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SERVICE QUALITY AND BRAND LOYALTY IN THE SCHOOLING INDUSTRY OF PAKISTAN

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ABSTRACT

This research studied the relationship between core service satisfaction, perceived switching cost, attractiveness of alternatives and brand trust while also establishing the relationship between brand trust and brand loyalty in the context of Pakistan's schools industry. The study was conducted on a sample of 355 parents of school going children and all the respondents were over the age of 30. The study contributes in identifying the dynamics of loyalty in this specific industry because it is unique in its environment as compared to the school industries of Europe and the USA. The study reveals that in a highly competitive industry where expansion is in continuous effect, loyalty is tested thoroughly. The research findings point out a strong positive relationship between service satisfaction and trust. High switching costs also increase brand trust whereas attractiveness of alternatives negatively affects brand trust and brand loyalty. In the end, the analysis shows that brand trust has a strong positive relationship with brand loyalty. This exhibits how a satisfied customer trusts the brand and remains brand loyal. High switching cost help manifest forced whereas the hypothesis of the relationship between attractiveness of alternatives on brand loyalty with mediating effect of brand trust cannot be supported because the relationship is negative but relatively weak.

Contribution/Originality: This research studied the relationship between core service satisfaction, perceived switching cost, attractiveness of alternatives and brand trust while also establishing the relationship between brand trust and brand loyalty in the context of Pakistan's schools industry.

1. INTRODUCTION

The research aims to study the relationship between brand loyalty and factors including core service satisfaction, perceived switching cost, attractiveness of alternatives and brand trust. Brand loyalty can be defined by the psychological function observed over a given period of time and includes the decision making process of selecting a certain brand every time in comparison to all other alternatives (Wilson and Persson, 2017). Brand Loyalty is very important for the brands because it allows them to charge premiums while simultaneously achieve new customers through their loyal customers (Tandon *et al.*, 2017). Brand Loyalty can be achieved through attractive features but simplicity of the offering is very important too when striving to keep existing customers loyal for a long period of time (Lee *et al.*, 2015).

Brand loyalty is dependent on multiple factors and can be assessed across different stages such as Cognitive, Conative, Affective and Action (Blut *et al.*, 2007). Brand loyalty is an essential factor to achieve for any business entity as it ensures repetitive purchases. The enlargement and conservation of consumer brand loyalty is positioned at the core of marketing plans and its importance rises even further in the case of highly competitive markets which exhibit high levels of impulsiveness and condensed product diversity (Fournier and Yao, 1997). Brand loyalty can act as an important tool for evaluating performance because loyalty to a brand is a key indicator of customer satisfaction (Bloemer and Kasper, 1995).

The study provides analysis of the private school industry which is very unique in its environment when judged in the context of Pakistan. The observed educational muscle that any country possesses is a very salient criterion to overall macro-level progress. The education industry in Pakistan is dominated by private schools as the government run institutions keep backing into the shadows. The basic need to evaluate as to what factors have contributed to the growing trend of switching schools is what the research will cater to. High churn rates and low rate of retention cast a dark picture for the education industry and its repercussions to the macro-economic stature of the country and this is why it is important to understand the factors which contribute to brand loyalty.

The objective of the proposed research is to descriptively understand the constituents of brand loyalty in the private schools industry and to measure the various factors which may construct or diminish student retention and also to uncover low brand loyalty as the consequence of high attractiveness of alternatives which may be playing a role on the exponential intensification of competition in the industry. There are multiple factors which contribute to the strength of brand trust and then eventually brand loyalty.

Firstly, core service satisfaction is essential to the concept of brand loyalty because the creation of loyalty in case of low or no satisfaction is implausible. The quality of the service being delivered is what in due course decides the level of satisfaction. Consistent benefaction and loyalty leads to firm profitability which is very treasured to any business. Customers with high levels of satisfaction exhibit less price elasticity and are rigid in face of competition (Anderson *et al.*, 1994). The lack of tangible aspects to evaluate performance, satisfaction for a service is determined by the experience. Service quality is very important part of core service satisfaction and is basically the gap between expected and achieved performance of a service experience (Lewis and Mitchell, 1990). A brand with satisfied customers can be trusted and the level of satisfaction for each customer creates trust for the brand which eventually leads to brand loyalty.

