

DISSERTATION

**A COMPARATIVE STUDY ON BUSINESS PERFORMANCE THROUGH
THE LAW OF ATTRACTION AND TRADITIONAL MANAGEMENT
PRINCIPLES**

By

Sunny Dhanani

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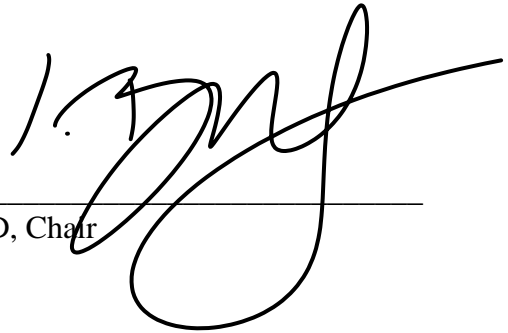
Jan 2024

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DEDICATION

I would like to express my heartfelt gratitude to the Almighty, my parents, my wife, my son, and the Staff of my Stores for their exceptional support towards my research journey, which was vital in the completion of this thesis. I am deeply indebted to them for their unwavering support, a constant source of inspiration throughout my research journey.

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ABSTRACT

A COMPARATIVE STUDY ON BUSINESS PERFORMANCE THROUGH THE LAW OF ATTRACTION AND TRADITIONAL MANAGEMENT PRINCIPLES

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This research endeavours to scrutinize and compare the efficacy of the Law of Attraction (LOA) against traditional management principles in shaping business performance. By juxtaposing the intuitive and psychological underpinnings of the LOA with the structured methodologies of conventional management, this thesis seeks to elucidate which approach yields superior outcomes in contemporary business scenarios.

The Law of Attraction, a philosophical concept rooted in the belief that positive thoughts attract positive outcomes, has gained significant attention in various domains, from personal development to business strategies. This thesis delves into the application of the Law of Attraction principles in the context of customer retention. By exploring how businesses can harness the power of positive experiences and interactions to retain customers, this research aims to provide insights into innovative customer retention strategies.

The Law of Attraction is a powerful technique that can be used in Business Management to improve employee and customer retention over the long term, establish a positive brand reputation, cultivate a positive mindset set and visualize goals, boost confidence, and enhance communication

within the company. Furthermore, it can help businesses attract opportunities during tough economic times, reduce stress, and ultimately increase overall revenue.

The findings of this research study have revealed how small product-based firms should fully acknowledge the value and sufficiency of customer retention, as a contributing factor in determining the longevity of the business. The findings have also demonstrated that small business leaders and managers must understand the importance of the Law of Attraction in formulating various retention approaches and methods, as tools to affirm and reiterate positive customer experiences, repeat purchasing behaviour, and invoke loyalty to the company thereby contributing to the revenue and profitability of the Business.

The findings of this research study have also helped us with the psychology retaining of existing customers & attracting new ones, thereby reviving the direct relationship between customer satisfaction, & customer trust with a large pool of satisfied customers which tends to have a long-term competitive advantage and is more likely to sustain their profitability over a more extended period (Bhat & Darzi, 2016).

To obtain substantial and adequate findings through analysis and data saturation, future researchers should consider expanding the population of their study by examining a larger sample. Additionally, researchers should aim to broaden the scope of the study and expand it to encompass all business sectors. By avoiding confining the scope and parameters of the data, the findings could reveal customized retention opportunities and implications for all markets and industries.

TABLE OF CONTENTS

LIST OF TABLES	IX
LIST OF FIGURES	X
CHAPTER 1 INTRODUCTION	1
1.1 Background of the Study	2
1.2 Backdrop on the Evolving Landscape of Business Management	3
1.2.1 Historical Context	3
1.2.2 Modern Trends	4
1.2.3 Challenges & Opportunities	4
1.3 Statement of the Problem	5
1.4 Research Questions	5
1.5 Objectives of the Study	6
1.6 Significance of the Study	7
1.7 Expected Outcomes of the Research	8
1.8 Scope & Limitations	10
1.9 Summary of the Concept Study	10
CHAPTER II: REVIEW OF THE LITERATURE	12
2.1 Overview	12
2.2 Importance of Customer Retention	12
2.2.1 Areas focused on measuring customer retention through Traditional Method	13
2.3 Traditional Management Principles	20
2.3.1 Scientific Management	21
2.3.2 Administrative Management	21
2.3.3 Bureaucratic Management	22
2.3.4 Human Relations Management	22
2.4 Critics of Conventional Management Principles:	22
2.5 The Concept of the Law of Attraction	23
2.5.1 Origins and Philosophical Underpinnings	25
2.5.2 Core Principles and Mechanisms	25
2.5.3 Applications in Business Contexts	25
2.5.4 Principles of Law of Attraction	26
2.5.5 Philosophical Thoughts on the Law of Attraction	29
2.5.6 Law of Attraction in Business Management	30
2.5.7 Historical Background on the Law of Attraction	33
2.5.8 Religious History of the Law of Attraction	33
2.5.9 The Science View on the Law of Attraction	35
2.6 Significance of Comparing the Law of Attraction with Traditional Management Principles	36
2.6.1 Paradigm Shift	36
2.6.2 Holistic Perspective	36

2.6.3 Innovation & Adaptation	37
2.6.4 Ethical & Cultural Considerations	37
2.7 Limitations of the Key to Customer Retention	37
2.8 Gaps in the Existing Literature	38
2.9 Reviewing Limitations of the Precedent Researchers	49
2.10 Summary of the Literature Review	50
CHAPTER III: METHODOLOGY	51
3.1 Methodology:	51
3.1 Overview of the Methodology Design.....	51
3.2 Research Design:	54
3.3 Staff Hiring & Training	54
3.3.1 Hiring Staff for Store 1	54
3.3.2 Hiring Staff for Store 2	55
CHAPTER IV: DATA COLLECTION & ANALYSIS	56
4.1 Experiment 1:	56
4.1.1 Data Collection for Experiment 1:	56
4.1.2 Observations for Experiment 1:	67
4.1.3 Analysis for Experiment 1	77
4.2 Experiment 2	80
4.2.1 Data Collection for Experiment 2	81
4.2.2 Observations for Experiment 2:	84
4.2.3 Analysis for Experiment 2	94
CHAPTER V: DISCUSSION & CONCLUSION	98
5.1 Discussion	98
5.2 Impact of the Law of Attraction on Overall Business	99
5.3 Impact of the Law of Attraction from Employee’s Perception.....	102
5.4 Implications.....	104
5.5 Conclusion	105
5.5.1 Findings.....	105
5.5.2 Recommendations.....	106
5.5.3 Future Scope of Study.....	108
CHAPTER VI: REFERENCES	112
APPENDIX A: SURVEY FORM	129

LIST OF TABLES

Table 1: Summary of Objectives & Gaps in Key Customer Retention Studies.....	39
Table 2: Cumulative Monthly Sales Revenue for Store 1 & Store 2.	57
Table 3: ROI Monthly Report for Store 1.	60
Table 4: ROI Monthly Report for Store 2.	61
Table 5: Customer Survey Data for Store 1.....	68
Table 6: Customer Survey Data for Store 2.....	69
Table 7: Survey Data Collected through Voting from the Customer's Perception.	70
Table 8: Reliability Alpha Thumb Rule.	72
Table 9: Reliability Output of Store 1 by Customer's Shopping Experience.	73
Table 10: Reliability Output of Store 2 by Customer's Shopping Experience.	73
Table 11: Observation of the qualities of the Staff from the perspective of the Customers.	75
Table 12: The Customer's Perception of Store 1 & Store 2.	78
Table 13: Survey Report of the Shopping Experience of the Customers.....	79
Table 14: Cumulative Monthly Sales Revenue for Store 1 & Store 2.	81
Table 15: Customer Survey Data for Store 1.....	85
Table 16: Customer Survey Data for Store 2.....	86
Table 17: Survey Data Collected through Voting from the Customer's Perception.	87
Table 18: Reliability Alpha Thumb Rule.	90
Table 19: Reliability Output of Store 1 by Customer's Shopping Experience.	91
Table 20: Reliability Output of Store 2 by Customer's Shopping Experience.	91
Table 21: Observation of the qualities of the Staff from the Perspective of the Customers.	93
Table 22: The Customer's Perception of Store 1 & Store 2.	94
Table 23: Survey Report of the Shopping Experience of the Customers.....	96

LIST OF FIGURES

Figure 1: (Flow Chart) Research Design for Proving Law of Attraction in Business Management	53
Figure 2: (Line Graph) Cumulative Monthly Sales Revenue for Store 1 & Store 2.	58
Figure 3: (Bar Graph) Month-Wise Sales Revenue for Store 1 & Store 2.	59
Figure 4: (Line Graph) ROI Monthly Recovery Rate for Store 1 & Store 2.	62
Figure 5: (Column Graph) Analyzing Votes of the Customer's Shopping Experience for Stores 1 & 2.....	71
Figure 6: Attributes for a Store through Perspective of the Customer for choosing the right store for Shopping.	75
Figure 7: (Column Graph) Analysis of the Customer by Interaction with the Staff from Store 1 & 2.	76
Figure 8: (Radar Chart) Customer's Perception towards the Stores by Considering Staff's Quality.	78
Figure 9: (Line Graph) Cumulative Monthly Sales Revenue for Store 1 & Store 2.	82
Figure 10: (Bar Graph) Month-Wise Sales Revenue for Store 1 & Store 2.	83
Figure 11: (Column Graph) Analyzing Votes of the Customer's Shopping Experience for Store 1 & Store 2.	89
Figure 12: Attributes for a Store through Perspective of the Customer for choosing the right store for Shopping.	92
Figure 13: (Column Graph) Analysis of the Customer by Interaction with Staff from Store 1 & 2.....	93
Figure 14: (Radar Chart) Customer's Perception towards the Stores by Considering Staff's Quality.	95

CHAPTER 1

INTRODUCTION

In the ever-evolving landscape of contemporary business, the pursuit of effective management principles is a perpetual journey. Entrepreneurs, executives, and scholars tirelessly explore methodologies that not only guide organizations toward success but also foster sustainable growth. Amidst this quest, a fascinating avenue of exploration emerges – the application of the Law of Attraction principles in the realm of management. This research embarks on a compelling journey to dissect and compare the efficacy of the Law of Attraction principles against other generally accepted management principles.

In the current landscape of business management, various paradigms and philosophies have emerged to guide organizational strategies and operations. Traditional management principles, rooted in empirical methodologies and established frameworks, have long dominated the business landscape. However, with the growing influence of alternative approaches, such as the Law of Attraction (LoA), the discourse surrounding effective leadership and organizational performance has expanded significantly. The Law of Attraction, traditionally associated with metaphysical concepts and personal development, has garnered attention for its potential applicability in business contexts, prompting an exploration of its comparative impact with conventional management philosophies.

The Law of Attraction in Business Management refers to how we attract and deal with customers. It involves using the quality of our thoughts, embracing the universe around us, erasing negativity and embracing positivity, transforming our thoughts into reality, utilizing Frequency Attraction, understanding the power of Emotion and Intention, transforming energies, relaxing our senses, transmitting simultaneous signals, aligning ourselves with the Universe, taking control of our thoughts, shifting frequencies of attraction, creating and utilizing affirmation cues, approaching the universe for our needs, believing in Attraction and

Manifesting, establishing a solid connection with our desires, expressing gratitude, strategic visualizing, learning simple ways of purging negativity, understanding the role of forgiveness in manifesting and understanding the power of Possibility or Impossibility.

The objective of using the Law of Attraction in Business Management is to retain existing customers while attracting the new ones. This helps in reviving the direct relationship between customer satisfaction, customer trust, and switching barriers on customer retention, as well as the relationship between customer satisfaction and trust, thereby increasing the overall revenue of the Business.

1.1 Background of the Study

According to the Harvard Business Review, acquiring a new customer can be five to 25 times more expensive than holding on to an existing one. According to Georgia McIntyre, 20% of small businesses fail in their first year, 30% of small businesses fail in their second year, and 50% of small businesses fail after five years in business. Finally, 70% of small business owners fail in their 10th year in business (McIntyre, 2020).

For small businesses, retaining customers in highly competitive environments is critical for the firm's survival (Aydin and Ozer, 2005). Intense competition, various options, and price comparisons create new pressures on small businesses to manage and fulfil customer demands, while simultaneously establishing long-term relationships (Coussement et al. 2014; de Villiers, 2017). A lost customer represents more than the loss of the next sale. The business might lose all future sales and profits from that customer's lifetime of purchases (Alshurideh, 2014).

The key to long-term profitability and survival for small businesses is anchored in building long-term relationships and managing successful customer retention (Alshurideh, 2016). Customer retention is a more dependable source of better performance, competitive advantage, and a success factor for the cellular company in the rising competitive market. As entrepreneurs

develop ideas and build a customer base, small businesses create jobs and drive innovation that is critical to the economy. Unfortunately, most small businesses are plagued by high failure rates and poor performance levels, which ultimately lead to decline. A major concern in small business survival is the lack of customer retention strategies, as a means of sustainability.

As per the annual report presented by the MSME Ministry 2020-21, a total of 6.33 Crore MSMEs are registered in India. Over 99% share is held by micro companies in India (Trade India, 2022). As entrepreneurs develop ideas and build a customer base, small businesses create jobs and drive innovation that is critical to the economy. Unfortunately, most small businesses are plagued by high failure rates and poor performance levels, which ultimately lead to decline.

A major concern in small business survival is the lack of customer retention strategies, as a means of sustainability. Customer retention can significantly impact a firm's profit margin, with a 1% increase in customer retention providing as much as a 5% positive change in a firm's financial standing (Moenardy et al., 2016). Nearly 80% of a firm's future profits will derive from 20% of existing customers (Hwang, 2016).

The conventional paradigms of management, shaped by classical theories and contemporary practices, form the bedrock of organizational leadership. Concepts such as scientific management, bureaucratic principles, and human relations have all played pivotal roles in steering businesses towards prosperity. However, the emergence of alternative philosophies, particularly the Law of Attraction, beckons us to reconsider established norms and explore a new dimension of organizational dynamics.

1.2 Backdrop on the Evolving Landscape of Business Management

1.2.1 Historical Context

The evolution of business management can be traced back to the early 20th century, characterized by the rise of scientific management theories pioneered by figures like

Frederick Taylor. These early paradigms emphasized efficiency, standardization, and hierarchical control as means to optimize industrial processes and productivity. Over subsequent decades, the field witnessed the emergence of various management theories and frameworks, including classical management, behavioural theories, human relations approaches, systems thinking, and strategic management, among others.

1.2.2 Modern Trends

In recent years, the business management landscape has been significantly influenced by technological advancements, globalization, changing consumer behaviours, and evolving workforce dynamics. Concepts such as agile management, digital transformation, sustainability, ethical leadership, and employee engagement have gained prominence, reflecting a shift towards more adaptive, inclusive, and socially responsible organizational practices. Furthermore, the rapid pace of innovation and disruption across industries necessitates agility, flexibility, and a focus on continuous learning and adaptation.

1.2.3 Challenges & Opportunities

While traditional management principles continue to provide foundational frameworks for organizational structure, strategy, and operations, contemporary business environments demand a more holistic, integrative, and innovative approach. Leaders are grappling with complex challenges related to digitalization, data-driven decision-making, stakeholder expectations, regulatory compliance, and sustainability. Moreover, the increasing interconnectedness of global markets and the rise of knowledge-based economies require businesses to foster creativity, collaboration, resilience, and strategic foresight to maintain competitive advantage and long-term viability.

1.3 Statement of the Problem

While traditional management principles have provided foundational strategies for organizational success, emerging paradigms like the Law of Attraction challenge conventional wisdom, emphasizing the role of mindset, positivity, and vibrational alignment. The juxtaposition of these approaches raises critical questions: How do the principles of the Law of Attraction influence business performance compared to traditional management methodologies? Are there synergies or conflicts between these paradigms, and how do they manifest in organizational outcomes?

The current literature only evaluates the direct impacts of customer trust, customer satisfaction and switching barriers on customer retention. However, there is a lack of extant literature to evaluate the inter-relationships between employees and customers by utilizing the principles of the Law of Attraction.

With this research gap in mind, this research will justify the reasons for the failures of businesses that are not able to attract customers despite applying all the possible principles of modern Business Management, as the validity of the applicability of the law of attraction principles in the Business Management Framework and how the Law of Attraction is helping in the financial growth of the Business. The underlying tested conceptual model used in this research was adapted from the book '*Law of Attraction*' by Dr. Joe Vitale & Steve G. Jones (2018).

1.4 Research Questions

The central query driving this investigation is a critical one: *How does the Law of Attraction perform in comparison to other generally accepted management principles?*

This overarching question encapsulates the essence of our exploration, delving into the potential of a more metaphysical approach to management in contrast to the tried and tested conventional wisdom.

After studying a lot of articles, due to the above-mentioned facts, it was figured out that Customer satisfaction, Trust, Price Perception, Brand image and Interpersonal Relationships influence customer retention in the Business Industry but still, we do not see massive success in customer retention. To further tackle the limitations of the precedent researchers and further improve customer retention, we must acquaint the world with the importance of the Law of Attraction in Business.

However, the Law of Attraction is a universal phenomenon and the results may apply generally to all businesses.

1.5 Objectives of the Study

The research has the following objectives which are as follows:

- **Identification of Principles:** To explore and analyze the core tenets of the Law of Attraction and traditional management principles which involves a meticulous examination of the underlying philosophies and practices inherent in these two paradigms. By understanding the core principles, we lay the groundwork for a comparative analysis that goes beyond surface-level observations.
- **Empirical Testing:** To compare the impact of these paradigms on various aspects of business performance, including organizational culture, employee engagement, customer relations, and financial sustainability.
- To identify potential intersections, synergies, and conflicts between the Law of Attraction and traditional management approaches.
- To provide insights and recommendations for business leaders seeking to integrate or evaluate these paradigms within their organizations.
- To analyze the impact of the Law of Attraction on Customers for its Retention & to create strategies that make existing customers feel valued.

- To develop a Personalized customer experience strategy using the principles of the Law of Attraction.
- To analyze the impact of the principles of the Law of Attraction on the profitability of the firm.

Therefore, deep research will be justified by conducting surveys to help the Businesses/firms in acquiring and retaining or maintaining existing customers and creating new ones, thereby scrutinizing the performance, outcomes, and impact on organizational dynamics, meaningful conclusions and insights will be drawn. This step is imperative in shedding light on whether the Law of Attraction principles offer a distinctive edge over other established management approaches. Through rigorous statistical analysis and qualitative assessments, the research aims to uncover patterns, correlations, and unexpected nuances that might redefine our understanding of effective management.

1.6 Significance of the Study

This comparative study holds significant implications for academia, business practitioners, and organizational leaders. By elucidating the nuanced differences and potential synergies between the Law of Attraction and traditional management principles, this research contributes to a deeper understanding of alternative management philosophies. Furthermore, the findings offer practical insights for leaders navigating complex business environments, facilitating informed decision-making and strategic alignment with organizational goals.

With this Research Study, we discovered the role of thoughts and emotions in manifesting desires, identifying stumbling blocks to our success that are emanating from the unconscious, transmitting the right messages to the customers, to manifest abundance not only for the Business in terms of revenue but also through customer satisfaction, harnessing the power of thought to create and receive anything we want from customers and our expectations

from the Business, avoiding the common errors that prevent people from attracting, understanding the connection between our thoughts and what customers are receiving from our thoughts, utilize the concept of magnetism in the context of Law of Attraction, finding out why Law of Attraction is a primal force in everyone's life, methodically eliminate emotional block that is prevailing you from succeeding in attracting desires.

As we embark on this intellectual journey, the significance of this study extends beyond theoretical exploration. The objective is not only to contribute to the ongoing discourse surrounding management principles but also to provide practical insights that can potentially reshape the way organizations navigate the complex waters of contemporary business environments. By bridging the gap between theory and application, this research seeks to unravel the mysteries behind the Law of Attraction and its potential as a game-changing force in the realm of management.

In the subsequent chapters, we will delve deeper into the historical context of management principles, the foundational elements of the Law of Attraction, and the methodology employed in our empirical study. Through this comprehensive exploration, we aim to offer a holistic understanding of the potential synergy or divergence between these two paradigms, paving the way for informed decision-making in the pursuit of organizational excellence.

1.7 Expected Outcomes of the Research

- ***Theoretical Contributions:*** Indian companies have better survival rates than US companies: According to the data analyzed by SBI Research, nearly 45 percent of the companies in India stay in business for more than 20 years against the global average of 5 years (ETV Bharat, 2023). This can further be improved not only in India but globally by applying the Law of Attraction Principles in Business Management which has been discussed further in this research topic.

