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Toward a further understanding of drivers of customer loyalty across economic conditions, industries, firms, and customers

Ou, Yi-Chun

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**Toward a Further Understanding of Drivers of
Customer Loyalty across Economic Conditions,
Industries, Firms, and Customers**

Yi-Chun Ou

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university of
 groningen

Toward a Further Understanding of Drivers of Customer Loyalty across Economic Conditions, Industries, Firms, and Customers

PhD Thesis

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 University of Groningen
 on the authority of the
 Rector Magnificus, Prof. E. Sterken
 and in accordance with
 the decision by the College of Deans.

This thesis will be defended in public on

Thursday 24 April 2014 at 16.15 hours

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