Secondly, Perceived Switching Cost is another detrimental factor in deciding repetitive purchase behavior for any service encounter. Service experiences carry variable results and perceived high switching cost may be the deciding factor in retaining customers only because switching to another competitor would earn the customer redundant cost (Novak, 2017). On the contrary, low perceived switching cost can advocate trying other alternatives and this due to low trust while there is no excessive cost in doing so. Switching barriers are essential elements impacting a customer's verdict to persist with a service provider and these barriers make customer defection problematic or expensive (Jones *et al.*, 2000).The third variable to affect brand trust and brand loyalty within the scope of this research is the attractiveness of alternatives. The comparative factors such as the attractiveness of alternative service providers act as a conclusive factor in determining existence of brand loyalty. Users attain societal and psychological remunerations from their affiliations with service personnel and these exist past contentment with the core service (Gwinner *et al.*, 1998). Finally, the achievement of brand trust serves as a notification of potential brand loyalty and a brand which can be trusted has affective connections with customers and can gradually turn to brand loyalty. High brand trust helps in the achievement of credibility (Pintado *et al.*, 2017) which is essential to the refinement of brand loyalty. Trust in a brand from a customer's perspective has a deep rooted connection to exceptions because they make the customer feel special. The brand is trusted if the quality is consistent and they are always willing help out the particular customer for all the needs that may arise. If

the brand is successful in marking such credibility then the next step is brand loyalty where customers become long term buyers owing to the connection they have with the brand.

1.1. Problem Statement

Brand loyalty is achieved through brand trust and depends heavily on core service satisfaction, perceived switching cost and attractiveness of alternatives. Brand loyalty is not only beneficial for the service provider but also creates value for the user over time. A user will only be loyal to a service if the service provider can successfully satisfy the needs. Then, in many cases a satisfied customer might also consider shifting to another brand but switching costs act as a significant barrier. The attractiveness of alternative brands if strong enough can also act as major motivator for lack in brand loyalty and high rate of switching (Jung et al., 2017; Irianto et al., 2018). The research focuses on establishing the existence of relationship between core service satisfaction, perceived switching cost and attractiveness of alternatives on Brand Loyalty mediated by Brand Trust. The research provides analysis of how strong brand loyalty exists in the schooling industry and what factors have major constructive or destructive effects on it. The effect of service satisfaction, switching cost and attractiveness of alternatives are major influencers and are of huge importance for marketers to understand in order to gain loyal customers. The research also aims focus on the case of difference in approach when studying brand loyalty in the context of tangible products or experienced services. The achievement of brand loyalty is only likely when brand trust is established and brand trust is formed after repetitive service experiences over a period of time if the service quality is being provided consistently while maintaining the cost-benefit ratio.

The supreme concern in this research will be the fulfillment of the need to detect the relationships that exist between Core Service Satisfaction, Perceived Switching Costs and Attractiveness of Alternatives to Brand Trust and Brand Loyalty. Moreover, establish the validity of a positive relationship between service satisfaction and perceived switching cost with brand loyalty and the negative relationship between attractiveness of alternatives and brand loyalty.

1.2. Scope

The private school industry in Pakistan is one of the most vigorously expanding industries in the country. This is depicted by the number of schools currently operating in the region. The scope of this research is to study brand loyalty in the schooling industry of Pakistan. The industry consists of private and government schools. The data at the EDO office Multan shows 165 government operated schools in Multan.

This shows how the concept of neighborhood schools has been on the rise in recent times with close proximity becoming a vital criterion for selection after academics. This has created intense competition in the industry which makes brand loyal customers more important than ever. There were 306 affiliated schools conducting education up to matric level in Multan (BISE Multan), schools are categorized as part of the macro-level services industry but this specific service categorizes as a credence product because evaluation after experience is consistently vague. The schooling industry in Pakistan is clearly dominated by private schools and this is typically blamed on the inferior and mediocre standards of education being delivered in government schools. A study conducted by the Institute of Social & Policy Sciences showed that a significant increase of 30% in number of private schools ranging between the years 2000 and 2007 and three times the increase in the next ten years. The Pakistani schooling industry is derived from two major branches which include government operated schools and on the other hand are private schools. The lack of quality education in government operated schools has led to everyone who can afford private schools to shift to the other side. Furthermore, the private school industry itself is intensely stratified into schools catering to the needs of people belonging to all social classes. The churn rate in the Pakistan private schools industry is very high and with increasing competition day by day, attaining loyal customers is becoming a challenge. This research can be valuable contribution to existing efforts because there is a significant vacuum in terms of research focused on