The key to long-term profits and sustainability for small businesses is anchored in building long-term relationships and managing successful customer retention (Alshurideh, 2016). To survive, small businesses must implement substantive retention strategies, centralizing on customer relationship management, a commitment to customer satisfaction and the cultivation of brand loyalty. To survive, small businesses must implement substantive retention strategies, centralizing on customer relationship management apart from applying traditional business strategies like cost, innovations, team orientation, brand loyalty, etc., we now need to focus on the concept of using the Law of Attraction in Business Management to amplify the success rate of the Business.

The findings of this research study will also reveal that a small product-based firm or service-based firm should fully acknowledge the value and sufficiency of customer retention, as a contributing factor in determining the longevity of the business. The findings will also demonstrate that small business leaders and managers must understand the importance of the Law of Attraction in formulating various retention approaches and methods, as tools to affirm and reiterate positive customer experiences, repeat purchasing behavior and invoke loyalty to the company.

- ***Managerial Contributions:*** The objective of this research is to examine the importance & application of the Law of Attraction in Business Management to retain existing customers & attract new ones thereby reviving the direct relationship of customer satisfaction, customer trust and switching barriers on customer retention as well as the relationship between customer satisfaction and trust. This descriptive research was conducted within the context of my existing small-scale industry in Hyderabad, the capital city of Telangana, India. This research confirmed the significant profit increments, Goodwill development, positive environment & tackling the Recession in most of the Small-Scale Industries.

- **Societal Contributions:** Yin (2018) stated that researchers use a case study method to gather in-depth information about a current phenomenon within its real-world context. Therefore, a case study will be conducted through a survey between the staff and a few selected customers as a reference to evaluate what made them say ‘Yes’ to the purchase of the product with a specific salesperson and ‘No’ to the same product with some other sales person in my firm. The mindset of the customers and the staff in cracking the deal and how they are attracted towards a specific salesperson for the sale to close positively and what made them deny the deal with some other salesperson or a store selling the same product. The underlying tested conceptual model used in this research was adapted from a Book called ‘*Law of Attraction*’ written by Dr. Joe Vitale & Steve G. Jones (2018).

1.8 Scope & Limitations

This research suffers from geographical, Industry size and customer segment limitations as the research was done in the small-scale industry of Steel Utensils with its customers (B2C), in the Metropolitan city of Hyderabad, the capital city of Telangana, India, during the period from January 2022 till December 2023.

1.9 Summary of the Concept Study

We discovered how Law of Attraction works for sales persons and customers, our stepping stone towards *abundance*, how we will magnetize our desires, relationship between thoughts and reality, discovering right frequency for manifesting, how Law of Attraction gives us what we want, the importance of Un-Learning, making space for strong, Positive beliefs, Persistence and how it affects what we attract, dominant thoughts and non-dominant thoughts, reviewing your life trajectory, altering negative frequencies, asking your desires, redefining our actions, what customers expect from us, discovering our alignment with customers

thoughts, the proper way of asking the customer, thankfulness and why does it matter, and the importance of forgiveness, energy channelizing, expectations and human time, neutralizing unhappiness and learning from it, reframing what is possible and impossible with the Law of Attraction, analysing internal conflicts, powering down our negative emotions, setting the right intentions.

Presented Literature will strongly contribute to overall concepts and I do hope that this research will contribute to a better understanding of the challenges and the importance of the Law of Attraction for Customer Retention in the field of Business.

CHAPTER II: REVIEW OF THE LITERATURE

2.1 Overview

To Understand the effects of the application of the Law of Attraction Principles in Business Management, we will have a *brief intro* on what is Customer Retention, & what is its importance in Business Management.

We will also understand what are the Traditional Business Management Principles & the Law of Attraction Principles, their *application* & effect on Business Management and how the Law of Attraction works wonders for helping and improving Customer Retention problems compared to the Traditional Management Principles in the overall growth of the Business.

We will then discuss the historical background of the Law of Attraction & the research gap existing in the industry by mentioning various case studies conducted by their respective researchers/authors on Customer Retention. Finally, we will conclude by mentioning the benefits of the Law of Attraction in Business Management which works wonders in Customer Retention.

2.2 Importance of Customer Retention

Customer Retention refers to the ability of a company or product to retain its customers over some specified period (Vroman et al, 1996). Customer retention also refers to a company's ability to turn customers into repeat buyers and prevent them from switching to a competitor (Glenn DeSouza, 1992). It indicates whether your product and the quality of your service please your existing customers. Yet, customer retention is either overlooked or devalued when it comes to strategy development. Any marketing manager can provide you with a market share estimate, but when ask for the customer retention rate you may well get a blank stare (Glenn DeSouza, 1992).

Customer Retention Strategies are the processes and initiatives businesses put in place to build customer loyalty and improve customer lifetime value (Sarah Olson, 2022). Consumer marketing companies have lavished more resources on attracting new customers than on satisfying old customers. In today's low growth and highly competitive marketplace, however, customer retention increasingly joins customer getting as an important area of analysis and planning. Marketers can better cultivate relationships with existing customers in these ways: designing an optimal customer portfolio, formulating a special marketing mix, and modifying the marketing organization (Rosenberg et al, 1984).

As customer retention goes up, marketing costs go down. Moreover, loyal customers frequently bring in new business. The role of the customer as a salesperson is especially important in the case of complex products.

The true cost of losing a customer is the amount that a person could have spent while involved in a business relationship with the company over a lifetime (Glenn DeSouza, 1992).

One of the initiatives that we will be implementing in the proposed research is using the Law of Attraction in Business Management. Using this law, we will experiment and implement surveys and strategies in our business firm to attract customers, thereby amplifying the competitive advantage, expanding the market share, increasing customer satisfaction, and generating more revenue.

2.2.1 Areas focused on measuring customer retention through Traditional Method

Customer retention is different from customer acquisition or lead generation. It focuses on customers who have already signed up for a service or purchased a product from us. But retaining customers is about more than just transactions — it is about relationships.

Customer retention can significantly impact a firm's profit margin. A 1% increase in customer retention can provide a 5% positive change in a business's financial standing (Moenardy, Arifin, and Kumadji, 2016).

Factors such as top management support, switching costs, perceived service quality, customer satisfaction, interaction with customers, and branding have all been found to influence customer retention significantly. Unfortunately, research efforts on these factors have been primarily associated with theories related to large businesses, rather than strategies illustrating practical applications for small businesses.

However, many organizations adopt a very simplistic approach to measuring customer satisfaction. They focus on the following areas:

a) Customer Trust & Customer Retention:

Garbarino and Johnson (1999) said trust has a significant positive effect on customer retention. There is a direct relationship between customer trust and customer retention. Mayer et al. (1995) define trust as the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party. Morgan and Hunt (1994) assert that the target of the firms is to develop customer trust beyond customer satisfaction to retain their customers for a long-term period. In other words, customer trust is likely to be a strong driver of customer retention (Ranaweera and Prabhu, 2003).

Existing Research Gap: There is a lack of mention of the use of the Law of Attraction in Trust by the precedent researcher which teaches us that our thoughts and feelings have a profound impact on our lives. When we focus on positivity and surround ourselves with love and light, we attract more of the same into our lives.

b) Price Perception & Customer Retention:

According to Martin-Consuegra (2007), price-conscious customers are usually not ready to pay prices for a service or product if they seem that the price is not reasonable. Munnukka (2005) investigated that the choice of suitable value is comparatively fine for price-conscious consumers. The company should charge that price which is worth for the product.

From reviewing some other articles such as Schriver (1997), Martin (2007), and Mouri (2005) they found that price is the most significant factor in retaining existing customers. Mcknight et al. (1998), and Gounaris (2003) investigated that customer trust is a vital factor for retaining existing customers.

Existing Research Gap: The precedent researcher has failed to mention the power of the law of attraction that lies in our ability to reframe the way we think and feel. By changing our perception, we can invoke the law and align our energy with our new reality. Perception is created by our conscious mind, which seeks meaning in everything it perceives. And this perception applies to price which big brands play with the customer's mind.

c) Interpersonal Relationship & Customer Retention:

Peterson (1995) investigated the ongoing interpersonal relationship between the firm and consumers gives lots of benefits to the consumers: such as individual identification, emotional benefits, customization benefits, monetary benefits, and societal benefits. Jones et al. (2009) investigated that powerful interpersonal relationship has an optimistic impact on the repurchase intent of current consumers.

Existing Research Gap: The precedent researcher has failed to mention the basic principle of interpersonal attraction which is a part of the Law of Attraction, is the rule of similarity: similarity is attractive. Cheerful people like to be around other cheerful people and negative people would rather be around other negative people. A 2004 study, based on indirect evidence, concluded that humans choose mates based partly on facial resemblance to themselves. The power of thinking should never be underestimated. Our mindset determines how we see the world and take advantage of opportunities. In general, people spend more time around others who bring out positive emotions in them. Research shows that people with a positive mindset are more productive, creative, and better at problem-solving than their peers. However, being optimistic and upbeat all the time is not easy. Changing the way, you think and feel requires hard work to modify both your conscious and subconscious mind. The more you train yourself to think positively, the more natural it will become. Achieving your dreams is possible, but first, you must believe.

d) Attractiveness of Alternatives & Customer Retention:

Kim et al. (2004) investigated that the attractiveness of alternatives is the term of a distinctive and unique service that opponents of the existing service providers can't offer. Benapudi and Berry (1997) explored that customers always stay with that firms offer distinguished services. Ping (1993) and Tahtinen & Vaaland (2006) investigated that the low attractiveness of alternatives favours the retention of customers. Colgate and Norris (2001) investigated that if customers consider that an alternative firm has a parallel feature, then the observation of high barriers to leaving is emphasized.

Existing Research Gap: The precedent researcher lacks a few important mentions which according to Morry's attraction-similarity model (2007), there is a lay belief that people with actual similarity produce initial attraction. Also, magnetism is a major study in the field of the Law of Attraction.

e) Brand Image & Customer Retention:

Many researchers have the same opinion that creating brand understanding and building affirmative awareness are snowballing and occasionally meticulous processes. Alvarez (2001) investigated that all brands should be aware of competitors' certain products or services features and principles such as quality of assurance, intensity of service and performance expected. Christopher et al. (2006) investigated that a higher level of corporate image leads to a higher level of customer retention.

Christopher (1996), Peng (2006), Andreassen (1999), and Boohene (2011) found that Brand image has a significant positive impact on customer retention. They investigated that the greater the brand image of the company, the greater the chance of customer retention.

Existing Research Gap: Although we see many firms/stores sell the same products for a premium price for the same set of customers. How do they do it? Here, the Law of Attraction says that we attract into our life what we think about, dwell upon, get into action behind, or show to the world as we attempt to externally manifest our professional goals and passionate dreams to make them a reality. As the quote cited above says, "We attract what we are." That is why those who are very successful clients want to work with or attract professionals who look, behave, and communicate on the same level or higher than they do. They want to team up with those who enhance them, empower them, and make them feel better about themselves – which is why we must

present ourselves as the type of professional who can bring all of that to the table as your unique value-adding talents and benefits.

f) Customer Satisfaction & Customer Retention:

Several companies have made a lot of attempts to improve customer satisfaction from the time when it is believed that customer satisfaction produces superior economic returns. Fornell (1992) declared that the high is customer satisfaction, the high will be the retention of existing customers, which helps to protect existing consumers from the opposition, decreases price elasticity, future transaction costs with the customers, costs of failure decreases, the need of attracting new customers reduces, and reputation of the organization increases. Rust and Subramanian (1992) confirmed from their research that customer satisfaction has a direct positive effect on customer retention and companies.

Kordick (1988) investigated from their research that only forty per cent of satisfied customers said they buy company products or services.

Customer satisfaction is defined as the "summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience" (Oliver, 1981, p 27). Thus, Hanse Mark and Albinsson (2004) argue that "satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers expect and what they receive, regarding the fulfilment of some need, goal or desire". Nowadays the effect of customer satisfaction on customer retention plays a more complex role than in the past days and initially thought (Mittal and Kamakura, 2001; Oliver, 1999). The literature review recognized customer satisfaction has traditionally been regarded as the most important characteristic of long-term customer

behaviour (Oliver, 1980; Yi, 1990). The more satisfied customers are, the greater their customer retention (Anderson and Sullivan, 1993; Fornell, 1992; Lee et al., 2001; Ranaweera and Prabhu, 2003). In a study by Cronin and Taylor (1992) and Patterson et al. (1997), it is recognized that customer satisfaction has a meaningful and positive effect on the repurchasing of a customer in a special classification of services. It is expressed by a team of researchers that customer satisfaction is an indisputable manner in determining the degree of customer retention for the current buyers of professional services (Day et al., 1988). It is also reiterated by Day et al. (1988) and Kotler (1994) that customer satisfaction is a significant factor in customer retention.

Anderson and Sullivan (1993) investigated that the greater the satisfaction of the customer, the greater the probability of customer retention. Schiffman and Kanuk (2004) argued that organizations need to focus on getting highly satisfied customers and that is necessary to get higher retention. There is ample evidence however that a two per cent improvement in customer retention has the same impact on profit as a ten per cent reduction in overheads (David Jamieson, 1994).

Existing Research Gap: The precedent researchers or authors haven't mentioned the importance of a Positive Mindset (which is one of the Principles of the Law of Attraction) which plays an important role in the well-being of the customers and as well as the staff. Persons with positive thoughts and grateful minds create a happy disposition which further contributes to creating an emotionally and mentally healthy environment in the workplace. This study aims to establish the philosophy of the Law of Attraction which harnesses positive thinking and gratitude towards happiness, and determine the level of gratitude and happiness of the experimental and

control groups before and after the introduction of the Law of Attraction in Business Management.

2.3 Traditional Management Principles

Traditional business management principles are a set of guidelines that have been used to manage businesses for centuries. They are based on the idea that businesses should be run hierarchically, with a clear division of labour and a strong emphasis on efficiency and productivity. Traditional principles also emphasize the importance of planning, organizing, controlling, and staffing.

There are many different traditional business management principles, but some of the most common include:

- **The principle of hierarchy:** This principle states that businesses should be organized hierarchically, with a clear division of labour and a strong emphasis on efficiency and productivity.
- **The principle of planning:** This principle states that businesses should develop plans for the future and that these plans should be based on a thorough understanding of the business environment.
- **The principle of organizing:** This principle states that businesses should be organized in a way that allows them to achieve their goals efficiently and effectively.
- **The principle of controlling:** This principle states that businesses should have systems in place to monitor their performance and to adjust as needed.
- **The principle of staffing:** This principle states that businesses should hire and train qualified employees who are motivated to achieve the goals of the business.

Traditional business management principles have been used successfully by businesses of all sizes for centuries. However, there are some critics of traditional principles who argue that they are too rigid and inflexible. They argue that traditional principles do not take into account the changing nature of the business world and that they can stifle innovation and creativity.

2.3.1 Scientific Management

Scientific management, pioneered by Frederick Taylor, emphasizes efficiency, standardization, and productivity. The principles focus on optimizing individual tasks, standardizing processes, and enhancing worker productivity through systematic analysis and measurement (Taylor, 1911). While effective in manufacturing settings, critics argue that scientific management may overlook human-centric factors, potentially leading to employee dissatisfaction and reduced creativity.

2.3.2 Administrative Management

Administrative management, associated with Henri Fayol, emphasizes organizational structure, coordination, and administrative hierarchies. Fayol's principles, including unity of command, scalar chain, and division of work, provide frameworks for organizational governance and decision-making (Fayol, 1916). However, contemporary critiques highlight potential rigidity and inflexibility within bureaucratic structures, necessitating adaptability in dynamic business environments.

2.3.3 Bureaucratic Management

Max Weber's bureaucratic management theory emphasizes formalized structures, rules, and procedures. Weber posits that bureaucratic organizations prioritize efficiency, predictability, and rationality, fostering systematic operations and hierarchical control (Weber, 1922). Despite its merits, bureaucratic management may encounter challenges related to innovation, responsiveness, and employee autonomy, necessitating balanced implementation strategies.

2.3.4 Human Relations Management

Human relations management, influenced by theorists like Elton Mayo, emphasizes interpersonal relationships, employee motivation, and organizational culture. Mayo's Hawthorne studies underscored the importance of social factors, teamwork, and employee engagement in fostering productivity and morale (Mayo, 1933). Contemporary interpretations emphasize holistic leadership, emphasizing empathy, communication, and employee well-being as critical determinants of organizational success.

2.4 Critics of Conventional Management Principles:

Some critics of conventional management principles include:

- **Rigid and Inflexibility:** Some say that classical management principles, such as strict division of labour and hierarchical structures, are too rigid and inflexible for changing business environments and employee needs.
- **Lack of Employee Control:** These theories give employees little over their working lives, making them too dependent and passive.
- **Focus on Individual Performance:** Some say that classical theory focuses on individual performance rather than team performance.

- **Lack of consideration for External Factors:** Henry Fayol's 14 principles of management don't adequately address the impact of external factors like technological advancements, globalization, and environmental changes.
- **Exercising too much power over the nonhuman:** Conventional management violates management tenets by exercising too much inconsistent control over the nonhuman and too little consistent control over the human.

2.5 The Concept of the Law of Attraction

At this very moment, our life is being guided and influenced by universal forces we may not even be aware of – and the most powerful of all is the '*Law of Attraction.*' Just like the law of gravity, it is always in effect, impacting our lives in more ways than we can imagine (Jack Canfield, 2021).

The good news is, that once you are aware of this universal law, you can learn how to use it to change your life for the better. Because here is the thing: '*We are in a constant state of creation*' (Jack Canfield, 2021). Every moment of every day, we are actively creating your reality. With every thought, either consciously or subconsciously, we are creating our future. When we know how to harness the power of the Law of Attraction in our lives, we can direct our thoughts and actions in a way that allows us to effortlessly attract what we want. (Jack Canfield, 2021).

In the Year 2010, Steve G Jones in his Book '*You Can Attract It Using Law of Attraction*' defines the law of attraction as the most powerful natural law in the Universe. It exists in the smallest components of creation (atoms, molecules, etc.) to the largest human civilizations. The law of attraction is the catalyst that enables people to manifest what they

want in life through their thoughts and emotions. The Law of Attraction is utilized to manifest abundance, wealth, health and just about anything that *anyone* would need to live a prosperous life.

The universe and everything in its existence is composed of energy and vibration, which is one of the definitions of the Law of Attraction (Nelson, 2006). The Law of Attraction is the most powerful universal law (Hicks, 2006). The main theory behind the Law of Attraction is we create our reality (Losier, 2006). We create both the things that we want and do not want in our lives. Creating a process of not worrying about how that desire will show up in our life is a big part of the Law of Attraction (Hicks, 2006). When the worry or concern becomes the focus, this stops the creating and allowing process, this is called a vibration. Creating a vibration of worry or concern on how what we are asking for will show up, is saying that we do not deserve what we are declaring or we do not believe that it will show up. When our beliefs are limited, we attract limited desires and compromise the well-being of our lives (Losier, 2006).

The language of the Law of Attraction says, that we manifest based on our thoughts and belief systems. When people put manifestation focus on the "lack of" they create less of a compassionate reality of what they want (Harris, 2007). But, when the manifestation focus is on being abundant and happy, we will enjoy an authentic life of compassion.

The law of attraction is a philosophy suggesting that positive thoughts bring positive results into a person's life, while negative thoughts bring negative outcomes. It is based on the belief that thoughts are a form of energy and that positive energy attracts success in all areas of life, including health, finances, and relationships (Elizabeth Scott, 2020).

2.5.1 Origins and Philosophical Underpinnings

The Law of Attraction, rooted in metaphysical and spiritual traditions, posits that thoughts, emotions, and beliefs influence individual experiences and realities. Proponents like Rhonda Byrne's "The Secret" popularized LoA, emphasizing positivity, visualization, and manifestation as pathways to success (Byrne, 2006). While sceptics challenge LoA's empirical validity, its cultural and psychological implications warrant exploration in diverse contexts, including business management.

2.5.2 Core Principles and Mechanisms

Central to the Law of Attraction are principles of attraction, vibration, and alignment. Advocates emphasize the power of positive thinking, emotional resonance, and belief systems in shaping outcomes, opportunities, and experiences (Hicks & Hicks, 2006). While LoA principles resonate with personal development narratives, their applicability within organizational settings necessitates critical evaluation, considering potential biases, cultural factors, and contextual nuances.

2.5.3 Applications in Business Contexts

In recent years, Law of Attraction principles have garnered attention within business literature, emphasizing mindset shifts, goal setting, and organizational alignment. Proponents advocate for integrating positivity, visualization techniques, and belief systems within strategic planning, leadership development, and employee engagement initiatives (Davies, 2013). However, empirical research exploring the Law of Attraction's efficacy, outcomes, and implications within diverse organizational contexts remains limited, warranting further investigation.

