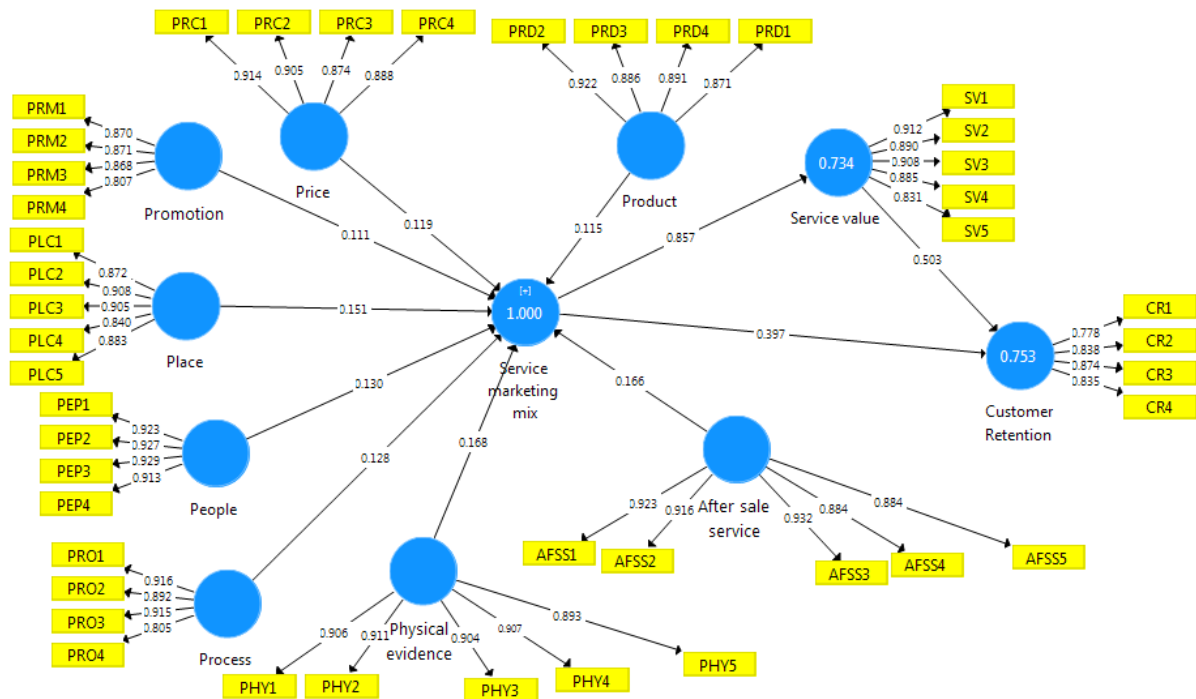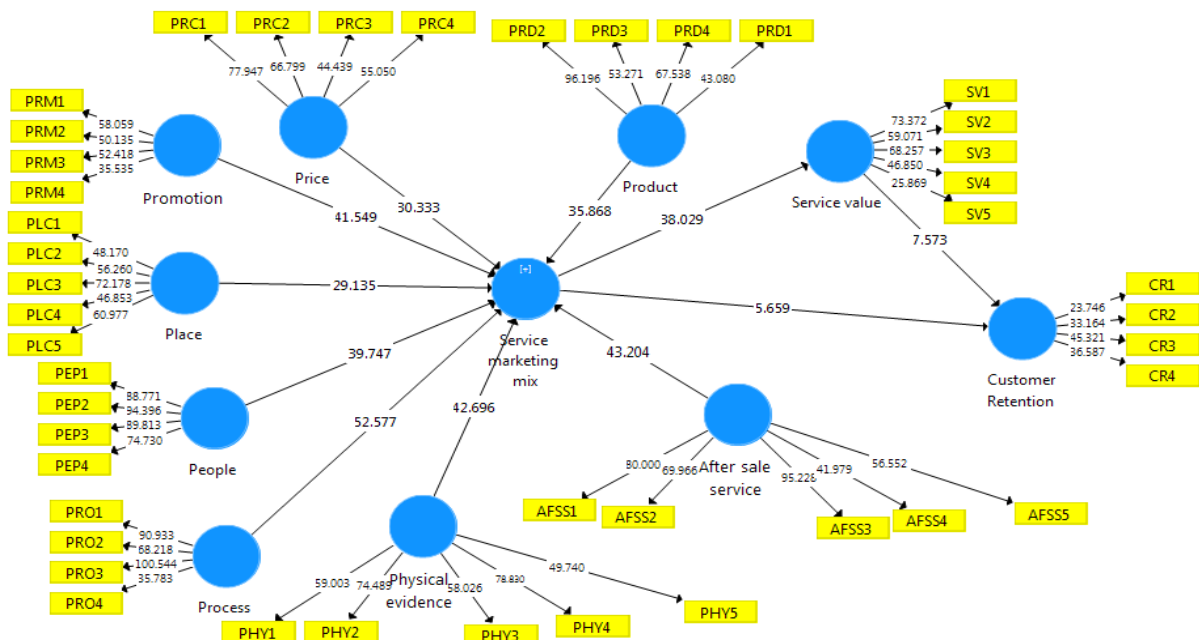
Figure 2. **Result of path coefficient βand R² for direct relationship variables**

Figure 3. **PLS model path coefficient (bootstrapping at 500 resampling)**