the private school industry owing to the vast contrast between the education systems in Pakistan as compared to other more developed countries. Pakistan's government education centers lack quality and have provided the fundamental trampoline for the private school industry to flourish and enormous rates. The majority of literature and academic findings available at the moment are based on the system of the United States of America or Europe and these are not concurrent with the education system employed in Pakistan. This research can be helpful in determining the factors which help create brand loyalty or diminish it in the context of a highly competitive private schooling industry in Pakistan. The educations system in the USA for example relies mostly on public schools operated by the government and the private schools mostly catering to a narrow niche of the affluent whereas the low quality service situation in Pakistan's government schools has directed the major population towards the private schools which cater to all social classes and masses.

1.3. Contribution

The study is one of the first (if not the first) to study brand loyalty in the context of the Pakistan school industry. The school industry in Pakistan is very different from the one in Europe or the USA where private schools are more like a niche than a neighborhood commodity. This study contributes in the exiting literature about the brand trust and brand loyalty. The exponential expansion of school systems across the country has strengthened competition fiercely and this is why brand loyalty is becoming an important issue now more than ever before. The research will provide as an initial test of the industry at a small scale to evaluate the factors related to brand loyalty in the specific industry which can provide a platform for future studies into the subject on much bigger scales. This research lays the background on basic phenomena such as switching schools, effects of switching schools and what factors contribute to this factor in the context of existing studies based on the USA or European industry. These studies do prove to be helpful because some issues related to switching and loyalty or satisfaction and trust are homogenous across national borders. The study contributes to the better understanding of a dynamic and volatile industry of this country which is undergoing a phase of severe expansion and competition but is responsible for shaping the future of the nation.

2. LITERATURE REVIEW

2.1. Brand Loyalty

Brand loyalty by definition is the tendency of a customer/service user to continue buying a product or using a service from the same brand or company over a period of time owing to a nurtured relationship between both user and provider or manufacturer and consumer. Brand loyalty can be explained in a larger context than a set of repetitive distinct transactions between consumers and brands. Brand loyalty can be defined under two dimensions and the first is to interpret loyalty as an observation of stable purchases of a certain brand over a given period of time while the other dimension may define loyalty as a product of the motivation or reasons that exist behind a decision of repeat purchasing of a product or service (Amine, 1998).

2.2. Brand Trust

Brand trust is defined as the perceived expectation of a customer or service user towards the certain brand on the basis of how confident he/she is in the fact that the service provider or product manufacturer will deliver a product/service which would qualify and fulfill the purpose of that same product of service (Chaudhuri and Holbrook, 2001). The confidence of customer in their current school to provide quality education and fulfill other criteria which are expected is basically brand trust. Brand trust is the earlier or preceding stage of ultimate brand loyalty.

2.3. Core Service Satisfaction

A certain service consists of multiple value adding provisions which are included in the holistic service that a customer is provided with. The truly basic partial sector of that service is the core which basically is the actual purpose of using the service. The satisfaction of customer with regards to the core service is of the utmost importance. This aspect of quality relates closely to the perceived quality as the evaluations made by the customer are based on intangible product because the service is more of an experience rather than something tangible (Mcdougall and Levesque, 2000). The core service of school is the provision of education and that is the factor most perceived value is drawn from. The school also provides other services such as language development, skills development and extra co-curricular activities but the native service is education.

2.4. Perceived Switching Cost

Switching can be defined as the tendency of consumer or service provider to move from one brand to another. The increase in technology has led to existence of very aware customers who know all the alternatives what each has to offer. This means that changing brands is something very common in the modern era. On the contrary to all the attractive features that a customer may be attracted to in another brand's offering, there is a cost associated with changing brands. This holds even truer for the service industry because switching can lead to waste of prepaid subscriptions and other relevant products one has already paid for in order to utilize the service. Researchers believe that the strength of effect in case of switching cost depends on the specific situation and also they type of industry under consideration (Yang and Peterson, 2004).