2.5.4 Principles of Law of Attraction

2.5.4.1 Central Universal Principles of Law of Attraction:

Elizabeth Scott (2020), asks us, how does the law of attraction work? Essentially, the energy of your thoughts manifests your experiences. So positive thoughts manifest positive experiences and vice versa. She suggested three central universal principles that make up the law of attraction:

- ***Like attracts like:***

This law suggests that similar things are attracted to one another. It means that people tend to attract people who are similar to them—but it also suggests that people's thoughts tend to attract similar results. Negative Thinking is believed to attract negative experiences, while positive thinking is believed to produce desirable experiences.

- ***Nature abhors a vacuum:***

This law of attraction suggests that removing negative things from your life can make space for more positive things to take their place. It is based on the notion that it is impossible to have a space in your mind and your life. Since something will always fill this space, it is important to fill that space with positivity, proponents of this philosophy say.

- ***The present is always perfect:***

This law focuses on the idea that there are always things you can do to improve the present moment. While it might always seem like the present is somehow flawed, this

law proposes that rather than feeling dread or unhappiness, you should focus your energy on finding ways to make the present moment the best that it can be.

2.5.4.2 Principles to Develop a Strong Law of Attraction as an Individual:

The principles of the Law of Attraction are inspired by the online course named *Law of Attraction* by Dr Joe Vitale & Steve G. Jones (2018) which teaches us 30 different methods by which we can practice the following principles to develop a strong Law of Attraction as an individual which is as follows:

- i.** Embracing the Universe Around
- ii.** Erase Negativity and Embrace Positivity
- iii.** Transforming Your Thoughts into Reality
- iv.** Frequency Attraction
- v.** Emotional & Frequencies of Attraction
- vi.** Thinking Matters
- vii.** Discovering the Foundation within Ourselves:

The Law of Attraction can give:

- A truly happy, content life in daily business hurdles,
- Perfect health (or as close to perfect as possible),
- The ability to ‘achieve’ whatever you need from Business,
- The ability to ‘become’ who you wish to become in this life,
- The ability to ‘Manifest both small & Big Successes’ – without Limitations
- The ability to overcome ‘Present & Future Obstacles/hindrances’ in life
- The ability to manifest ‘miracles’ in your daily life

- The ability to ‘manifest healing’ in every aspect of your existence – not just physical healing but also spiritual healing
- The infinite source of individual wisdom and internal steering/guidance that every person needs to survive in harsh times & succeed in more positive, opportune times.

- viii.** Transforming Energies
- ix.** Reflections in the Mirror
- x.** A Simple Way of Purging Negativity
- xi.** The Role of Forgiveness in Manifesting
- xii.** Taking Control One Thought at a Time
- xiii.** Understanding the difference between the Magnetic Force & Law of Attraction
- xiv.** Learning & Un-Learning
- xv.** Analysing that Right Track in Life
- xvi.** Persistence Pays off in many ways
- xvii.** Mastering Dominant Thoughts
- xviii.** Transmitting Simultaneous Signals
- xix.** Shifting Frequencies of Attraction
- xx.** Creating & Utilizing Affirmation Cues
- xxi.** Belief in Attraction & Manifesting
- xxii.** Action Redefined
- xxiii.** Deceptive Time
- xxiv.** Establishing a Solid Connection with Desires
- xxv.** Relaxing our Senses
- xxvi.** Being Thankful
- xxvii.** Healing the Energy Channels
- xxviii.** Strategic Thinking

- xxix.** The Power of Intention
- xxx.** Possibility/ Impossibility

According to Jack Canfield (2024), the Law of Attraction can be broken into **seven** '*mini-laws*' that all affect how the world responds to us to develop a strong Law of Attraction as an individual which is as follows:

- i.** The Law of Manifestation
- ii.** The Law of Magnetism
- iii.** The Law of Unwavering Desire
- iv.** The Law of Delicate Balance
- v.** The Law of Harmony
- vi.** The Law of Right Action
- vii.** The Law of Universal Influence.

2.5.5 Philosophical Thoughts on the Law of Attraction

Lao Tzu (1500BCE), an ancient Chinese philosopher, once said: "Watch your thoughts, they become your words; watch your words, they become your actions; watch your actions, they become your habits; watch your habits, they become your character; watch your character, it becomes your destiny."

The idea that we attract what we put out has been around since ancient times, and many credit Buddha with first introducing this notion to the world (Sarah Regan, 2022).

"What you see in your reality now are the seeds, i.e., the thoughts and emotions, you planted at a certain point in your life," offers manifestation coach Maria Concha (Charlotte Grainger, 2022).

The law of attraction stems from the principle that like attracts like, says Christy Whitman (2014), a master-certified law of attraction coach in Scottsdale, Arizona, the founder of The Quantum Success Coaching Academy and author of *'The Desire Factor.'* “Thanks to the contribution of Albert Einstein’s famous equation, $E = mc^2$, we now understand that matter and energy are inseparable and that energy is the basis of everything in our tangible universe,” (Neumann, 2022). “Everything that manifests in the physical world does so by a process of resonant energies being drawn together” (Neumann, 2022).

Christy Whitman (2014) explains that it is like when a C chord is struck on a piano. “Every other key that is tuned to the chord of C quivers in response to the note that’s been sounded, because frequencies that resonate at a similar vibration are magnetized together,” This is the basis of the law of attraction, which states that the energy we broadcast out into the universe is joined by and gathers to itself energies that are harmonic or resonant in frequency.

2.5.6 Law of Attraction in Business Management

As an entrepreneur, it is easy to fall into the trap of chasing clients or customers to grow your business. However, the power of manifestation lies in attracting what you want instead of chasing it. You need to release your offer and trust that the right people will come to you. This involves aligning your energy and intention with your vision, so the universe can bring opportunities to you (Murali Nethi, 2023).

You can practice gratitude and visualization to align your energy with your vision. Visualize already achieving your business goals, and feel grateful for it. You can also release resistance and negative energy by practising meditation or EFT tapping (Murali Nethi, 2023).

To attract the right opportunities, you must learn how to attract rather than chase. With patience and perseverance, you can manifest your dream business and live the life you have always wanted (Murali Nethi, 2023).

Law of Attraction in Business Management refers to how you deal and attract the customers by using the quality of your thoughts, determination of your thoughts and the desires by embracing the universe around, by erasing negativity and embracing positivity, by transforming your thoughts into reality, by using Frequency Attraction, by understanding the power of Emotion and Intention, by transforming energies, by Relaxing your Senses, by Transmitting simultaneous Signals, by aligning yourself with the Universe , by taking control – one thought at a time, shifting frequencies of Attraction, by creating and utilizing affirmation cues, approaching the universe for your needs, believing in Attraction and Manifesting, by establishing a solid connection with desires, by concept of thankfulness, by strategic visualizing, by learning simple way of purging negativity, by understanding the role of forgiveness in manifesting and by understanding the power of Possibility or Impossibility (Dr. Joe Vitale & Steve G. Jones, 2018).

2.5.6.1 Advantages of Customer Retention using the Law of Attraction:

According to Commerce Mates (2020), there are various advantages of Customer Retention as discussed below:

- ***Cheaper than Acquisition:*** Foremost advantage of customer retention for every organization is that it saves the cost involved in acquiring new customers. Customer retention is five times more economical than the acquisition process and thereby a most cost-effective method of maintaining a customer base. Several kinds of research have been conducted in the past which has favored retention over the acquisition process.

- ***Loyal customers yield higher profits:*** Companies can yield higher profits by maintaining loyal customers. These customers make more frequent purchases and spend large in every transaction with their brand. Loyal customers do tend to shift frequently even if their brand raises the price, they continue for a long. However, every company need to be cautious while raising their prices as the end goal is lifetime revenue not just today's revenue.
- ***More Word-of-Mouth Referrals:*** Customer retention enables companies to get a large number of referrals easily. Loyal customers serve as an important source of new business as they bring in a large number of customers by referring them to brand products. People get attracted to brands easily through referrals from their friends and relatives despite various online and mobile marketing.
- ***Easy Up-Selling and Cross-Selling:*** Businesses find it easier to up-sell and cross-sell their products to a group of loyal customers. Once people are satisfied with the services of a particular brand; they like to explore more of its stuff. Customers do not go for much analysis and comparison of brand products while making purchase decisions if they are assured of its quality.
- ***Loyal Customers are more forgiving:*** Another major advantage of customer retention is that it enables in getting better cooperation from people. Loyal customers are more forgiving and they support their brand even if they get a poor service experience. Business gets better support from their customers in their hard times which ensures their long-term continuity.
- ***Better Communication with the Customers:*** Customer retention is an effective tool available to businesses for establishing a proper communication network with customers. A customer that engages with the business for the long term shares their valuable feedback with their brand. They communicate information regarding people's

demands and expectations from business that enables them to formulate effective policies.

2.5.7 Historical Background on the Law of Attraction

Many people regard the Law of Attraction or the notion of its manifestation as a new phenomenon. ‘The Secret’ is the book that prevailed the common notions in connection with the Law of Attraction. This is why people assume that the Law of Attraction is a recent invention. That, however, is not the case. The law of attraction has a long history. It appeared first time in a book one and a half centuries ago (Peter Paxton, 2022).

The phrase “Law of Attraction” first appeared in print in 1877, in a book. The book was penned by Russian mystic Helena Blavatsky. She wrote the book in the context of an attracting power existing between components of spirit. Though she did not present the facts the way we know them today, she laid down the foundational theory of the Law of Attraction. In 1855, the term "Law of Attraction" appeared in *The Great Harmonia*, written by the American spiritualist Andrew Jackson Davis, in a context alluding to the human soul and spheres of the afterlife (Peter Paxton, 2022).

2.5.8 Religious History of the Law of Attraction

The law of attraction is one of the 12 universal laws of hermetic philosophy and was popularized by Rhonda Byrne's self-help book "The Secret." The general idea is that what you think about and contribute to the world is what you get back. The thoughts and energy you emit from your mind act as a magnet, attracting similar vibrations and returning them to you. This idea is not new, as many religions and belief systems have long adopted the

idea that our thoughts and actions have consequences. The Law of Attraction is a modern twist on this, but it is based on similar ideas.

The Law of attraction can be traced back in history more than 2000 years ago to the teaching of Jesus. Jesus' teachings were based on the works of what is called the Law of Attraction today (Harris, 2007). An example of one of Jesus' teachings on how to use the Law of Attraction according to Philip Harris (2007), 'Take these things hence; make not my Father's house a house of merchandise - Jesus.' Many people are aware of the story where Jesus through the money changers out of the Temple. Many believe that material needs through the Law of Attraction have no place in spiritual teachings, (It has been criticized that the Law of Attraction should not be used for material needs, but used for spiritual needs.) However, every Sunday most Churches pass the plate to collect money. But there is a different way to look at Jesus' quote that would not hence the material need of using the law of attraction, what Jesus was saying is that to be in alignment to create a vibration with the Universe, you must let go of the worries you have concerning your physical everyday life. To have a clear mind to focus on what you desire, you must through away the merchandise of the mind; to gain conscious vibrational alignment with the Universe to make the Law of Attraction work. The only one of many of Jesus's teachings that teach about how to practice and use the Law of Attraction, with the same methods that are used today. "If one were to examine the works of the Law of Attraction from the ancient mystics, it would be clear that the law has its earliest roots in ancient Egypt and Babylon. However, few are familiar with the likes of the Pharaoh Akhenaton and fewer still with mystical thoughts of the rest of the ancient world. The Jewish Kabala is another source of information on the Law of Attraction, and it is said that many "secret societies" like the Rose Cross have long kept the old mysteries and laws alive through the centuries." (Harris, 2007).

According to Islam, The Law of Attraction encourages you to focus on what you want. Islam encourages us to ask Allah for what we want/to make Duaa (Pray). By asking for what we want, and believing it will arrive, we are emitting a frequency that will attract what we want to us. For Example, In the Quran, it is quoted “And your Lord said, ‘Ask of Me, I will respond.’” (40:60) (Quran Academy, 2020).

2.5.9 The Science View on the Law of Attraction

When it comes to positive thinking and using the Law of Attraction, there is a physiological way of thinking to attract what is desired in one’s life (Losier, 2006). The process of working with the Law of Attraction functions with different forms of energy. Energy cannot be destroyed. The many types of energy are: atomic, thermal, kinetic, and potential to name a few. All matter in existence is made up of atoms, and the atoms have a nucleus, with protons and neutrons around which orbit electrons.

"Electrons in atoms always orbit the nucleus in prescribed" orbitals" or energy levels that assure the stability of the atom. Electrons may be compelled to assume "higher" orbits by the additional energy, or may give off energy when they drop to a "lower" orbit. When it comes to "vibrations, " if atoms are "aligned," they create a motive force, all pulled together in the same direction in much the same way as metals can be magnetized by aligning their moles in the same direction. This creation of positive (+) and negative (-) poles is a fact of nature and science (Losier, Michael 2006 p.9).

There has been much criticism that the Law of Attraction is a made-up new age name, but it is the law of nature, that every atom in and around the human body is in constant response (Losier, 2006). There is a direct relationship between energy, our conscious thoughts, and the world of matter around us. There is a direct connection to the thought and feeling of what is desired when using the Law of Attraction (Braden, 2008).

2.6 Significance of Comparing the Law of Attraction with Traditional Management

Principles

2.6.1 Paradigm Shift

The Law of Attraction (LOA), rooted in metaphysical and spiritual principles, posits that individuals can manifest their desires, intentions, and goals through positive thoughts, visualization, belief systems, and energy alignment. In contrast, traditional management principles emphasize structured methodologies, analytical frameworks, performance metrics, and hierarchical control mechanisms to drive organizational success. The juxtaposition of LOA with conventional management tenets represents a paradigmatic shift, inviting scrutiny, exploration, and potential integration of alternative approaches to fostering organizational effectiveness, innovation, and well-being.

2.6.2 Holistic Perspective

Comparing the Law of Attraction with traditional management principles offers a holistic perspective on leadership, organizational culture, employee motivation, decision-making processes, and business performance. By examining the underlying assumptions, mechanisms, and outcomes associated with each paradigm, researchers, practitioners, and policymakers can gain insights into the complexities of human behaviour, organizational dynamics, and the interplay between individual aspirations and collective goals.

2.6.3 Innovation & Adaptation

In an era characterized by volatility, uncertainty, complexity, and ambiguity (VUCA), businesses are increasingly exploring innovative strategies, practices, and philosophies to navigate challenges, seize opportunities, and create value sustainably. The integration or adaptation of principles from the Law of Attraction into traditional management frameworks could foster creativity, resilience, employee engagement, and stakeholder alignment, thereby enhancing organizational agility, competitiveness, and long-term success.

2.6.4 Ethical & Cultural Considerations

The comparison of the Law of Attraction with traditional management principles also raises important ethical, cultural, and philosophical considerations regarding leadership styles, organizational values, employee well-being, and societal impact. By critically evaluating the underlying beliefs, assumptions, and implications of each paradigm, stakeholders can foster more inclusive, equitable, and values-driven organizational cultures and practices.

2.7 Limitations of the Key to Customer Retention

According to David Jamieson (1994), the Customer Retention Approach Demands the answer initially to four key questions namely: What are the drivers of customer satisfaction? What are customer's expected and unacceptable levels of products or services and their perceptions of products or services offered by competitors?

Where should a company invest to improve quality, to meet the needs of its customers, and what is the likely return in terms of improved customer loyalty and increased market share? What organizational changes are needed to drive forward a truly customer-focused organization?

Although many companies conduct regular (or not so regular) customer satisfaction surveys among their existing customers, few consciously focus on the key issues of retention and loyalty – and measure largely for measurement’s sake, rather than focusing on collecting information that is detailed enough to support and drive a customer retention-oriented program. It is only the truly customer-driven organizations that can with some proud justification indicate where they stand in the customer satisfaction assessment league. Most organizations would find it difficult to answer positively the following questions: To what extent are customer retention and loyalty goals circulated and understood by everyone in the organization? Does management regularly review and assess all operating systems to determine if barriers to customer retention and loyalty exist?

The only way one can sustain a successful retention strategy is by using effective measurement and then promoting the resultant information as the key driver in achieving and sustaining customer-oriented quality. To be effective, the objective of any such information-gathering exercise should be taken to action and improve quality and customer satisfaction, not just measure it. Quality measurement should provide more than just interesting data, it should provide a “sharp-end” management tool to assist in bringing about organizational change (David Jamieson, 1994).

2.8 Gaps in the Existing Literature

The literature available in this context only evaluates the direct impacts of customer trust, customer satisfaction, and switching barriers on customer retention. However, there is a lack of extant literature to evaluate the inter-relationships using the Law of Attraction as depicted in Table 1.

The logic behind the relationship between customer satisfaction using the Law of Attraction is that it has a positive effect on customer retention. Customer satisfaction will boost customer retention and generate future revenues for the business (Dean et al., 2016; Basuroy et al., 2014).

Zhang, Zhang, and Law (2014) stated that a satisfied customer becomes a loyal customer, provides positive word-of-mouth, and repeats future purchases, which leads to increased future revenue.

Although many researchers have successfully tried to prove the customer retention problem through various case studies and methodologies. Some of the research questions which still need to be answered in this context are as follows:

- How Law of Attraction impact Customer Retention?
- How can firms make their existing customers feel valued through the Law of Attraction?
- How can firms Personalize customer experience through the Law of Attraction?
- How will the Law of Attraction impact the profitability of the firm?

Table 1: Summary of Objectives & Gaps in Key Customer Retention Studies.

Researchers	The topic of the Research	Objectives of Research	Conclusions of the Research	Research Gaps & Limitations
<i>Hawkins & Hoons (2019)</i>	<i>Application and implementation of Customer Relationship Management (CRM)</i>	<i>The purpose of this research study is to examine the application of retention strategies such as customer relationship management, customer satisfaction, and brand loyalty, by small businesses in preserving existing customers, thereby having a positive impact on longevity.</i>	<i>Through satisfactory communication, actions, behaviours, and CRM, the company created positive experiences, confirming the expectations of the customer. This process increased the likelihood of repeat purchasing behaviour. For the participants, the ability to substantiate the</i>	<i>The researcher did not provide us with statistical data before and after the implementation of CRM on customer retention. However, we will understand how the addition of the Law of Attraction principles can complement CRM to improve customer retention.</i>

		<i>The research established relationship management, and customer satisfaction, as fundamental elements that can yield increased revenue, enhanced brand equity, and profitable retention.</i>	<i>customer's trust had a direct impact on the relationship, retention, and longevity.</i>	
<i>Seiedeh Nasrin Danesh & Saeid Ahmadi Nasab (2012)</i>	<i>Study of Customer Satisfaction, Customer Trust, and Switching Barriers to Customer Retention in Malaysia Hypermarkets</i>	<i>The objective of this research is to examine the direct relationship between customer satisfaction, customer trust, and switching barriers on customer retention as well as the relationship between customer satisfaction and trust</i>	<i>The research finding of this study confirms that customer satisfaction, customer trust, and switching barriers are positively related to overall customer retention in the Malaysian retail market. In addition, the research finding also explains how customer satisfaction has a positive effect on customer trust. In conclusion, all four hypotheses were mentioned to support the research.</i>	<i>The methodology used to study the research utilized the judgmental sampling technique, which proves that the results cannot be generalized. Additionally, as the study was conducted via cross-sectional research, it is not possible to identify changes in customer retention over time. Finally, the researchers did not discuss any topic for how the Law of Attraction can make a positive contribution to customer retention.</i>
<i>Larry J. Rosenberg and John A. Czepiel (1984)</i>	<i>A Marketing Approach for Customer Retention</i>	<i>Consumer marketing companies have lavished more resources on attracting new customers than on satisfying old</i>	<i>The researchers focused only on cultivating relationships with Existing Customers in the following ways: designing an</i>	<i>Many businesses tend to focus solely on maintaining their existing customer base instead of creating new ones, which can hinder their growth. It is</i>

		<p>customers. In today's low growth and highly competitive marketplace, however, customer retention increasingly joins customer getting as an important area of analysis and planning. Marketers can better cultivate relationships with existing customers in these ways: designing an optimal customer portfolio, formulating a special marketing mix, and modifying the marketing organization.</p>	<p>optimal customer portfolio, formulating a special marketing mix, and modifying the marketing organization.</p>	<p>essential to strike a balance between the two. The law of attraction can help in addressing both issues which can lead to business growth.</p>
<p>Glenn DeSouza (1992)</p>	<p>Designing a Customer Retention Plan</p>	<p>Strategical steps to integrate concepts from marketing and quality management and apply them to the challenge of keeping customers.</p>	<p>All the expenditures are a justifiable investment for Customer Retention through Price defects, Service defects, Market defects, Technological defects, Organizational defects, and Switching Barriers.</p>	<p>The researcher has not provided sufficient justification for the extension to the data, which is the failure rate of customer retention and the associated overhead costs. Additionally, the researcher has not identified the significance of the Law of Attraction in reducing customer failure rates.</p>
<p>Roland T. Rust & Anthony J.</p>	<p>Customer Satisfaction, Customer</p>	<p>The research provides a mathematical</p>	<p>The framework enables managers to determine which</p>	<p>It can be challenging to anticipate the effects on customer satisfaction</p>

