Reference:


Dolors, Seto-Pamies (2012), Customer Loyalty to Service Providers: Examining the Role of Service Quality, Customer Satisfaction and Trust, Total Quality Management, 23(11), 1257-1271.


Mittal, V.(2005), Dual Emphasis and the Long-Term Financial Impact of Customer Satisfaction, Marketing Science, 24(4), 544-555


The Official Website of India Post: http://www.indiapost.gov.in