The higher the switching cost, higher will be the brand loyalty because the extra cost will add reluctance to a user or customer who may be considering switching. The school industry carries switching cost in terms of uniform, syllabus and in some cases transportation. The research analyses the effect of said switching cost on brand loyalty.

2.5. Attractiveness of Alternatives

The customer evaluates all options available to him/her for a certain product or service needed. The case depends on the quality perceived by the customer with regards to the options available brands and this factor influences the customer to either stay loyal to current brand or move over to one of the competitors (Oliver, 1999). The major trigger for consideration to move to a competitor is the cost-benefit comparison or what may be called value for money aspect which is used to analyze the intelligence of making such a decision of moving to a competitor (Blut *et al.*, 2007).

Brand loyalty is achievable by a time consuming construction of benefit based relationship between user and provider and high service satisfaction, high switching cost and low attractiveness of alternatives all affect the relationship of brand loyalty.

After all, providing the core service is the main concern. Hence, the following hypotheses are proposed;

H1: The effect of Core Service Satisfaction significantly influences the Brand Trust.

H2: The effect of Perceived Switching cost significantly influences the Brand Trust.

H3: Attractiveness of alternatives significantly influences the Brand Trust.

H4: The Brand Trust significantly influences the Brand Loyalty.

Based upon the above hypotheses, following theoretical model is proposed in the Figure 1.

3. METHODOLOGY

For this study, the reliance was largely on the information gathered by a survey and the instrument used was a questionnaire. Respondents showed the extent of their agreement with each item on the Likert Scale of five -point that range from "1= Strongly Disagree" to "5= Strongly Agree. The questionnaire is comprised of three sections

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that include demographics with 20 items split between the five variables namely: Core Service Satisfaction, Perceived Switching Cost, Attractiveness of Alternatives, Brand Trust and Brand Loyalty. The scales used in the study were adopted from previous literature and published studies. Moreover, these scales were transformed for our context of the study.
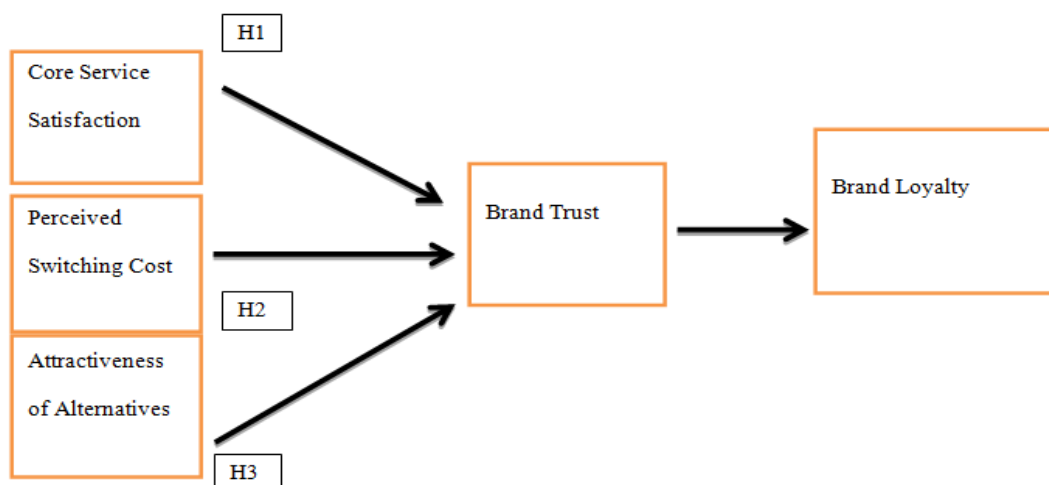

Figure-1. Theoretical framework.

It was designed carefully according to the context and scope of our study. Pilot testing was required as some of the items were redesigned to fit in the scope.