<p>Zahorik (1993)</p>	<p><i>Retention, and Market Share</i></p>	<p><i>framework for assessing the value of customer satisfaction.</i></p>	<p><i>customer satisfaction elements have the greatest impact, and how much money should be spent to improve customer satisfaction elements.</i></p>	<p><i>levels. The researchers believe that enhancing customer satisfaction relies solely on spending money and utilizing the models they have suggested. However, it is possible to improve customer retention by combining these models with the Law of Attraction, which eliminates the need to rely solely on monetary expenditure.</i></p>
<p>Rizal Ahmed & Francis Buttle (2002)</p>	<p><i>Topic: Customer Retention Management: a reflection of theory & practice.</i></p>	<p><i>The main concern of their research paper is to assess whether customer retention practices, in four different contexts, match up to Reichheld's propositions. Reichheld's core proposition is that building a sustaining customer loyalty requires a three-pronged approach:</i></p> <p><i>Retaining Employees,</i></p> <p><i>Retaining Investors, and</i></p> <p><i>Retaining Customers.</i></p>	<p><i>The researchers' findings suggest that firms should consider practical implementation issues such as the goals of owners, the nature of the product sold, and the type of customers they attempt to retain.</i></p> <p><i>The researcher's case studies are limited to firms serving the UK markets only.</i></p>	<p><i>There are three drawbacks we can consider.</i></p> <p><i>It's only based on the selection process and nature of individualism and not general theory which applies to all their customers or employees.</i></p> <p><i>The theories are limited to the UK and do not apply worldwide.</i></p> <p><i>The researcher is ignoring the Law of Attraction, which could be applied not just in the UK but global markets.</i></p>

<p><i>Francis Butler & Jamie Burton (2002)</i></p>	<p><i>Does service failure influence customer loyalty?</i></p>	<p><i>A better understanding of the factors that lead to customer loyalty and how service dissatisfaction affects the overall health of the Business.</i></p>	<p><i>Customer Retention Statistics if the following services were given to customers:</i></p> <p><i>Discount = 86.4%</i></p> <p><i>Manager/employee intervention = 75%</i></p> <p><i>Replacement = 87.8%</i></p> <p><i>Apology = 77.4%</i></p> <p><i>Refund = 81.5%</i></p>	<p><i>The Researchers failed to address the service failure rates which were as follows:</i></p> <p><i>Customer-initiated Correction = 50%</i></p> <p><i>Store Credit = 36.4%</i></p> <p><i>Unsatisfactory Correction = 62.2%</i></p> <p><i>Failure Escalation = 42%</i></p> <p><i>The researcher neglected to apply the Law of Attraction, a crucial principle in the service industry that reduces customer dissatisfaction and enhances retention.</i></p>
<p><i>Chatura Ranaweera & Jaideep Prabhu (2003)</i></p>	<p><i>On the relative importance of customer satisfaction and trust as determinants of customer retention and positive word-of-mouth</i></p>	<p><i>This study examines the combined effects of customer satisfaction and trust on customer retention and positive word of mouth (WOM).</i></p>	<p><i>The higher the level of satisfaction, the higher the level of customer retention.</i></p> <p><i>The higher the level of satisfaction, the higher the level of positive WOM.</i></p>	<p><i>The limitations are as follows:</i></p> <p><i>The findings were solely derived & applied to only one industry.</i></p> <p><i>The study was limited because it relied on data from a single point in time.</i></p> <p><i>The researcher did not include the Law of Attraction in their research on Customer Retention statistics.</i></p>

<p>Noel Yee-Man Siu, Tracy Jun-Feng Zhang & Cheuk-Ying Jackie Yau (2013)</p>	<p><i>The Roles of Justice and Customer Satisfaction in Customer Retention: A Lesson from Service Recovery.</i></p>	<p><i>The challenge of how to restore customer satisfaction and retain unsatisfied customers when a customer encounters a service failure.</i></p>	<p><i>This study proposed that dimensions of justice mediate the impact of prior satisfaction on post-recovery satisfaction, both with recovery and with organization.</i></p> <p><i>This study has shown that prior satisfaction affects a consumer's post-recovery satisfaction.</i></p> <p><i>To sustain customer satisfaction in a service failure, the recovery must somehow enable consumers to perceive the fairness of the recovery.</i></p>	<p><i>The limitations of the research are as follows:</i></p> <p><i>This study only examined the effect of prior satisfaction on service recovery for mid-priced Chinese restaurants.</i></p> <p><i>It should be noted that the findings may not apply to a broader population, as the generalizability of the study is limited. Additionally, the research did not investigate other factors that may influence the relationships being studied.</i></p> <p><i>Future studies can examine the proposed relationships using the Law of Attraction from the Staff, to retain the Customers.</i></p>
<p>Sachin Hundre, P Raj Kumar & G Dileep Kumar (2013)</p>	<p><i>Customer Retention - Key to Success for Organization: A Case Study of the Banking Industry</i></p>	<p><i>The study aims to study customer retention in organizations with special reference to the banking industry. The results revealed that maintaining existing customers is becoming more and more important.</i></p>	<p><i>Objectives achieved for Customer Retention are as follows:</i></p> <p><i>Expansion of branches and adoption of technology</i></p> <p><i>Promotional Costs like Advertising, sales promotion,</i></p>	<p><i>The Researcher was able to provide technical details about the bank's offerings but failed to acknowledge the importance of the Law of Attraction, which can help build a strong and unique customer relationship that sets the bank apart from its competitors.</i></p>

			<p><i>competitive pricing, and best service quality.</i></p> <p><i>The core offering which is Service Quality, best returns on investment.</i></p>	
<p><i>Gallan, A. S., Jarvis, C. B., Brown, S. W., & Bitner, M. J. (2012)</i></p>	<p><i>Customer positivity and participation in services: an empirical test in a health care context</i></p>	<p><i>Many service interactions require customers to actively participate, yet customers often do not participate at levels that optimize their outcomes, particularly in health care. To gain insight into how customers shape a service experience with highly uncertain outcomes, the researcher has constructed a model on the broaden-and-build theory of positive emotions.</i></p>	<p><i>The focus of this research paper is on the customer who after experiencing greater levels of positivity, or will be more likely to engage in customer participation behaviours in health care services.</i></p>	<p><i>The focus of the researcher was only to find a way to increase the customer's participation in health care services encounters only through Positivism. But the researcher wasn't able to find the other side of the benefits of Positivism which can also be used to retain its customers too. However, other factors play in customer retention as well which we have discussed in our research of the Law of Attraction in customer retention.</i></p>
<p><i>Park, K., Cha, M., & Rhim, E., (2018)</i></p>	<p><i>Positivity Bias in Customer Satisfaction Ratings</i></p>	<p><i>Customer ratings are valuable sources for understanding their satisfaction and are critical for designing better customer experiences and recommendations. The majority of customers, however,</i></p>	<p><i>The focus of this research paper is on the positivity hypothesis in the context of customer ratings to understand their satisfaction and are critical for designing better customer</i></p>	<p><i>This research could not only increase customer ratings through positivity bias. However, the researcher was not able to explore the various sides of positivity like the implementation of customer retention by using positivism & by</i></p>

		<i>do not respond to rating surveys, which makes the result less representative. To understand overall satisfaction, this paper aims to investigate how likely customers without responses had satisfactory experiences compared to those respondents.</i>	<i>experiences and recommendations.</i>	<i>becoming worry-free about the customer ratings because through strong positivity, all their customers would have retained and given them positive ratings. Therefore, there is a lack of different possible hypothesis creation to retain them just for the sake of ratings.</i>
<i>Zia, J.A., Dengfeng, C., Vongvanij, S., Waqar, A. and Khan, T., (2022)</i>	<i>Investigating Customer Trust & Positivity of Perceived Customer Service Skills on the Confidence of Online Shopping</i>	<i>With the economy's continuous development, consumers become more mature and rational, so many keen enterprises gradually shifted their focus from initial product development to "customer service skill" and thus obtained a good market return.</i>	<i>The Researcher only gave the Customer's Perception towards Online Shopping focusing on factors like Trust issues, Ease of Shopping, Transaction Security, and Sincerity of the Shopping Websites which enhances the overall mood change in shopping more online through satisfaction of positivity in trusting those websites.</i>	<i>The limitation of the research is only limited to online shopping. Also, the positivity created through online shopping by focusing on the above factors is purely superficial as there is no physical interaction with the people to whom you can be sure of having the complete satisfaction of trust, sincerity, and transaction clarity through the exchange of vibrations and feelings through the Law of Attraction principles.</i>
<i>Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M.,</i>	<i>Customer Experience Creation: Determinants, Dynamics and</i>	<i>Retailers, such as Starbucks and Victoria's Secret, aim to provide customers with a great experience</i>	<i>The Researchers have mentioned the ideas of various types of customer experience which include the social</i>	<i>However, the researchers were limited to only theoretically proving various methodologies of customer experience but</i>

<p><i>& Schlesinger, L. A., (2009)</i></p>	<p><i>Management Strategies</i></p>	<p><i>across channels. In this paper, the researchers have provided an overview of the existing literature on customer experience and expanded on it to examine the creation of a customer experience from a holistic perspective.</i></p>	<p><i>environment, the service interface, the retail atmosphere, the assortment, the price and promotions (including loyalty programs). Importantly, we also acknowledge the fact that in today's multi-channel environment, customers' experiences in one channel (e.g., a store) may be affected by experiences in other channels (e.g., the Internet) as well.</i></p>	<p><i>they haven't proved the data after applying their methodologies for enhancing customer experience and they have not mentioned the importance of customer retention with data after providing them good customer experience.</i></p>
<p><i>Signori, P., Gozzo, I., Flint, D. J., Milfeld, T., & Satinover Nichols, B., (2019)</i></p>	<p><i>Sustainable Customer Experience: Bridging Theory and Practice</i></p>	<p><i>This research aims to highlight connections and gaps on which to build the new definition and framework of Sustainable Customer Experience (SCE).</i></p>	<p><i>The Researchers have mentioned various practical methods for sustainable customer experience implemented in retail outlets like using flyers, and posters of offers to attract customers and sustain them, using walls as painting or writing or drawing for customers for their customer experiences of that product and place (e.g.: inside ice-</i></p>	<p><i>The Researchers implemented only the Superficial Strategies to sustain customers using sensations, feelings, cognitions, and behaviours evoked by sustainable stimuli, based on the economic, social and environmental sustainability of their Products which doesn't guarantee 100% customer satisfaction or needs. They need an introduction to social concepts for a better customer experience by interacting with the</i></p>

			<i>cream parlors), Fancy and colorful product packaging to attract customers, marketing strategy like implementing recycling feature for their products to protect environment pollution, introducing unique colors (e.g.: clothes), introducing unusual sizes in their brands (e.g.: clothes like 3XL, 4XL, etc.), telling the customers how the clothes were made and the material used in the creation of the product to enhance sustainability feature mindset inside the customer.</i>	<i>salesperson to bridge the existing gap in sustaining the customer using the Law of Attraction principles.</i>
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Based on the research topics mentioned above, it can be concluded that despite the application of various methodologies and strategies in the case studies, the customer retention problem still hasn't been solved & it still needs improvement. Therefore, a new area of research in the business sector needs to be explored & practised, which is called the "Law of Attraction in Business Management."

2.9 Reviewing Limitations of the Precedent Researchers

We have already seen that the preceding researchers have ignored the importance of mentioning the Law of Attraction in retaining customers and following its impact. By now, we have also seen that many research topics have been conducted on customer retention but still, there is a gap in customer retention that has not been solved completely by any of the researchers in retaining customers. Some of the gaps which still exist are as follows:

- How can we make your existing customers feel valued through the Law of Attraction?
- How can we Personalize customer experience through the Law of Attraction?
- Will only Gifting and rewards keep customers coming back to an expectation and how Law of Attraction will help in increasing its percentage of retaining customers?
- Will only Good Customer Service will help in retaining the maximum (if not 100%) of the customers? According to a Gartner report, when customers feel they have received value from a customer service interaction, there is an 82% probability of repurchasing or renewal, and a 97% probability of positive word of mouth (Shopify Staff, 2022). How will the Law of Attraction add a beneficiary to it in increasing its probability along with good customer service?
- Does building, only Trust enough for Customer Retention?

According to Salesforce (2023), 65% of customers expect someone to immediately respond when they contact a company. Here we have seen how the Law of Attraction acts as a helping hand in building Customer Relations and, thereby Customer Retention.

Will Loyalty programs through referrals be enough to retain all its existing customers? According to a study by Annex Cloud Loyalty Management Solutions (2023) only 16% higher customer lifetime value has been achieved. We will see how the Law of Attraction will help in increasing its lifetime value.

Are limited-time Discounts and offers enough to retain customers for a longer time? According to Sublytic's case study in the year 2022 on their website, the statistics of the survey for customer retention of promotional codes and discounts offered to their clients were about 50% increment. We have unfolded on how to increase those percentages in any Business by combining them with the Law of Attraction. Do we still need to worry about the pricing & competitors to retain customers?

According to Anna Rubkiewicz (2023) in her Customer Retention statistics says that price matters to customers which is approximately 78% of its survey say that they look for fair price when selecting a company to buy from. We have proved how the Law of Attraction plays a major role in customer retention, without even worrying about the pricing and competitors.

Hence, to resolve all the above questions, a study on the Law of Attraction in Business Management has been researched in depth which will help in acquiring and retaining or maintaining existing customers and creating new ones, thereby increasing Revenue for any Business.

2.10 Summary of the Literature Review

We have already seen from the above table 1, that there exists a gap in the Business which needs a revolutionary addition due to the constant changes in the mindset of the customers for perceiving products & services in all the areas of the Business. Therefore, a new scope of study needs to be discussed to implement a fresh practice in the field to tackle a new set of mindsets to increase Customer Retention which we have discussed in the further dissertation topic.

CHAPTER III: METHODOLOGY

3.1 Methodology:

To achieve the objectives of this study, a mixed-methods research approach will be employed, incorporating qualitative and quantitative analyses. The methodology will encompass:

- Impact of the Law of Attraction in Business Management
- Interviewing Former Customers
- Overview of the Methodology Design
- Research Design
- Staff Hiring & Training
- Comparative Approach: Data Collection & Analysis

3.1 Overview of the Methodology Design

The Research Methodology that we have followed is the *Experimental Method* to address the above-mentioned research problem which has been proved by analysing qualitative & quantitative research methods by various tubular for statistics and graphs for data visualization using software named 'MS Word' & backing up with the Reliability Test, by launching two new Stores comparing them that have been launched in the Metropolitan city, Hyderabad, the capital city of Telangana, India during the calendar month of December 2021. We have used the names Store 1 & Store 2 for research purposes only. These two stores will have a competition on sales through customer retention and analysing the data based on the fastest recovery time for Return on Investment (ROI). The Store 1 & Store 2 are in the same locality but a little distance from each other. The reason for their presence in the same locality

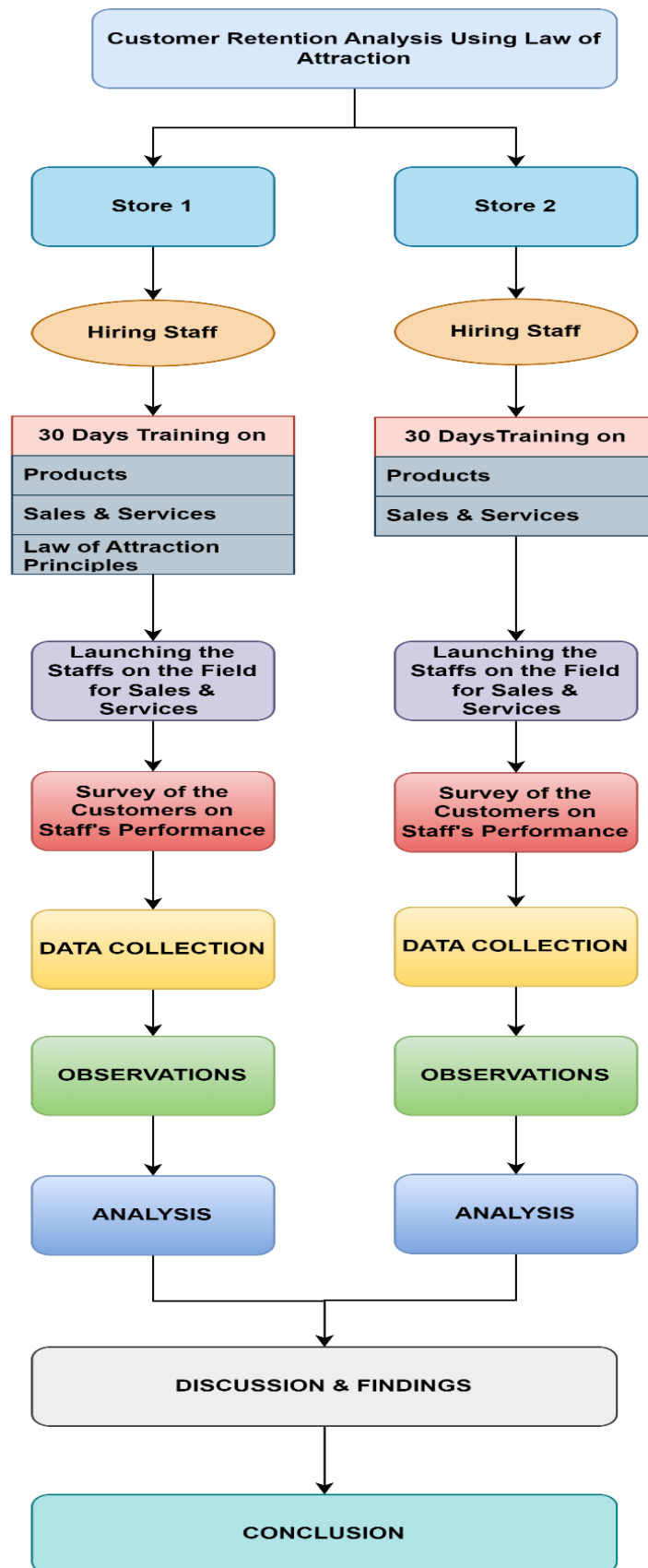
is to understand and validate the research study i.e., using the Law of Attraction for Customer Retention.

Equal pieces of conventional training have been provided for Store 1 staff & Store 2 staff respectively but Store 1 was given additional training on Law of Attraction Principles to improve the quality of Business Management skills in Customer Retention while Store 2 Staff were given training only on conventional method like acquaintance to Store Products for efficient Sales & Services. Data like Monthly Sales Revenue has been collected & comparison has been done for both the Stores & an analysis has been made to understand the difference between them through a survey.

To validate the research study, we have collected samples through a survey from the customers (which are our participants) for 12 months from Store 1 & Store 2 simultaneously, to understand the effectiveness of the application of the Law of Attraction in Business Management for Customer Retention.

From the Below Flowchart, we can understand the overall research analysis steps taken to prove how the Law of Attraction plays an important role in Business Management in retaining customers, thereby incrementing revenue.

Figure 1: (Flow Chart) Research Design for Proving Law of Attraction in Business Management



3.2 Research Design:

This research will adopt a positivist approach because this will allow the researcher to search for truths in the observation and will be using empirical evidence through the *Experimental & Comparative Method*.

Conducting a comparative study on store management, particularly one using the law of attraction versus traditional management principles can provide valuable insights into various aspects of business operations.

3.3 Staff Hiring & Training

Hiring and training are crucial aspects of building and maintaining a successful and productive team. Whether we are business owners, managers, or HR professionals.

We will now understand the process of Hiring & training the staff for both stores and how they were different from each other in terms of qualified staff management.

3.3.1 Hiring Staff for Store 1

The Process of Hiring the Staff for Store 1 took place in December 2021 and was hired through an online Business app that provides employees to the employer.

Store 1 comprises of Staff who have been hired & trained conventionally for understanding our products & services in the Business & managing them for selling to customers. They were given clear Job descriptions, skills & technical Assessments, Orientation of expectations of the goal of the Business, soft skills training, growth opportunities, adaptability and flexibility and employee Development plans.

Additional training was also provided simultaneously for practising & developing a strong Law of Attraction along with the above traditional training on our products & sales to attract the customers & retain them.

Store 1 hired a total of 4 Staff for Sales of Products and services and personal training was provided to them for developing *Strong Law of Attraction Principles* and they were given training for the principles of Law of Attraction as mentioned earlier in the Literature Review.

3.3.2 Hiring Staff for Store 2

The Process of Hiring the Staff for Store 2 also took place in December 2021 They were hired through an online app that provides employees to the employer.

Store 2 comprises of Staff who have been hired & trained conventionally only for understanding our products & services in the Business & managing them for their sales to customers.

Store 2 comprises of Staff who have been hired & trained for understanding our products & services in the Business & managing them for selling to customers. They were given clear Job descriptions, skills & technical Assessments, Orientation of expectations of the goal of the Business, soft skills training, growth opportunities, adaptability and flexibility and employee Development plans.

No other sort of training (like Law of Attraction like the privileged Staff of Store 1) was provided. Therefore, the training for the staff in Store 2 was given only on the Traditional business principles, focusing on sales strategies, customer service, and operational efficiency.

CHAPTER IV:
DATA COLLECTION & ANALYSIS

4.1 Experiment 1:

It represents the data collection through a survey where customers will be the participants for evaluating staff's performance from Store 1 & Store 2 for their respective Staff members having trained respectively as follows:

Store 1 Staff = Trained for the Store's Products & Services (i.e., Traditional Training) + the Law of Attraction principles,
Store 2 Staff = Traditionally Trained solely for the Store's Products and services only.

4.1.1 Data Collection for Experiment 1:

We will accumulate the data of the sales revenue for both Stores and compare the data as shown below:

4.1.1.1 Revenue Analysis for the Store 1 & Store 2:

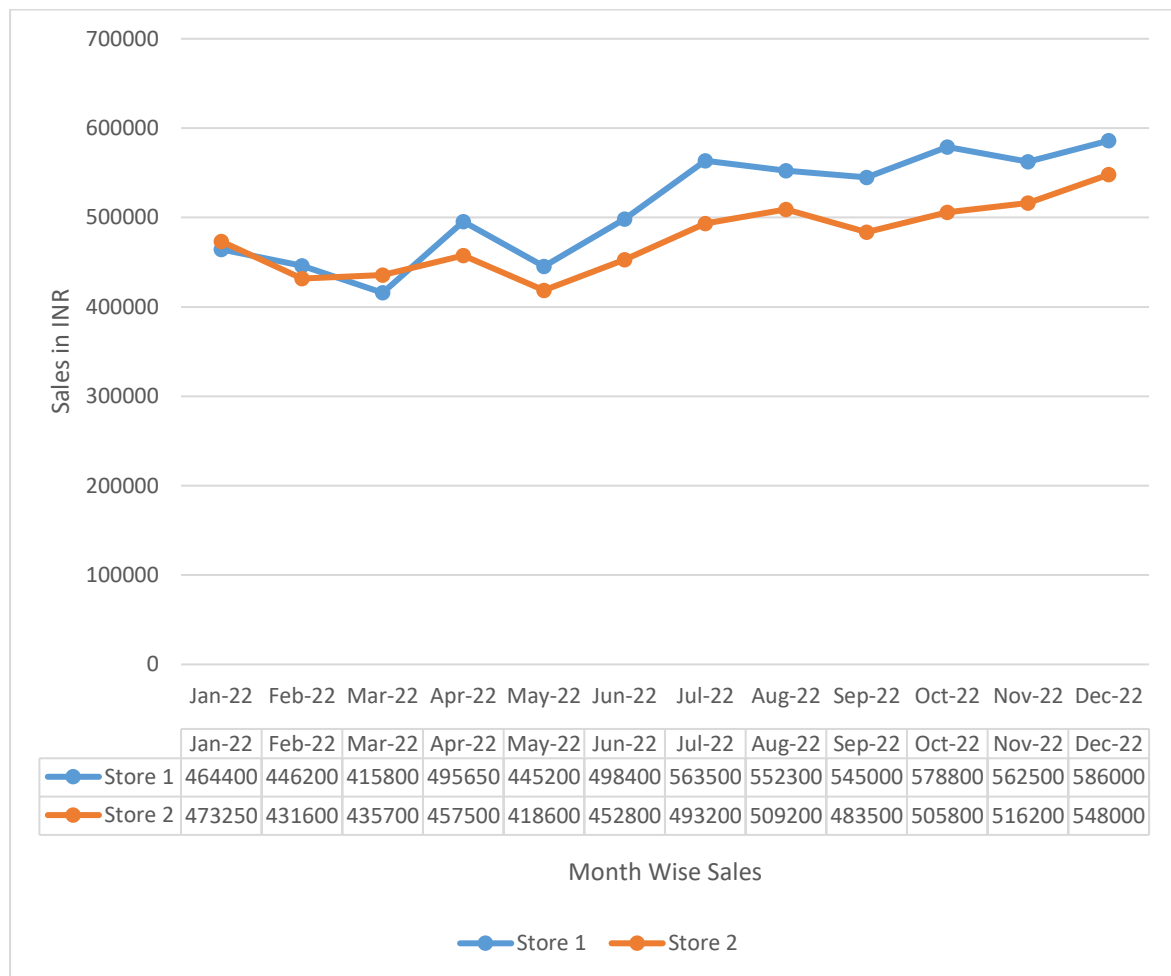
The Investment in Physical Stocks for Store 1 & Store 2 was Rs.12 Lakhs each & a credit of Rs. 5 Lakhs worth of more inventory was received from the creditors for a limited period. Below we get a report on the Sales Revenue generated every month for both the stores.

Table 2: Cumulative Monthly Sales Revenue for Store 1 & Store 2.

Monthly Sales Report	Store 1	Store 2
	(Amount in INR)	(Amount in INR)
January 2022	Rs. 464400/-	Rs. 473250/-
February 2022	Rs. 446200/-	Rs. 431600/-
March 2022	Rs. 415800/-	Rs. 435700/-
April 2022	Rs. 495650/-	Rs. 457500/-
May 2022	Rs. 445200/-	Rs. 418600/-
June 2022	Rs. 498400/-	Rs. 452800/-
July 2022	Rs. 563500/-	Rs. 493200/-
August 2022	Rs. 552300/-	Rs. 509200/-
September 2022	Rs. 545000/-	Rs. 483500/-
October 2022	Rs. 578800/-	Rs. 505800/-
November 2022	Rs. 562500/-	Rs. 516200/-
December 2022	Rs. 586000/-	Rs. 548000/-
Total Yearly Sales	Rs. 6153750/-	Rs. 5725350/-

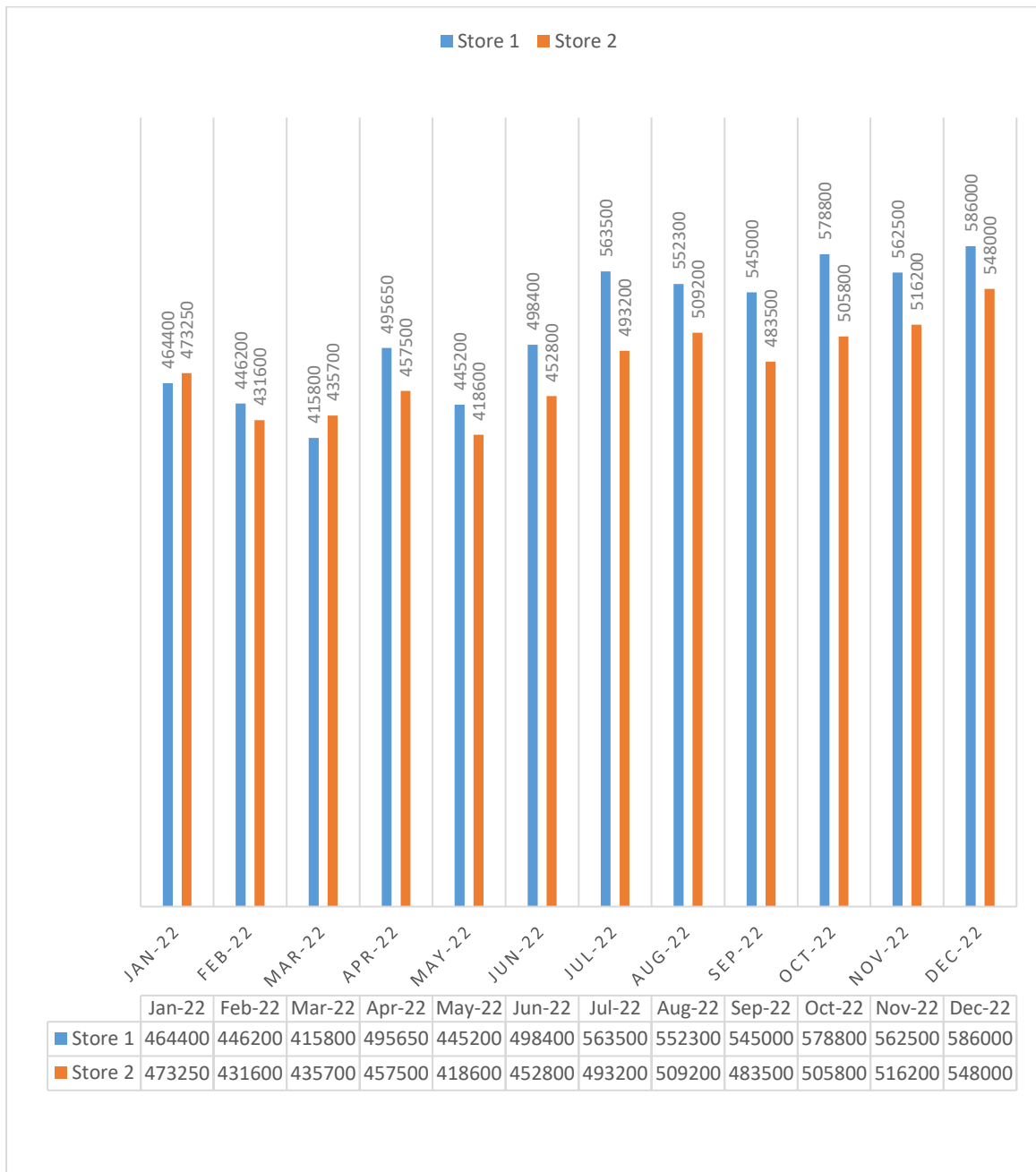
Explanation: The Above data gives us a clear understanding that there exists a questionable difference between the two stores in terms of Sales. In further research, we will get to analyse the reason for the differences between them. Meanwhile, in Below figure 2, we can get a closer picture of the overall growth picture from the two stores every month.

Figure 2: (Line Graph) Cumulative Monthly Sales Revenue for Store 1 & Store 2.



Explanation: From the above line in figure 2, we see a close steady sales growth between the two stores from January 2022 to April 2022. The graph also reveals an insignificant sales dip in May 2022 for Store 1. During June 2022 & July 2022, it recovered its steady growth but it again hit a slight dip in August 2022 & November 2022 it stabilized itself in the following months in terms of Sales Revenue for Store 1. Store 2 had hit a sales dip in February 2022, May 2022 & September 2022. Recovery of Store 1 was increasing at a faster rate, while Store 2 was seen with steady growth in sales.

Figure 3: (Bar Graph) Month-Wise Sales Revenue for Store 1 & Store 2.



Explanation: The above figure 3 depicts the comparison of Sales between the Stores. It also reveals a drastic increase in Sales from Store 1 when compared to the month-wise sales revenue of Store 2.

4.1.1.2 Return on Investment (ROI) for Store 1 & Store 2:

As mentioned above, an investment of Rs. 12 Lakhs was made in each store. To Analyse the break-even for each of the stores we already have the sales report from each of the two stores. We estimate the overall profit about 20% margin on the Sales Revenue. Below is Table 2, which gives us the insights of the Return on Investment on the Sales Revenue for both the stores.

Formula:

$$\text{ROI} = (\text{Net Profit} / \text{Cost of the Investment}) * 100$$

where,

- **Net Profit** = 20% Sales Margin (i.e., [Revenue – Cost Price] / Revenue * 100),
- **Cost of the Investment** = 12 Lakhs (INR)

Table 3: ROI Monthly Report for Store 1.

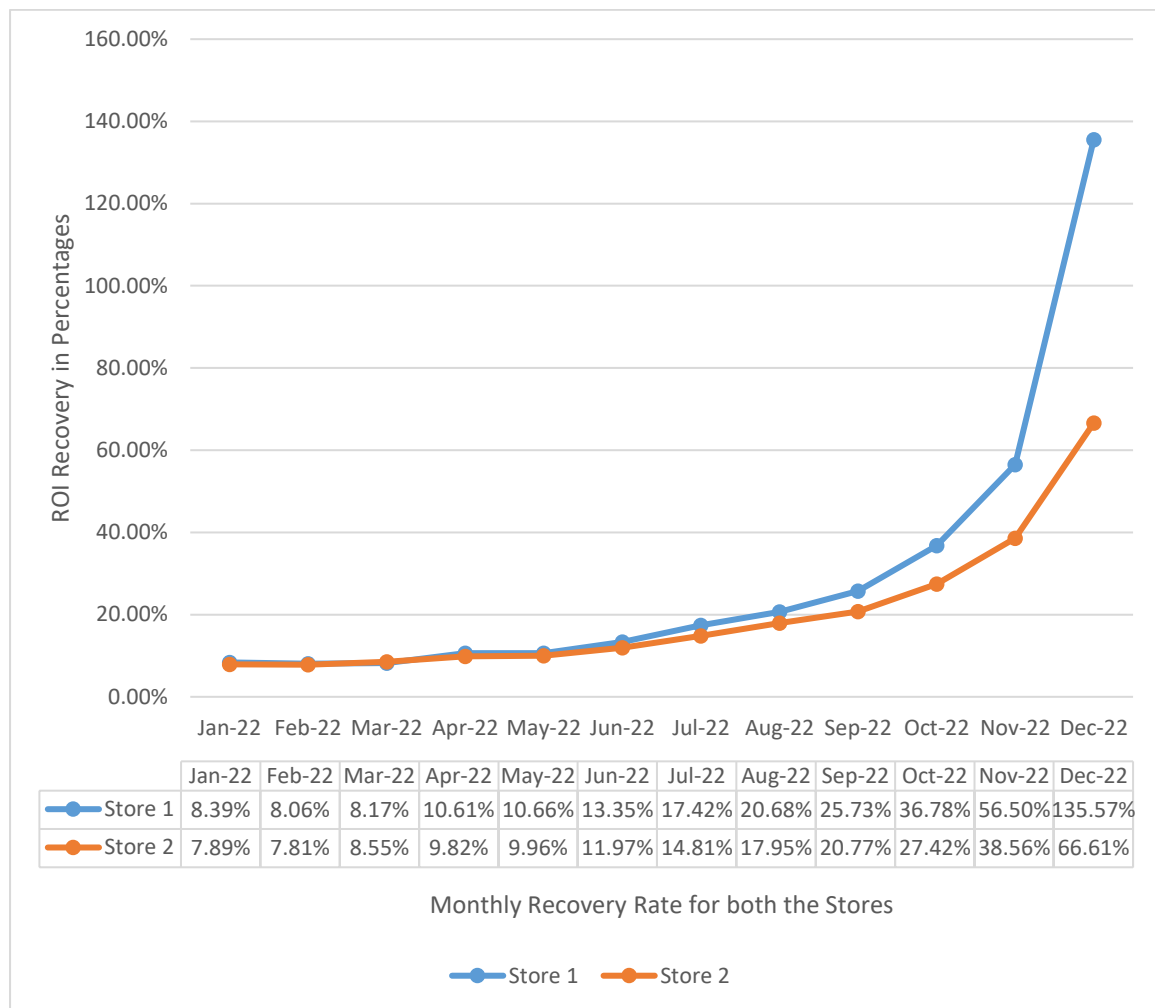
Monthly Report	Store 1		
	20% Net Marginal Value on Monthly sales Revenue	Balance of Recovery of ROI in INR	% Recovery Rate on ROI (For Investment of 10 Lakhs)
January 2022	Rs. 92800/-	(-) Rs. 1107120/-	8.39 %
February 2022	Rs. 89240/-	(-) Rs. 1017880/-	8.06 %
March 2022	Rs. 83160/-	(-) Rs. 934720/-	8.17 %
April 2022	Rs. 99130/-	(-) Rs. 835590/-	10.61 %
May 2022	Rs. 89040/-	(-) Rs. 746550/-	10.66 %
June 2022	Rs. 99680/-	(-) Rs. 646870/-	13.35 %
July 2022	Rs. 112700/-	(-) Rs. 534170/-	17.42 %
August 2022	Rs. 110460/-	(-) Rs. 423710/-	20.68 %

September 2022	Rs. 109000/-	(-) Rs.314710/-	25.73 %
October 2022	Rs. 115760/-	(-) Rs. 198950/-	36.78 %
November 2022	Rs. 112500/-	(-) Rs. 86450/-	56.55 %
December 2022	Rs. 117200/-	(+) Rs. 30750/-	135.57 %
RECOVERY ACHIEVED	Rs. 1000200/-	Break-even with Surplus	Investment recovered with Surplus

Table 4: ROI Monthly Report for Store 2.

Monthly Report	Store 2		
	20% Net Marginal Value on Monthly Sales Revenue	Balance of Recovery of ROI in INR	% Recovery Rate on ROI (For Investment of 10 Lakhs)
January 2022	Rs. 94650/-	(-) Rs. 1105350/-	7.89 %
February 2022	Rs. 86320/-	(-) Rs. 1019030/-	7.81 %
March 2022	Rs. 87140/-	(-) Rs. 931890/-	8.55 %
April 2022	Rs. 91500/-	(-) Rs. 840390/-	9.82 %
May 2022	Rs. 83720/-	(-) Rs. 756670/-	9.96 %
June 2022	Rs. 90560/-	(-) Rs. 666110/-	11.97 %
July 2022	Rs. 98640/-	(-) Rs. 567470/-	14.81 %
August 2022	Rs. 101840/-	(-) Rs. 465630/-	17.95 %
September 2022	Rs. 96700/-	(-) Rs. 368930/-	20.77 %
October 2022	Rs. 101160/-	(-) Rs. 267770/-	27.42 %
November 2022	Rs. 103240/-	(-) Rs. 164530/-	38.56 %
December 2022	Rs. 109600/-	(-) Rs. 54930/-	66.61 %
RECOVERY ACHIEVED	Rs. 946200/-	Recovery Pending of ROI	Still Recovering the ROI

Figure 4: (Line Graph) ROI Monthly Recovery Rate for Store 1 & Store 2.



Explanation: From the above Table 3, Table 4, and Figure 4, we can analyse that Store 1 has taken a mere 12 months to recover its investment of Rs.12 Lakhs, whereas Store 2 still needs more time & sales to recover its break-even point of ROI. This data somehow manages to give us information about the influence of Staff's Response towards the customers.

The Store 1 Staff who were given traditional training on the products & sales, & also on the Law of Attraction principles were able to manage more sales & retain the customers for a longer period when compared to the Store 2 Staff who were given only traditional training for the products & services.

The Store 1 Staff adopted the special quality for customer retention along with sales & services training which is through the Law of Attraction. The Store 2 Staff was normally provided training towards Business Management for Sales & Services only.

4.1.1.3 Control Variables

We now dig deep into the research concept by defining control variables to justify the wonders of the Law of Attraction in Customer retention through factors like analysing the Performance metrics, Customer Surveys, adjusting to influence the outcome and ensuring that the store's good-will stays on track by implementing stability, informed decisions to achieve the desired results.

4.1.1.4 Questionnaire Design

This Research Study took place within the Metropolitan city, of Hyderabad, India where a proportional stratified sampling technique was used from **two** of my new stores from the same locations with comparable demographics, foot traffic, and market conditions thereby helping us in collecting & comparing the data more effectively.

In measuring the constructs, multi-item scales will be used in the questionnaire with adoption from different sources of the existing literature. To measure customer satisfaction and customer retention, the items were adopted from (Wong, 2011). The questionnaire contained structured questions with Likert-type scales. The Likert scale format in this research will be applied because the scale was suitable for the self-administered survey method (Hair, Bush, and Ortinau, 2009). All the items measured in the questionnaire will be using a 5-point Likert scale anchored by: 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = agree and 5 =strongly agree.

A questionnaire is presented as a formalized set of questions distributed to the participants (customers) evenly in the two stores namely:

a) Store 1 &

b) Store 2.

A Survey Sheet comprising 12 sections comprising a cumulative of 27 questions which were distributed by the sales staff to the Participants (i.e., Customers) from two stores store and data was compared.

The questionnaires were distributed to a total of 2000 participants (Store 1 = 1000 Participants & Store 2 = 1000 participants) for 10 months in total.

Survey Section 1:

The 1st Section of the Survey Sheet asks the respondents about their demographic characteristics like Name, Age & Gender.

Survey Section 2:

The 2nd Section of the Survey Sheet asks the respondents about the comparison of the competitors between the stores that exist around them by mentioning factors like price perception, trust, good service/product quality, well-mannered staff, positive attitude towards customers by the staff, and professionalism.

Survey Section 3:

The 3rd Section of the Survey Sheet asks for the initial impressions of the respondents and positive energy or Enthusiasm from the staff members.

Survey Section 4:

This section serves as the questionnaire about the Engagement and connections of the staff members towards the customers.

Survey Section 5:

The 4th Section serves as a questionnaire about the Positive Vibes or the energies of the staff members towards the customers.