So, in pilot testing of the questionnaire, we did refinement process consisted of analysis of validity and reliability. Reliability was tested in both SPSS and PLS-SEM and its results came out to be satisfactory using different tests. Finally, convergent and discriminant validity tests were applied to check the validity of all the variables as their items and measures were new or redesigned. The results of these tests came in composite reliability and average variance was explained. These values also came as were required and are later shown in tables.

3.1. Descriptive and Cross- Sectional analysis

The research design used in this study was descriptive. Descriptive research describes a phenomenon or any situation. Descriptive research describes the existing situation instead of interpreting and then making judgments. The research was descriptive in nature as it comprised of a survey and found facts to meet objective requirements of the research. It collected quantitative data that was collected once at a point (cross-sectional) and was statistically tested. It helped us in determining relationships between variables as the research provided information about current scenario.

3.2. Sampling Plan

Table-1. Sampling plan.

Variable	Sample(n)	Sample %
Total Sample Size	355	100 %
Male	75	21.13%
Female	280	78.87 %
Age Years:	30 +	100 %

For this research, a sample size of 400 was selected but valid sample of 355 respondents. The overall sampling plan is described in the Table 1. Out of the total sample size 75 were males and 280 were females which make it a ratio of 21.13% males and 78.87% were females as the majority of guardians at school meetings were mothers. All

the respondents taken were adult more than 30 years in age. The survey was conducted from different school meetings and encounters in Multan. The sample was selected based on non-probability technique of convenience.

3.3. Data Collection

The data collection part of this research consisted of both primary and secondary methods to attain a comprehensive pool of information regarding the research problem. The following is the basic explanation of how the data was sourced in both sectors.

The primary data included in this research to study the relationship of independent variables with brand loyalty was collected through a survey questionnaire. This method was selected because it was an excellent source of first hand data regarding the research problem from a relevant group of respondents.

The ideal respondents of the survey questionnaire were parents who have school going children and have been customers of the same school for more than at least an academic session.

The survey questionnaire included a section for information in order to filter out respondents and focus on the above mentioned criteria. The survey questionnaire used in this research is attached in the Appendix.

4. DATA ANALYSIS

The data analysis for this study used two software namely SPSS and Smart PLS 2.0.M3. In SPSS. The Table 2 explains the values of Chronbach's alpha. The statistics suggest that the scale items used in the study are reliable.

Table-2. Reliability test of collected data.

	Cronbach's Alpha
Attractiveness of Alternatives	0.957448
Brand Trust	0.724159
Core Service Satisfaction	0.816351
Perceived Switching Cost	0.966361
Brand Loyalty	0.916213

Table-3. Overview of findings.

	AVE	Composite Reliability	R Square	Cronbachs Alpha
Attractiveness of Alternatives	0.887868	0.969349		0.957448
Brand Trust	0.544647	0.823229	0.382997	0.724159
Core Service Satisfaction	0.579134	0.872453		0.816351
Perceived Switching Cost	0.908198	0.975352		0.966361
Brand Loyalty	0.788055	0.936925	0.147449	0.916213

The above-mentioned Table 3 is extracted from SMART-PLS. It comprises of factor loading, composite reliability and AVE. It indicates the overall reliability of the loaded items. The threshold for this is that it should be greater than 0.7. Therefore, in this case the composite reliability of all the variables is greater than 0.7. The threshold of AVE is that it should be greater than 0.5. Therefore, in this case the Average Variance Extracted of all the variables is above the threshold level and is suitable for analysis.

Table-4. Correlations between variables.

	Attractiveness of Alternatives	Brand Trust	Core Service Satisfaction	Perceived Switching Cost	Brand Loyalty
Attractiveness of Alternatives	1.000000				
Brand Trust	–0.140532	1.000000			
Core Service Satisfaction	0.230878	–0.584658	1.000000		
Perceived Switching Cost	0.128727	0.306947	–0.191906	1.000000	
Brand Loyalty	–0.114197	0.383991	–0.305316	0.046252	1.00000