Survey Section 6:

The 6th Section questions the participants about the Personalized Attention to the Needs of the Customers & their experience with the same.

Survey Section 7:

The 7th Section questions the participants for their opinion about the Employee Positive Impact i.e., on creating a positive atmosphere for the customers.

Survey Section 8:

The 8th Section asks the participants about the Qualities of the Staff Members regarding the Customer by mentioning qualities like friendly nature & hospitality, attentiveness to the needs of the customer, positivism & optimism and we also mentioned them to tick mark the standout qualities of the current staff member when compared with other staff member and data was recorded.

Survey Section 9:

The 9th Section of the Survey Sheet asks the respondents about their Shopping Experience the visit to the store, their buying experience & the likelihood of returning for their next purchase to this store.

Survey Section 10:

The 10th Section of the Survey Sheet asks the respondents for general feedback on our store, their experience in buying goods/services, and any other improvement that would like to see in the future to serve them better in our store & their overall experience.

Survey Section 12:

The 12th Section of the Survey Sheet Concludes the respondents by asking the customers (revealing to them that the section 3 that the customers answered is related to what we call the law of attraction) if the Law of Attraction is significant in their overall experience in the store.

Then we took the consent of every participant which allowed us to share the data for research purposes which they had accepted with a signature.

4.1.1.5 Sampling Timeframe

The target population in this research will cover all individual walked-in customers of both stores (i.e., Store 1 & Store 2). The questionnaire will be distributed randomly to the customers of their respective stores. The targeted sample size of each store will be approx. 100 customers in each month for a period of 12 months (i.e., from January 2022 till December 2022) which accumulates to 1200 samples in total from each Store (i.e., 100 samples per month x 12 months per Store & 2400 Samples in Cumulative from two stores in 12 months).

Thus, a survey sheet comprising 27 questions in total will be distributed to random customers inside their respective stores. A convenience sampling technique will be used to select potential respondents in this survey. Potential respondents will be invited to complete the survey questionnaires which will take approximately 10 minutes of their time to complete.

4.1.2 Observations for Experiment 1:

The Observation for Experiment 1 can be analysed by examining the data through conducting the Survey and comparing it with the staff of both the Stores.

4.1.2.1 Survey Data Analysis

A total number of 2400 customers participated by combining the two stores for a cumulative period of 12 months with an average distribution of 100 survey sheets per month from each store.

Out of 2400 survey data sheets, 300 survey sheets (150 survey sheets from each store) have been rejected due to incompleteness and validation purposes (the response rate is now 87.5%).

Survey Data from Store 1:

Below are the data mentioned in Table 5, which shows the survey sheets distributed to customers, rejected samples due to validation issues & net authentic data samples collected to analyse and authenticate data from genuine customers.

Table 5: Customer Survey Data for Store 1.

Monthly Data for Survey conducted in Store 1	Number of Survey Sheets distributed to the Participants (Customers)	Rejected Samples due to Incompletion & invalidation	Net Authentic Samples Collected
January 2022	100 samples	16	84
February 2022	100 samples	15	85
March 2022	100 samples	10	90
April 2022	100 samples	18	82
May 2022	100 samples	9	91
June 2022	100 samples	12	88
July 2022	100 samples	9	91
August 2022	100 samples	13	87
September 2022	100 samples	12	88
October 2022	100 samples	10	90
November 2022	100 samples	12	88
December 2022	100 samples	14	86
Total	1200	150	1050
Response Rate of 87.5 %.			
150 Customer Survey Sheets were rejected due to Validation issues and incompleteness.			

Survey Data from Store 2:

Below are the data mentioned in Table 6, which shows the survey sheets distributed to customers, rejected samples due to validation issues & net authentic data samples collected to analyse and authenticate data from genuine customers.

Table 6: Customer Survey Data for Store 2.

Monthly Data for Survey conducted in Store 2	Number of Survey Sheets distributed to the Participants (Customers)	Rejected Samples due to Incompletion & invalidation	Net Authentic Samples Collected
January 2022	100 samples	14	86
February 2022	100 samples	12	88
March 2022	100 samples	15	85
April 2022	100 samples	12	88
May 2022	100 samples	10	90
June 2022	100 samples	13	87
July 2022	100 samples	15	85
August 2022	100 samples	9	91
September 2022	100 samples	14	86
October 2022	100 samples	12	88
November 2022	100 samples	11	89
December 2022	100 samples	13	87
Total	1200	150	1050
Response Rate of 87.5 %.			
150 Customer Survey Sheets were rejected due to Validation issues and incompleteness.			

Generally, the larger the sample size, the more reliable the study results are, which is why this study distributed survey sheets to 1200 customers from each store to get more reliable results.

This study took cumulative samples of 2400 customers from both stores and from those survey sheets of 2400 customers, we have approved only 2100 survey sheets (1050 survey sheets = from Store 1 & 1050 survey sheets = from Store 2) only based on the validation. Then we have we analysed to understand the effect of the law of Attraction in business management by combining and comparing the data of the staff from the two stores.

4.1.2.2 Survey Comparison Between Store 1 & Store 2

We now note the data based on the below 6 parameters of the customer's mindset in understanding what customers think and decide for their purchases on or before choosing a firm to shop for their needs.

Table 7: Survey Data Collected through Voting from the Customer's Perception.

Customer's Voting Based on Parameters mentioned below	Voting for the Store 1 Staff Parameters	Voting for the Store 2 Staff Parameters
<i>(Parameters mentioned in Survey Sheet)</i>	<i>(Voting is out of 1050 Participants)</i>	<i>(Voting is out of 1050 Participants)</i>
Price Perception	914	880
Trust	975	850
Good Service/Product Quality	980	855
Well Mannered Staffs	920	840
Positive Attitude towards Customers by the staff	975	810
Professionalism	915	828

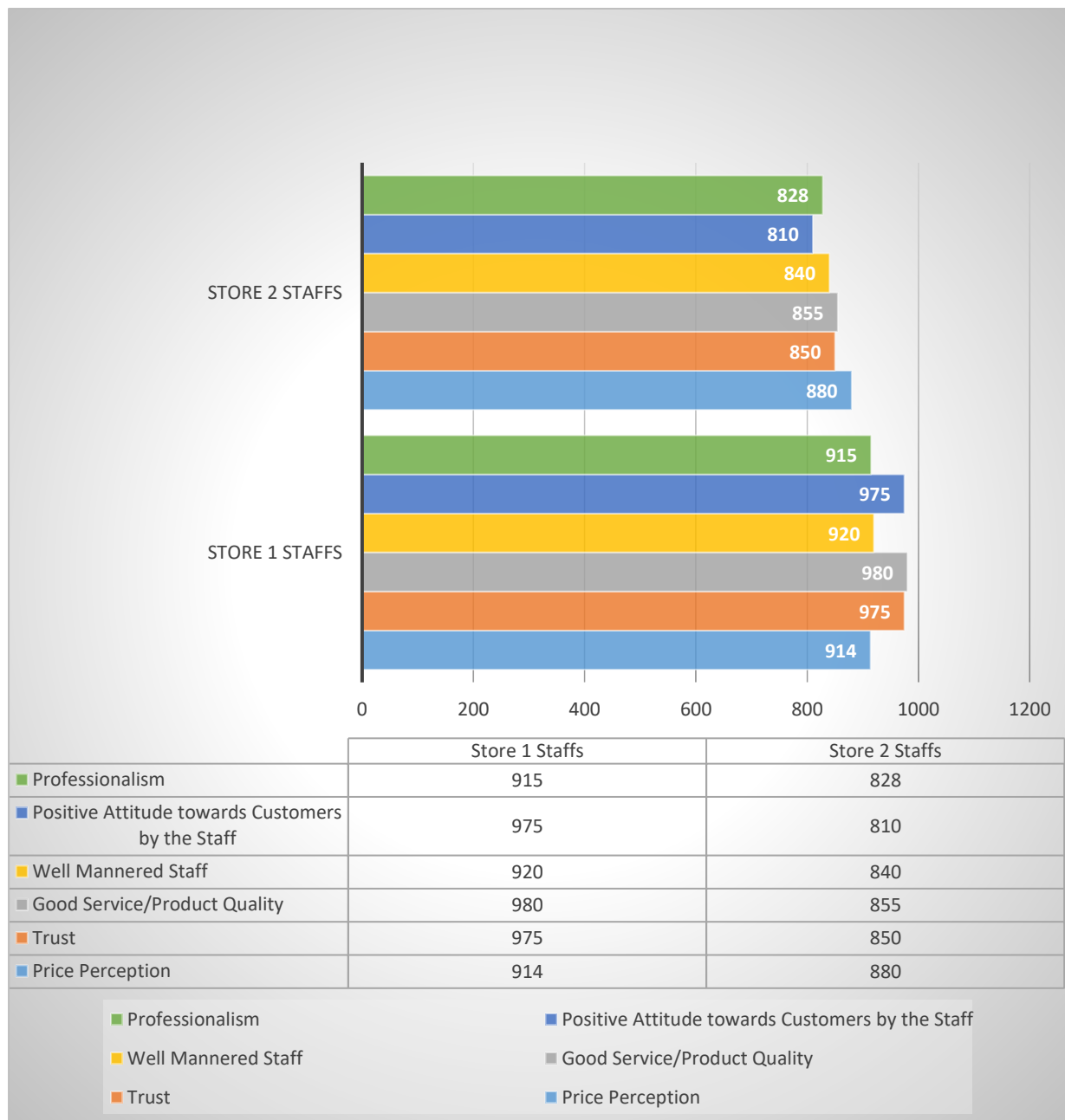
Explanation:

From Above Table 7, we can see that although the Price Perception factor for Store 1 has a difference in pin money compared to that of Store 2 firm, but still the customers are willing to shop with Store 1 compared to Store 2 based on the high parameters like the Trust, Good Service, Product Quality, Well Mannered Staffs, and positive Attitude towards the Customers

which are also the attributes of Law of Attraction Principles thereby boosting in Customer Retention and increase in sales.

For a survey design based on the data collected, the sample size required is calculated according to the following Chart Diagram.

Figure 5: (Column Graph) Analyzing Votes of the Customer's Shopping Experience for Stores 1 & 2.



4.1.2.3 Reliability Test

One of the tests that can ensure the stability and consistency of the measures and help to assess the ‘goodness’ of a measure is the reliability test. Reliability in research relates to the consistency of results over a period. A scale is called reliable if it produces consistent results when repeated measurements are made (Hair, et al., 2009).

4.1.2.4 Reliability Co-efficient for the Stores

Cronbach’s alpha or consistency reliability is calculated in provisions of the average inter correlations higher the internal consistency reliability. Consistency reliability is computed in the provision of the average inter-correlations between object-determining concepts. The nearer the coefficient of the reliability obtains to 1050 the better. In common, reliabilities less than 500 are indicated to be poor, those in the 600 range, acceptable, and those over 700 good. Table 7, shows the rule of thumb which is commonly used for describing internal consistency by using Cronbach’s alpha.

Table 8: Reliability Alpha Thumb Rule.

Cronbach’s alpha Rule of thumb		
Cronbach’s Alpha Range		Internal Consistency Parameter
Equal to 1050 or greater than 900	$\text{Alpha} \geq 900$	Better or Excellent
Less than 900 or greater than 850	$900 > \text{alpha} \geq 850$	Good
More than 750 and below 850	$850 > \text{alpha} \geq 750$	Acceptable
Those Below 750 range and above 650	$750 > \text{alpha} \geq 650$	Questionable
Those Below 650 and above 550	$650 > \text{alpha} \geq 550$	Poor
Those in the Below 550 range	$550 > \text{alpha}$	Unacceptable

(Note: The Max Range mentioned represents the Net Authentic Samples of each Store i.e., 1050)

Table 9: Reliability Output of Store 1 by Customer's Shopping Experience.

Variables	Cronbach's Alpha Value for Store 1 (Out of 1050 Participants)	Cronbach's Alpha Parameter for Store 1
Price Perception	914	Better
Trust	975	Better
Good Service/Product Quality	980	Better
Well Mannered Staffs	920	Better
Positive Attitude towards Customers by the staff	975	Better
Professionalism	915	Better

Table 10: Reliability Output of Store 2 by Customer's Shopping Experience.

Variables	Cronbach's Alpha Value for Store 2 (Out of 1050 Participants)	Cronbach's Alpha Parameter for Store 2
Price Perception	880	Good
Trust	850	Good
Good Service/Product Quality	855	Good
Well Mannered Staffs	840	Good
Positive Attitude towards Customers by the staff	810	Acceptable
Professionalism	828	Good

Note:

Table 9 & Table 10 displays the data mentioned in tabular forms in which 1050 participants who had participated in the survey have given their acceptance/votes based on the perceptions that define the mindset of the customer which helps them decide which shop/store to choose to enter for the fulfilment of their needs.

4.1.2.5 Data Based on Qualities of the Staff Members Towards the Customers

The study is currently analysing the data gathered from our customers, with a particular focus on the qualities of our staff from Store 1 & Store 2. By understanding Customer's Perceptions towards the staff, we can gain insights into the mindsets of the customers and can be understood what customers analyse before deciding or choosing a store. Additionally, this analysis helps us understand what customers perceive for selecting that particular store, and how that store staff plays a critical role in this process thereby maximizing the Revenue through Customer Retention.

Figure 6: Attributes for a Store through Perspective of the Customer for choosing the right store for Shopping.



Table 11: Observation of the qualities of the Staff from the perspective of the Customers.

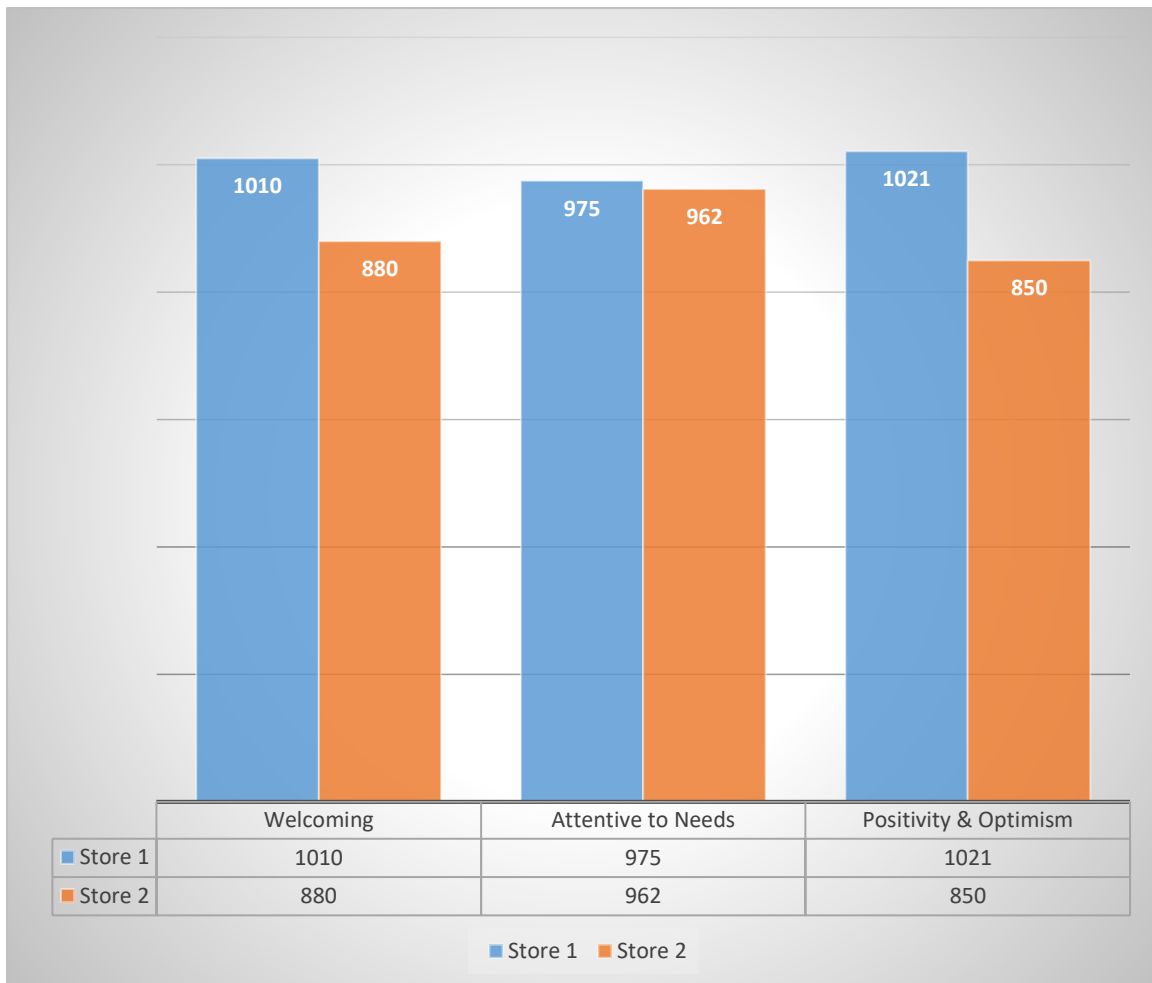
Attributes in the Staff	Store 1	Store 2
Welcoming	1010	880
Attentive to Needs	975	962
Positivity & Optimism	1021	850

The above table 11, helps us to understand the customer's perception regarding staff qualities in which they expect basic etiquette from the staff members and the ability to convince the

customers in retaining to this store for their current purchases thereby leaving no room for an optional Store.

For a survey design based on the data collected, the sample size required is calculated according to the following Chart Diagram.

Figure 7: (Column Graph) Analysis of the Customer by Interaction with the Staff from Store 1 & 2.



(Note: The above data and the chart diagram are projected from 2050 participants in total (out of 2400 participants in cumulative of both the Stores))

4.1.3 Analysis for Experiment 1

The Analysis for Experiment 1 can be examined through the Performances of both the Stores and by understanding the data through the survey report for the Overall Shopping Experience of the customers which can be seen in the sub-topics mentioned below.

4.1.3.1 Analysis of the Performances of Store 1 & Store 2 through Customer Perception

As per the analysis of Table 7, considering the two stores, we have generated the results through a formula as below:

Data Calculation: Based on the Survey, the analysis based on the perception of the customers has been formulated as below:

$$A\% = \left[\frac{(T-N)}{T} \times 100 \right] - 100$$

where,

A = Perception of the Customer about the Store 1 & 2 in terms of Percentages,

T = Net Total Number of Authentic Participants i.e., 1050 out of 1200 for each store,

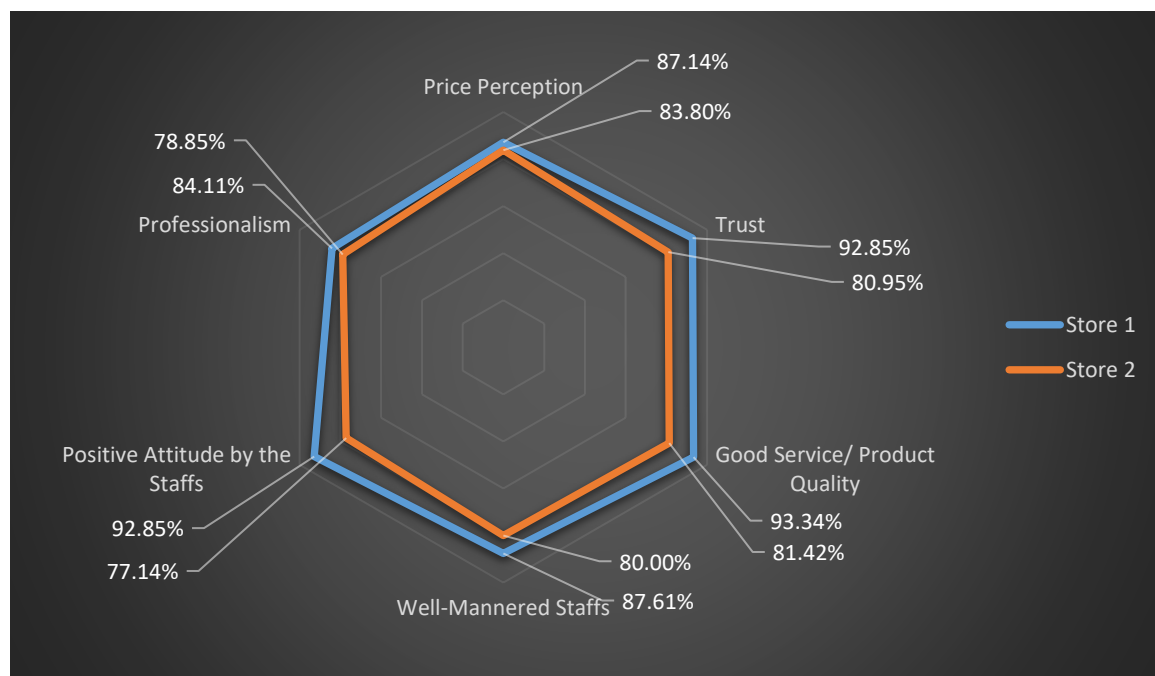
N = Customer's Validation Acceptance value/vote.

Based on the above formula, we have gathered the data as shown in below Table 12.

Table 12: The Customer's Perception for Store 1 & Store 2.

Performance of Store 1 & 2 based on Parameters mentioned below	Store 1 (1050 Participants)	Store 2 (1050 Participants)
Price Perception	87.14 %	83.80 %
Trust	92.85 %	80.95 %
Good Service/ Product Quality	93.34 %	81.42 %
Well-Mannered Staffs	87.61 %	80.00 %
Positive Attitude by the Staff	92.85 %	77.14 %
Professionalism	84.11 %	78.85 %

Figure 8: (Radar Chart) Customer's Perception towards the Stores by Considering Staff's Quality.



Explanation:

From above Table 12, we can analyse considering the data from Table 7 and calculate by submitting the data into the above-mentioned formula that shows the percentages in which the customers reviewed the two stores based on six factors namely:

Price Perception, trust, Good Service & Product Quality, Well Mannered Staff, Positive Attitude by the Staff and Professionalism.

Through the above data, we got to observe & understand the Perception of the customers that they perceive in choosing a store for their current & future purchases.

4.1.3.2 Analysing the Customer’s Overall Shopping Experience from Both the Stores

Based on the analysis of Survey Sheets for Store 1 & Store 2 by collecting the data samples for 12 months for each Store simultaneously, we get the results of the shopping experience of the customers from combining the two store’s survey votes which can be overserved below in Table 12.

Table 13: Survey Report of the Shopping Experience of the Customers.

Analysing Customer Experience	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	TOTAL PARTICIPANTS
Store 1	0	56	302	383	309	1050
Store 2	25	91	362	365	207	1050
ANALYSIS TOTAL	25	147	664	748	516	2100

Explanation:

All the participants from both the Stores' (i.e., 2100 customers) overall shopping experiences were recorded, and the winner of the results came out to be the Store 1 staff by performing exceptionally well in almost all aspects compared to the Store 2 staff.

4.1.3.3 Summary of the Analysis

Store 1 which had the plus point of obtaining the training for the Law of Attraction was successful in retaining more customers compared to Store 2. This proves that there exists a research gap in Business Management in the real world where the importance of the Law of Attraction is largely ignored by Business Managers & leaders in retaining customers.

This also proves that Store 1 was successful in retaining the customers in larger quantities in a shorter time.

The Analysis was also successful in proving the credibility & advantages of training people with the principles of the Law of Attraction which not only helps in solving customer retention problems but also increases the overall revenue of the Business.

4.2 Experiment 2

This year a new themed analysis has been implemented with a new Experiment which represents the data collection of the sales & through a survey where customers will be the participants for evaluating staff's performance from Store 1 & Store 2 for their respective Staff members as follows:

Store 1 = Replaced with Store 2 Staff (which were Traditionally Trained),

Store 2 = Replaced with Store 1 Staff (who were Traditionally trained + having training in the Law of Attraction principles)

4.2.1 Data Collection for Experiment 2

The research has experimented with the Stores by switching the staff from either of the Stores (i.e., Store 1 Staff with Store 2 & vice versa) and observing their performance data in each Store to evaluate the credibility of the Staff.

The Sales data collected is evaluated from January 2023 till December 2023.

4.2.1.1 Revenue Analysis for Store 1 & Store 2:

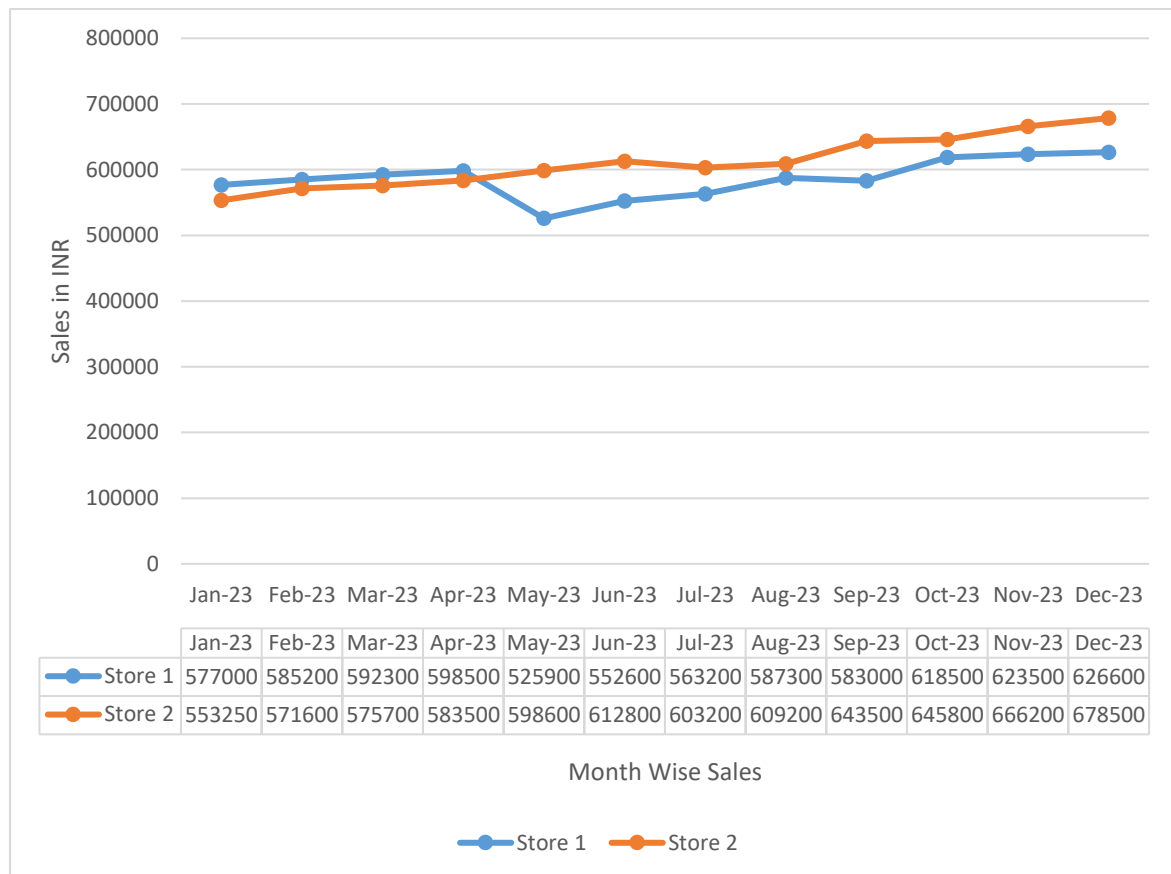
Below from Table 14, a data report on the Sales Revenue generated every month for both stores.

Table 14: Cumulative Monthly Sales Revenue for Store 1 & Store 2.

Monthly Sales Report	Store 1 Staffs	Store 2 Staffs
	(Amount in INR)	(Amount in INR)
January 2023	Rs. 577000/-	Rs. 553250/-
February 2023	Rs. 585200/-	Rs. 571600/-
March 2023	Rs. 592300/-	Rs. 575700/-
April 2023	Rs. 598500/-	Rs. 583500/-
May 2023	Rs. 525900/-	Rs. 598600/-
June 2023	Rs. 552600/-	Rs. 612800/-
July 2023	Rs. 563200/-	Rs. 603200/-
August 2023	Rs. 587300/-	Rs. 609200/-
September 2023	Rs. 583000/-	Rs. 643500/-
October 2023	Rs. 618500/-	Rs. 645800/-
November 2023	Rs. 623500/-	Rs. 666200/-
December 2023	Rs. 626600/-	Rs. 678500/-

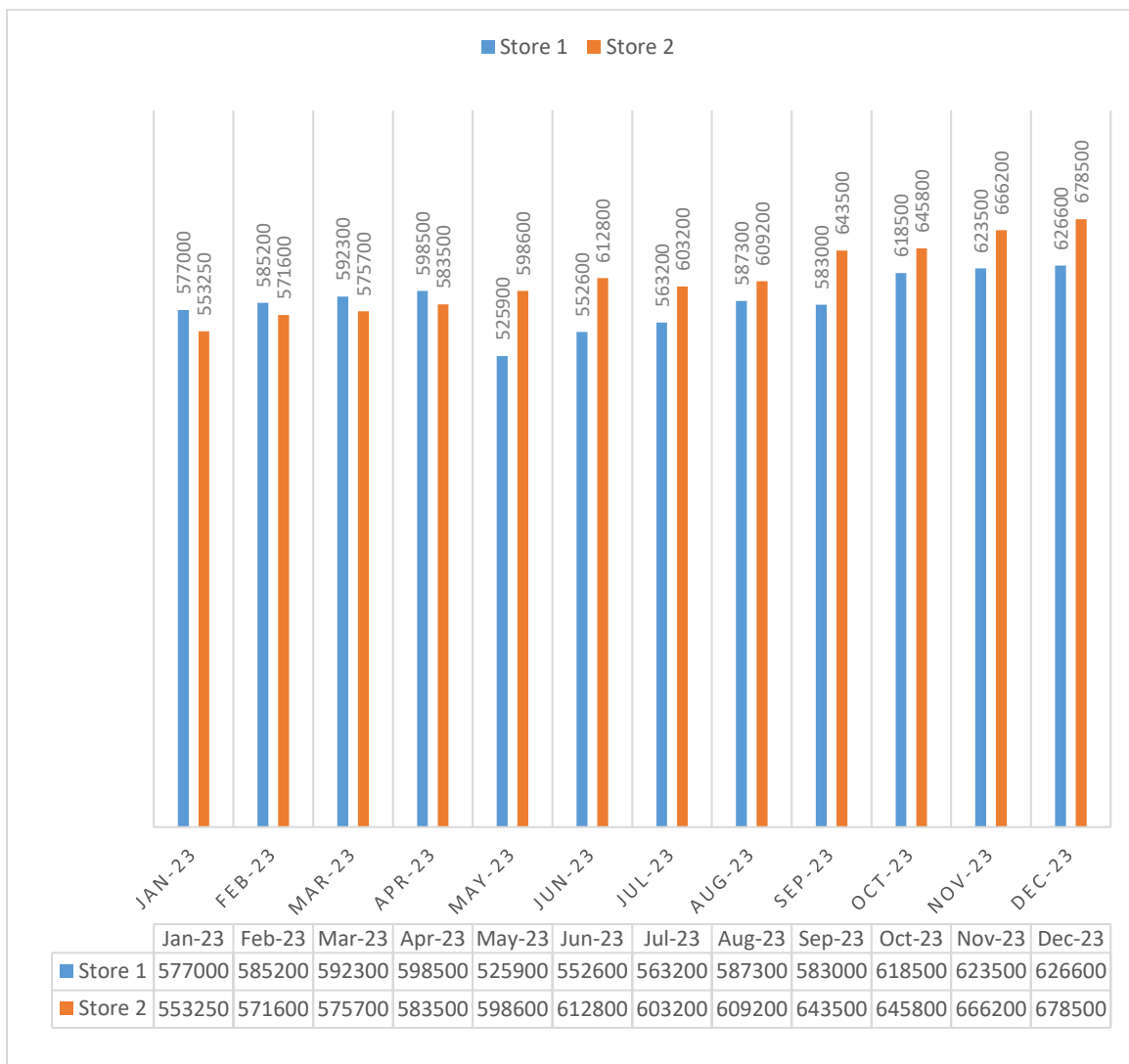
Explanation: The Above data gives us a clear understanding that there exists a questionable difference between the two stores in terms of Sales. In further research, the study gets to analyse the reason for the differences between them. Meanwhile, in below figure 9, the study gets a closer picture of the overall growth picture from the two stores every month.

Figure 9: (Line Graph) Cumulative Monthly Sales Revenue for Store 1 & Store 2.



Explanation: From the above figure 9, the data shows an unusual sales growth between the two stores from both the Stores when compared to Experiment 1. The study observes the sales dip in May & September 2023 for Store 1. We also observed a decline in sales in July 2023 for Store 2 which contained the Staffs with Law of Attraction training. Sales Figure of the Store 2 was increasing at a steady rate, while Store 1 had more ups & downs in sales.

Figure 10: (Bar Graph) Month-Wise Sales Revenue for Store 1 & Store 2.



Explanation: The above figure 10, depicts the comparison of Sales between the Stores. It also reveals a drastic increase in Sales from Store 2 when compared to the month-wise sales revenue of Store 1 after we had switched the Staff from both the Stores. It also reveals that the staff who had the privilege of gaining additional training in the Law of Attraction principles had steady growth and outstood Store 1’s staff (who were given Traditional Training) in terms of Customer Retention which can be analysed with the Sales figures.

4.2.1.2 Sampling Timeframe for Experiment 2:

The target population in this research will cover all the individual walked-in customers of both stores (i.e., Store 1 & Store 2). The same set of questionnaires will be distributed randomly to the customers of their respective stores. The targeted sample size of each store will be the same i.e., approx. 100 customers in each month for a period of 12 months (i.e., January 2022 till December 2022) which accumulates to 1200 samples in total from each Store (i.e., 100 samples per month x 12 months per Store & 2400 Samples in Cumulative from two stores in 12 months).

Thus, a survey sheet comprising 27 questions in total will be distributed to random customers inside their respective stores. A convenience sampling technique will be used to select potential respondents in this survey. Potential respondents will be invited to complete the survey questionnaires which will take approximately 10 minutes of their time to complete.

4.2.2 Observations for Experiment 2:

The Observations for Experiment 2 have been recorded and data has been mentioned below using Survey data analysis, Reliability test & Co-efficient, and the data for the qualities of the staff towards the customer has been portrayed using tabular form.

4.2.2.1 Survey Data Analysis

A total number of 2400 customers participated for a cumulative period of 12 months with an average distribution of 100 survey sheets per month from each store.

Out of 2400 survey data sheets, 80 survey sheets (40 survey sheets from each store) have been rejected due to incompleteness and validation purposes (the response rate is now 96.67%).

Note: The Survey Sheets provided to the Participants had the same format & questionnaire as that of the previous year i.e., in the Year 2022 (mentioned in Experiment 1).

- **Survey Data from Store 1:**

Below are the data mentioned in Table 15, which shows the survey sheets distributed to customers, rejected samples due to validation issues & net authentic data samples collected to analyze and authenticate data from genuine customers.

Table 15: Customer Survey Data for Store 1.

Monthly Data for Survey conducted in Store 1	Number of Survey Sheets distributed to the Participants (Customers)	Rejected Samples due to Incompletion & invalidation	Net Authentic Samples Collected
January 2022	100 samples	5	95
February 2022	100 samples	3	97
March 2022	100 samples	3	97
April 2022	100 samples	4	96
May 2022	100 samples	2	98
June 2022	100 samples	2	98
July 2022	100 samples	3	97
August 2022	100 samples	4	96
September 2022	100 samples	5	95
October 2022	100 samples	3	97
November 2022	100 samples	4	96
December 2022	100 samples	2	98
Total	1200	40	1160
Response Rate of 96.67 %.			
40 Customer Survey Sheets were rejected due to Validation issues and incompleteness.			

- **Survey Data from Store 2:**

Below are the data mentioned in Table 16, which shows the survey sheets distributed to customers, rejected samples due to validation issues & net authentic data samples collected to analyze and authenticate data from genuine customers.

Table 16: Customer Survey Data for Store 2.

Monthly Data for Survey conducted in Store 2	Number of Survey Sheets distributed to the Participants (Customers)	Rejected Samples due to Incompletion & invalidation	Net Authentic Samples Collected
January 2022	100 samples	3	97
February 2022	100 samples	2	98
March 2022	100 samples	2	98
April 2022	100 samples	4	96
May 2022	100 samples	5	95
June 2022	100 samples	4	96
July 2022	100 samples	1	99
August 2022	100 samples	5	95
September 2022	100 samples	4	96
October 2022	100 samples	4	96
November 2022	100 samples	3	97
December 2022	100 samples	3	97
Total	1200	40	1160
Response Rate of 96.67 %.			
40 Customer Survey Sheets were rejected due to Validation issues and incompleteness.			

Generally, the larger the sample size, the more reliable the study results are, which is why this study distributed survey sheets to 1200 customers from each store to get more reliable results. This study took cumulative samples of 2400 customers from both the stores and from those survey sheets of 2400 customers, this study approves only 2320 survey sheets based on the validation. Then an analysis has been done to understand the effect of the law of Attraction in business management by combining and comparing the data of the staff from the two stores.

4.2.2.2 Survey Comparison Between Store 1 & Store 2

The Study now notes the data based on the below 6 parameters of the customer's mindset in understanding what customers think and decide for their purchases on or before choosing a firm to shop for their needs.

Table 17: Survey Data Collected through Voting from the Customer's Perception.

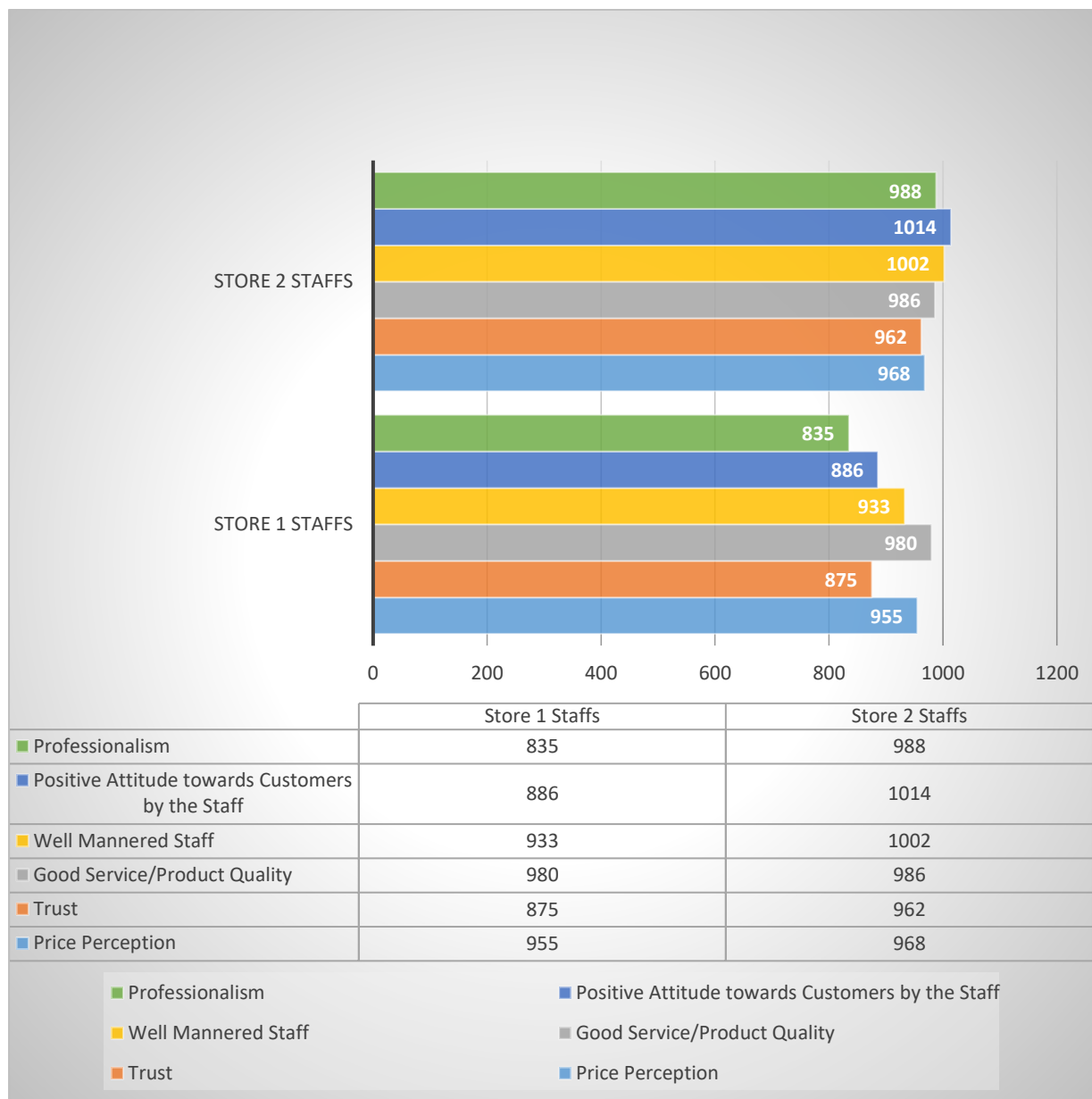
Customer's Voting Based on Parameters mentioned below	Voting for the Store 1 Staff Parameters	Voting for the Store 2 Staff Parameters
<i>(Parameters mentioned in Survey Sheet)</i>	<i>(Voting is out of 1160 Participants)</i>	<i>(Voting is out of 1160 Participants)</i>
Price Perception	955	968
Trust	875	962
Good Service/Product Quality	980	986
Well Mannered Staffs	933	1002
Positive Attitude towards Customers by the staff	886	1014
Professionalism	835	988

Explanation:

From above Table 17, the data says that although the Price Perception factor for Store 1 has a difference in pin money compared to that of Store 2 firm, but still the customers are still willing to shop with Store 2 compared to Store 1 based on the high parameters like the Trust, Good Service, Product Quality, Well Mannered Staffs, and positive Attitude towards the Customers which are also the attributes of Law of Attraction Principles thereby boosting in Customer Retention and increase in sales.