The Table 4 exhibits the correlation between variables used in the model. The data exhibits that Correlation between the variables used in the study is less than AVE. Therefore, this validates the data used in the study for further analysis.
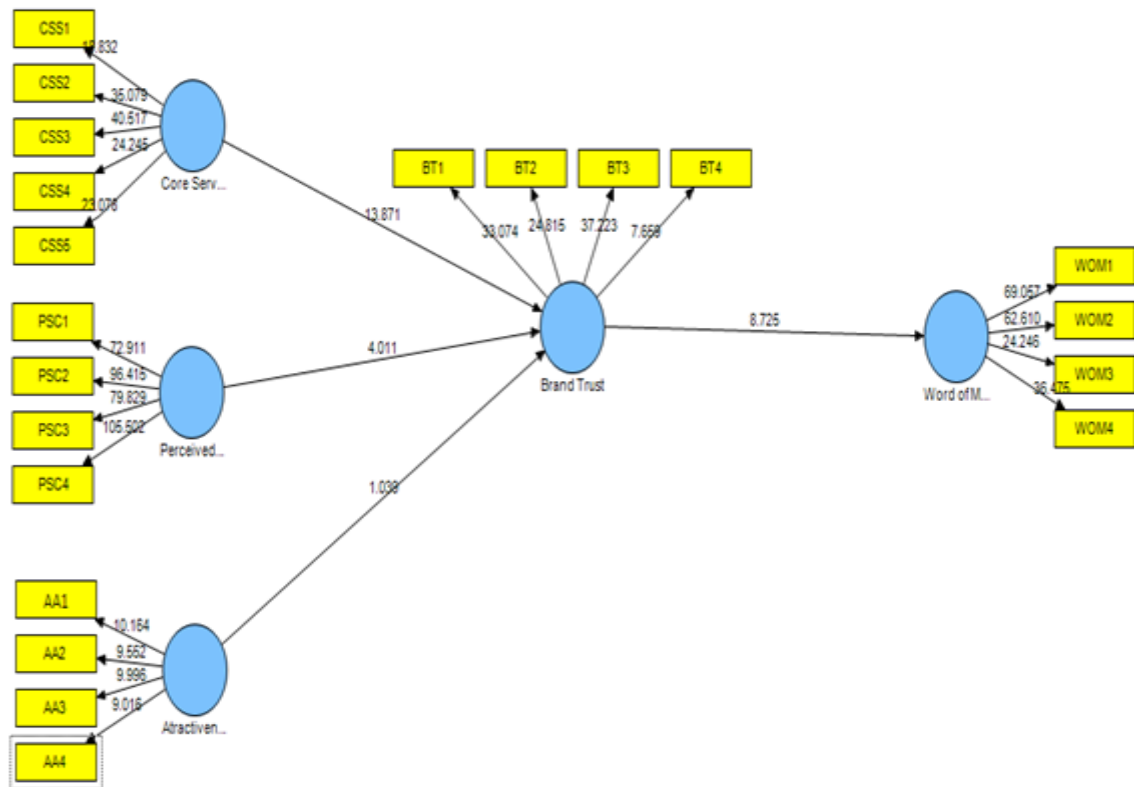

Figure-2. T- Test.

Now, after doing PLS- Algorithm test on PLS-SEM which is in the above Figure 2, bootstrapping is done in order to check the significance of the hypotheses. For much accurate average, 355 respondents' data is bootstrapped to 5000 to check the impact of independent variables on the dependent variables. Now the values above lines between the blue circles are called t-values. The t-value of or greater than 1.96 at 5% confidence interval are said to be accepted. It states that those greater than 1.96 have impact on the dependent variable. The above figure clearly shows that the CSS and PSC has impact on brand trust as it has value greater than 1.96 while AA has a not significant relationship with brand trust as its t-value is less than 1.96. Similarly, Brand Trust directly has t-value greater than 1.96 showing direct significant relationship with Brand Loyalty.
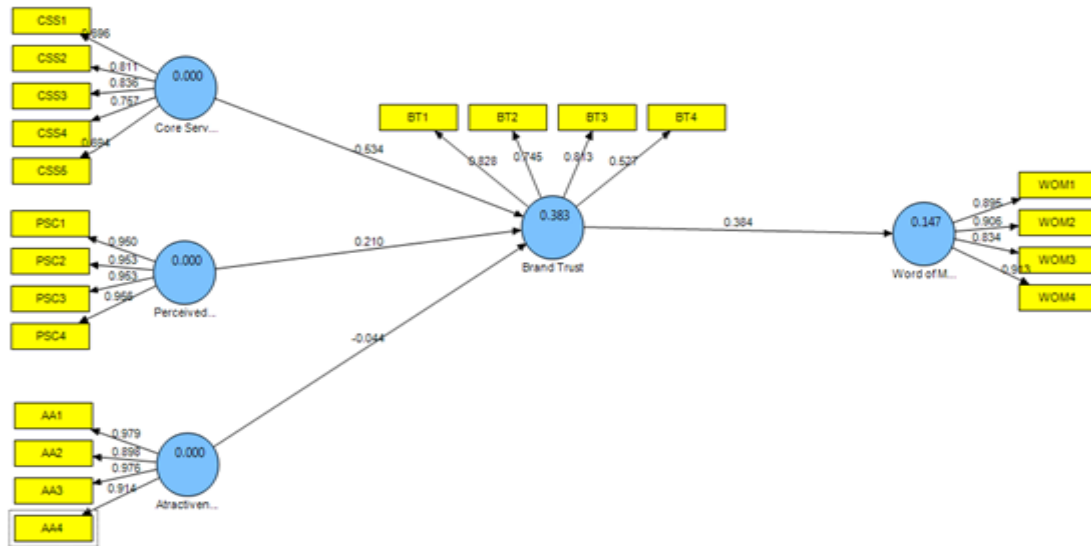
Figure-3. Beta test.

This is the theoretical model drawn in PLS-SEM, as shown in the Figure 3 and run tests accordingly to check the reliability, validity, correlation and significance of the hypotheses. Here it clearly shows that some items are deleted in order to make better the results in the form of better reliability and AVE. The values on the arrow heads in between blue circles show the beta-values and the values in the circles show the R-square meaning how much the dependent variable actually depends upon the independent variable. The beta value for variable CSS and PSC are positive showing positive relationship with Brand Trust and Brand trust showing positive correlation value with Brand Loyalty and AA is negatively correlated with the brand trust. These beta values only show relationship but do not indicate relationship is significant or not. Hypothesis should be accepted or rejected are based on T-values which are found by running Bootstrapping test in PLS-SEM.

4.1. Hypothesis Results

Table-5. Summary of findings.

Hypothesis	Correlation	R-Square	T-Values	Results
H1: CSS → BT	0.534	0.383	13.871	Supported
H2: PSC → BT	0.210	0.383	4.011	Supported
H3: AA → BT	-0.44	0.383	1.03	Not Supported
H4: BT → BL	0.384	0.147	8.725	Supported

The Table 5 presents the summary of finding from the data for the testing of hypotheses proposed in the model. Hypotheses were tested in Smart PLS using boost strapping approach with 5000 samples and 355 cases. The t-values were generated by boot-strapping that helped us in testing our hypothesis. The criteria used for accepting the hypothesis was that t- value must be greater than 1.96 at 5 percent level of significance and R-square value should be greater than 0.10 and values around 0.35 are desirable. The results of hypothesis are shown above along with beta and t-values.

Model explains that we gain brand trust from core service satisfaction and perceived switching cost but attractiveness of alternatives show very little negative relationship with brand trust and is not significant.

5. DISCUSSION

The study effectively measured the relationship between core service satisfaction, perceived switching cost and attractiveness of alternatives with brand trust. Eventually, it also determined the relationship between brand trust and brand loyalty. The data collected through the questionnaire survey conducted with parents of school going

children gave contributing insights into the existence or negligibility of the above mentioned factors on brand loyalty.

Brand loyalty is a very essential achievement for each brand as it contributes to customer lifetime value and also significantly lowers the cost of acquiring new customers. Brand Loyalty can be achieved by establishing Brand Trust. The study shows by amalgamation of collected data that brand trust can be created through attaining core service satisfaction and if switching costs are high then customers tend to stay loyal if the brand is trustworthy. On the contrary, attractiveness of alternatives has a negative relationship with brand trust and brand loyalty but the relationship is very weak which is why this hypothesis cannot be supported.

5.1. Contributions

Brand loyalty is a very important aspect of modern day marketing where focus on new customers is slightly undermined by the significance of sustaining the current customer base. All industries depict distinct qualities and unique environments to which marketers of respective brands must adapt and eventually evolve. The schooling industry in Pakistan is very unstable and this dynamic environment owes a lot to the intense expansion in the range of competition. The concept of neighborhood schools has seen a huge jump in the number of schools in any specific locality. The attainment of loyalty in such an environment becomes even more important than ever before. The impact of service satisfaction, switching costs and attractiveness of alternatives on brand trust and brand loyalty has seldom been studied before in the context of this particular industry and this research may act as platform for further research into the factors which lead to brand loyalty in the private school industry. This is novel because the abundance of existing relevant studies focus on the matter in the European or American perspective which is hugely different from the schooling industry in Pakistan. This research was based on a limited time and research unit but has the potential to be dug down deeper including other factors which may enhance or diminish brand loyalty.

The study brings certain managerial implications to light regarding brand loyalty in the private school industry of Pakistan. The analysis of the data obtained during this research suggests that some factors are more significant than others in creating brand loyalty. The managers of schools should focus primarily on enhancing core service satisfaction as it is the most significant factor to impact brand loyalty. The fact that service satisfaction affects brand loyalty the most and attractiveness of alternatives has very low and next to non-existent effect on brand loyalty shows that enhancing brand loyalty is purely based on an internal locus of control; this is because core service satisfaction depends on factors which the organization governs whereas switching cost and attractiveness of alternatives depends on the dynamics of the industry.

The factor of perceived switching cost does have a directly proportional relationship with brand loyalty and schools can try to increase perceived switching cost to retain customers but the most important influencer is the core service satisfaction and should be the major focus of managers striving to enhance brand trust and brand loyalty among customers.

5.2. Recommendations

Research conducted at national level may vary the results significantly. That is why further investigation is required to check the reliance of IV's on brand trust and Brand Loyalty in case of schools and education industry. Other recommendations are;

1. Larger Sample size can be used to carry out a more in-depth research on the topic which we were unable to do due to the lack of resources and time.
2. This research can also be extended by adding other related variables in its theoretical framework.
3. This research could also be used solely by academicians as well as researchers probing for the overall model.

4. On account of PLS finding we would suggest, educational institutes to opt for core service satisfaction in order to gain brand trust.

Further, it can also be recommended that for positive Brand Loyalty of the institutes, they should generate brand trust through Core service satisfaction and perceived switching cost as a pivotal point to their success.

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Appendix – A - Questionnaire

Survey

Name: (Optional)

Age:

School going Children: Yes   NO   If yes, proceed to Statement 1.

- Select the appropriate option in the context of the current school of your child.
- The Scale will offer the following 5 options

Strongly Agree 1	Agree 2	Neutral 3	Disagree 4	Strongly Disagree 5

I say positive things about the institution	1	2	3	4	5
I would recommend the institution to others if they ask for advice	1	2	3	4	5
I would try new services from the same brand	1	2	3	4	5
I would always be a customer of the same institution	1	2	3	4	5
The institution will offer me consistent service	1	2	3	4	5
The institution will help me solve any problem that may arise	1	2	3	4	5
The institution will offer new services that I need	1	2	3	4	5
The institution will be interested in achieving my satisfaction	1	2	3	4	5
The institution will advise my regarding the utility of the service	1	2	3	4	5
The institution has an effective Customers Relationship Department	1	2	3	4	5
The institution keeps records accurately and safely	1	2	3	4	5
The standard of education being provided is of highest possible quality	1	2	3	4	5
The education provided is according to proper standards	1	2	3	4	5
The institution offers wide range of educational services	1	2	3	4	5
It would take me and my children a great deal of time to get adjusted to a new institution	1	2	3	4	5
It would cost me too much to switch to another institution	1	2	3	4	5
In general it would be hassle to switch to a new institution	1	2	3	4	5
Cost of new uniform and stationary are among the biggest switching costs in changing institutions	1	2	3	4	5
The current institution is among my top choices	1	2	3	4	5
The current institution has potential to adapt to some features of other institutions	1	2	3	4	5
The current institution offers the best academics among all other alternatives	1	2	3	4	5
The current institution offers the est value for money among other alternatives	1	2	3	4	5