For a survey design based on the data collected, the sample size required is calculated according to the following Figure 11.

Figure 11: (Column Graph) Analyzing Votes of the Customer's Shopping Experience for Store 1 & Store 2.



4.2.2.3 Reliability Test

One of the tests that can ensure the stability and consistency of the measures and help to assess the ‘goodness’ of a measure is the reliability test. Reliability in research relates to the consistency of results over a period. A scale is called reliable if it produces consistent results when repeated measurements are made (Hair, et al., 2009).

4.2.2.4 Reliability Co-efficient for the Stores

Cronbach's alpha or consistency reliability is calculated in provisions of the average inter correlations higher the internal consistency reliability. Consistency reliability is computed in the provision of the average inter-correlations between object-determining concepts. The nearer the coefficient of the reliability obtains to 1160 the better. In common, reliabilities less than 650 are indicated to be poor, those in the 650 range, acceptable, and those over 700 good. Table 7, shows the rule of thumb which is commonly used for describing internal consistency by using Cronbach's alpha.

Table 18: Reliability Alpha Thumb Rule.

<i>Cronbach's alpha Rule of thumb</i>		
Cronbach's Alpha Range		Internal Consistency Parameter
Equal to 1160 or greater than 900	$\text{Alpha} \geq 1000$	Better or Excellent
Less than 1000 or greater than 950	$1000 > \text{alpha} \geq 950$	Good
More than 850 and below 950	$950 > \text{alpha} \geq 850$	Acceptable
Those Below 850 range and above 750	$850 > \text{alpha} \geq 750$	Questionable
Those Below 750 and above 650	$750 > \text{alpha} \geq 650$	Poor
Those in the Below 650 range	$650 > \text{alpha}$	Unacceptable

(Note: The Max Range mentioned represents the Net Authentic Samples of each Store i.e., 1050)

Table 19: Reliability Output of Store 1 by Customer's Shopping Experience.

Variables	Cronbach's Alpha Value for Store 1 <i>(Out of 1160 Participants)</i>	Cronbach's Alpha Parameter for Store 1
Price Perception	955	Good
Trust	875	Acceptable
Good Service/Product Quality	980	Good
Well Mannered Staffs	933	Acceptable
Positive Attitude towards Customers by the staff	886	Acceptable
Professionalism	835	Questionable

Table 20: Reliability Output of Store 2 by Customer's Shopping Experience.

Variables	Cronbach's Alpha Value for Store 2 <i>(Out of 1160 Participants)</i>	Cronbach's Alpha Parameter for Store 2
Price Perception	968	Good
Trust	962	Good
Good Service/Product Quality	986	Good
Well Mannered Staffs	1002	Better
Positive Attitude towards Customers by the staff	1014	Better
Professionalism	988	Good

Note:

Table 19 & Table 20 displays the data mentioned in tabular forms in which 1160 participants who had participated in the survey have given their acceptance/votes based on the perceptions that define the mindset of the customer which helps them decide which shop/store to choose to enter for the fulfilment of their needs.

4.2.2.5 Data Based on the Qualities of the Staff Members Towards the Customers

The currently analysis of the data gathered from the customers, with a particular focus on the qualities of the staff from Store 1 & Store 2. By understanding Customer's Perceptions towards the staff, the study gains insights into the mindsets of the customers and to know what customers analyze before deciding or choosing a store. Additionally, this analysis helps in understanding what customers prioritize after selecting a store, and how the staff plays a critical role in this process thereby maximizing the Revenue through Customer Retention.

Figure 12: Attributes for a Store through Perspective of the Customer for choosing the right store for Shopping.

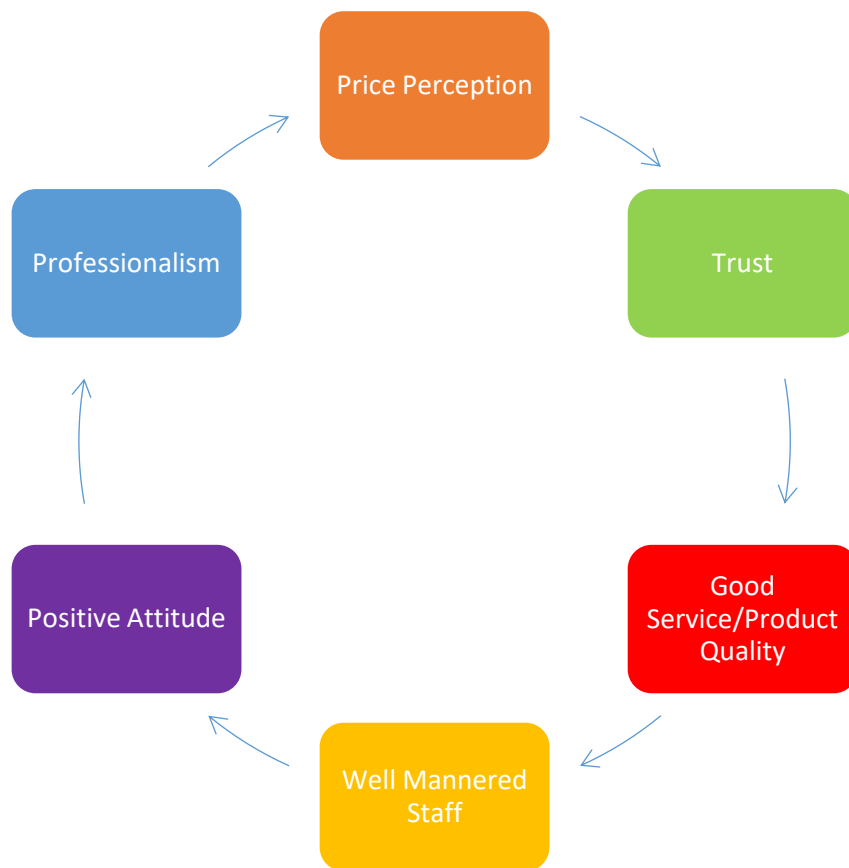


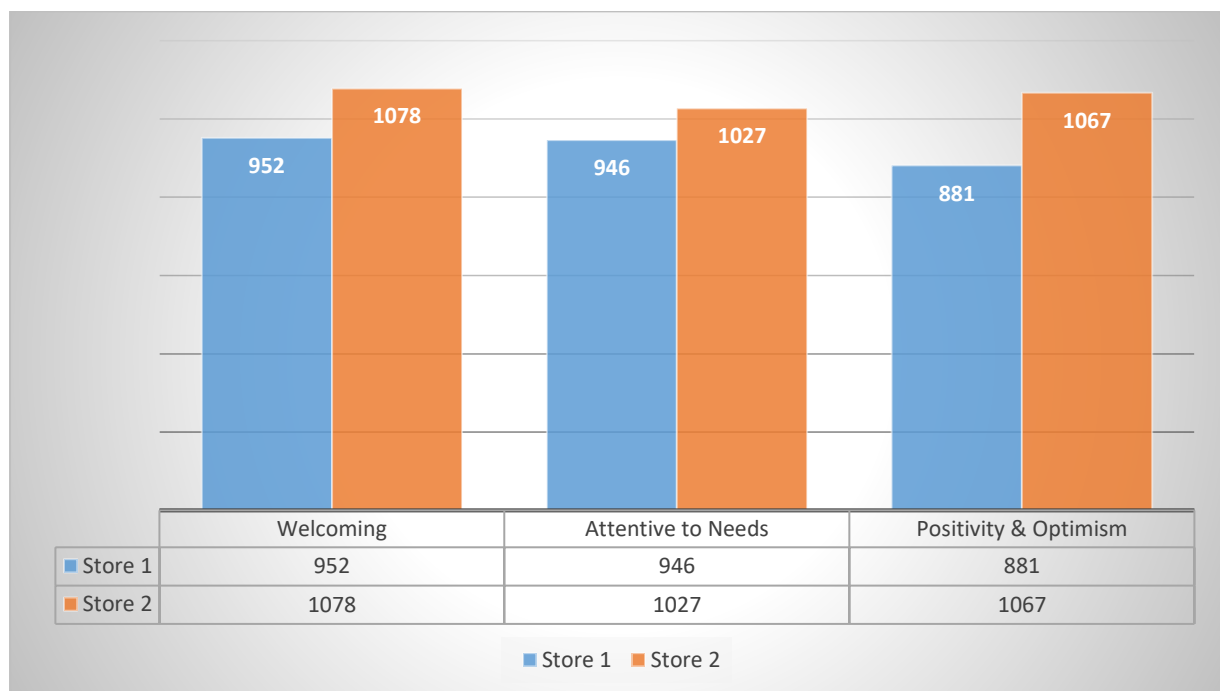
Table 21: Observation of the qualities of the Staff from the Perspective of the Customers.

Attributes in the Staff	Store 1 (Out of 1160 Participants)	Store 2 (Out of 1160 Participants)
Welcoming	952	1078
Attentive to Needs	946	1027
Positivity & Optimism	881	1067

The above table 21, helps to understand the customer's point of observation regarding staff qualities in which they expect basic etiquette from the staff members and how they convince the customers in retaining to a certain store for their current purchases.

For a survey design based on the data collected, the sample size required is calculated according to the following Chart Diagram.

Figure 13: (Column Graph) Analysis of the Customer by Interaction with Staff from Store 1 & 2.



(Note: The above data and the chart diagram are projected from 2050 participants in total (out of 2400 participants in cumulative of both the Stores))

4.2.3 Analysis for Experiment 2

4.2.3.1 Analysis of the Performances of Store 1 & Store 2 through Customer's Perception

As per the analysis of Table 17, considering the two stores, we have generated the results through a formula as below:

Data Calculation: Based on the Survey, the analysis based on the perception of the customers has been formulated as below:

Formula:

$$A\% = \left[\frac{(T-N)}{T} \times 100 \right] - 100$$

where,

A = Perception of the Customer about the Store 1 & 2 in terms of Percentages,

T = Net Total Number of Authentic Participants i.e., 1160 out of 1200 for each store,

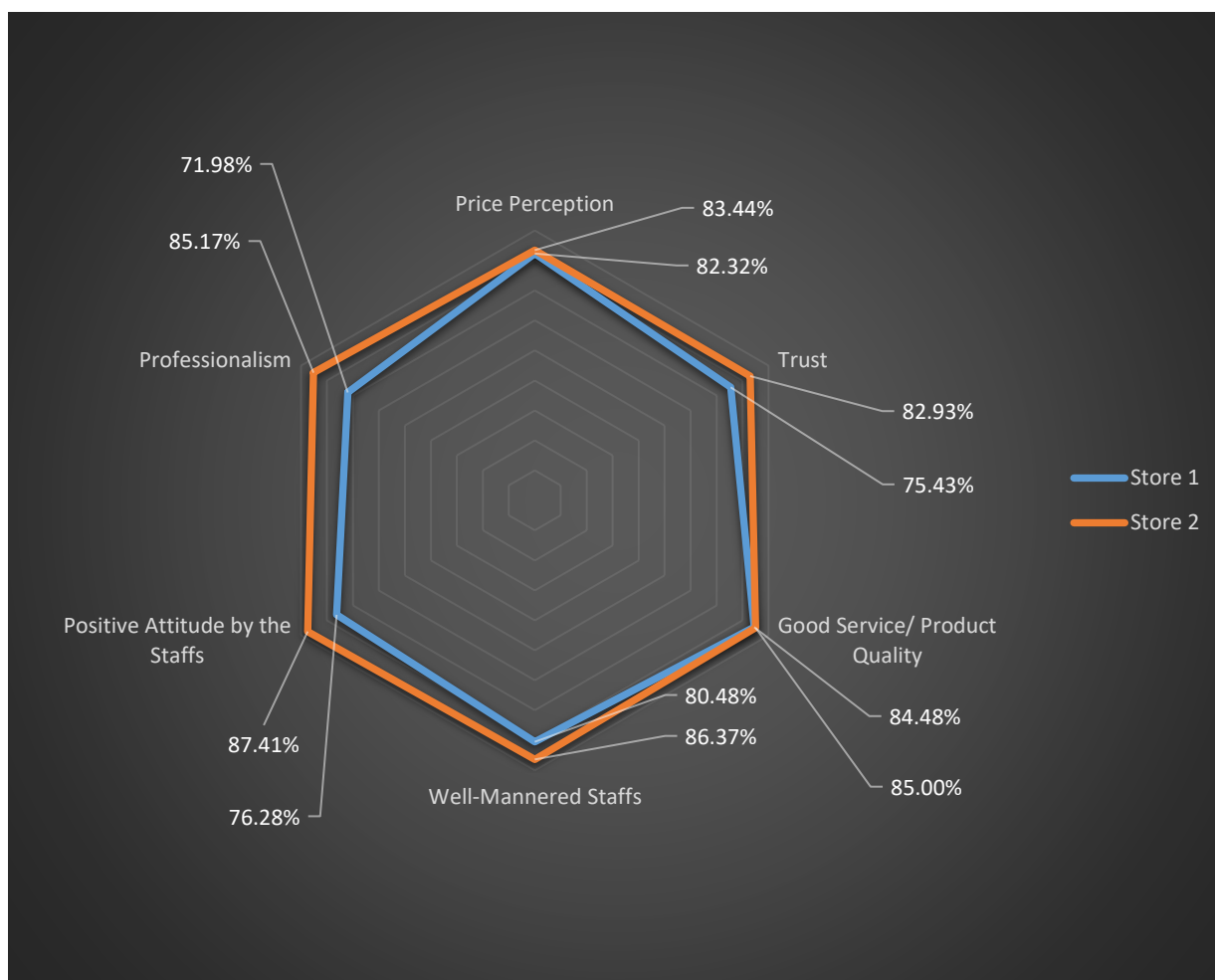
N = Customer's Validation Acceptance value/vote.

Based on the above formula, we have gathered the data as shown in the below Table 22.

Table 22: The Customer's Perception for Store 1 & Store 2.

Performance of Store 1 & 2 based on Parameters mentioned below	Store 1 (1050 Participants)	Store 2 (1050 Participants)
Price Perception	82.32 %	83.44 %
Trust	75.43 %	82.93 %
Good Service/ Product Quality	84.48 %	85.00 %
Well-Mannered Staffs	80.43 %	86.37 %
Positive Attitude by the Staff	76.28 %	87.41 %
Professionalism	71.98 %	85.17 %

Figure 14: (Radar Chart) Customer's Perception towards the Stores by Considering Staff's Quality.



Explanation:

From above Table 22, we can analyze considering the data from Table 17 and calculate by submitting the data into the above-mentioned formula that shows the percentages in which the customers reviewed the two stores based on six factors namely, Price Perception, trust, Good Service & Product Quality, Well Mannered Staffs, Positive Attitude by the Staffs and Professionalism. Through the above data, we got to see how & understand the Perception of the customers that they perceive in choosing a store based on their previous experience.

4.2.3.2 Analysing the Customer's Overall Shopping Experience from Both the Stores

Based on the analysis of 12 months of survey, we could get the results of the shopping experience of the customers by combining the two stores' survey votes which can be overserved below in Table 23.

Table 23: Survey Report of the Shopping Experience of the Customers.

Analyzing Customer Experience	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	TOTAL PARTICIPANTS
Store 1	29	94	325	403	309	1160
Store 2	0	16	189	465	490	1160
ANALYSIS TOTAL	29	110	514	868	799	2320

Explanation:

All the participants (i.e., 2320 customers) overall shopping experiences were recorded, and the winner of the results was the Store 2 by performed exceptionally well in almost all aspects compared to Store 1.

4.2.3.3 Summary of the Analysis

- a) Store 2 now has the privilege of obtaining the staff who had the training for the Law of Attraction principles were successful in retaining more customers compared to the Store 1 staff (which were given Traditional Training only) which proves that there existed a research gap in Business Management in the real world where the

importance of the Law of Attraction is largely ignored by the Business Managers & leaders in retaining their valuable Customers.

- b)** This year, Store 2 was successful in retaining customers in larger quantities in a shorter time.
- c)** The Analysis was also successful in proving the credibility & advantages of training people with the principles of the Law of Attraction which not only helps in solving customer retention problems but also increases the overall revenue of the Business.
- d)** This research also proved that if the Staff were given additional training on the principles of the Law of Attraction along with the Traditional training on Business Management, then we could improve the overall health of the Business by improving mental health conditions (by reducing stress) between the employees, longer customer retention, faster recovery of ROI and increasing Positivism towards the society which the world is in desperate need.

CHAPTER V: DISCUSSION & CONCLUSION

5.1 Discussion

Law of Attraction in Business management is critical for successful retention in a small business. The survey involved the customer thought process/mindset of my firm and the competitor which helped us understand and implement the necessary steps to attain the store's goals to maximize profitability from existing customers and learn to create new ones. Although building customer relationships takes time and targeted efforts, the Law of Attraction acts as the blueprint for developing a retention strategy, by collecting information through engaging interactions.

One of the participants argued, "The more engaged a customer feels, the greater the chances of retaining that customer." The participant's response corroborated the research theory asserting the significance of positive, engaging customer interactions, as an essential element of effective relationship management and retention. The process of customer retention requires small businesses to take steps to build, nurture, and persistently re-create satisfactory experiences with customers over time, utilizing various resources.

Prioritizing customer satisfaction is a crucial component of relationship management and retention. Firms implement various customer relationship strategies into their business to identify, cultivate, and maintain profitable customers (Moenardy et al., 2016). When businesses effectively manage relationships, customers are satisfied with the product or service, value the level of engagement, and thereby are adept at repurchasing (Mithas et al., 2016).

As a result, the Law of Attraction has a substantial role in the retention of customers. One of the Participants determined, "Customers come to expect a certain standard of service, trust, consistency, and reliability." According to Oliver's (1980) expectancy confirmation-

disconfirmation theory, satisfaction is typically defined as a function of customers' expectations for a product or service. Customers form expectations of a product or service's performance before purchase. Customers then compare the expectations with actual performance levels, which ultimately determine subsequent purchases and usage. When the expectations meet the perceptions, confirmation happens. These are some of the properties of a person having a strong Law of Attraction.

As the concept is both relational and functional, managing customer satisfaction can also include a methodical and calculated approach that facilitates continuous improvement. Although a critical non-financial indicator of overall business success, customer satisfaction can yield sustainable customer retention results and long-term profitability. By analyzing customer satisfaction and customer feedback, firms can identify areas of weakness and opportunity. A firm can then implement measures to enhance efficiency and productivity throughout the customer experience and increase the likelihood of repeat purchasing. The focal points governing customer satisfaction include repositioning and enhancing the customer relationship; enriching the firm's brand; and preserving the future value of the business (Rotar & Kozar, 2017). Customer satisfaction is a necessary component that helps to improve competitiveness, productivity, and retention.

5.2 Impact of the Law of Attraction on Overall Business

The Law of Attraction is a concept that suggests that positive or negative thoughts bring positive or negative experiences into a person's life. While the scientific validity of the Law of Attraction is debated, some individuals find value in applying its principles to various aspects of their lives, including business. Here are some potential benefits that proponents associate with applying the Law of Attraction in a business management context:

- a) **Positive Mindset:** The Law of Attraction encourages a positive mindset, emphasizing the power of positive thinking. In a business setting, maintaining a positive outlook can lead to increased motivation, creativity, and resilience in the face of challenges.

- b) **Goal Setting and Visualization:** Advocates of the Law of Attraction often emphasize the importance of setting clear goals and visualizing success. By clearly defining business objectives and picturing the desired outcomes, individuals may be more focused and motivated to work towards those goals.

- c) **Increased Confidence:** Believing in the Law of Attraction may boost self-confidence. As individuals develop a sense of belief in their ability to achieve success, they may become more confident in their decision-making and actions within the business environment.

- d) **Improved Decision-Making:** Proponents argue that the Law of Attraction can enhance decision-making by helping individuals align their thoughts and intentions with their goals. This alignment may lead to more informed and purposeful decisions in a business context.

- e) **Enhanced Resilience:** The Law of Attraction encourages individuals to view setbacks as temporary and to maintain a positive outlook even in challenging situations. This resilience can be valuable in business, where uncertainties and obstacles are common.

- f) **Positive Relationships and Networking:** The Law of Attraction is not limited to individual thoughts but also extends to the energy and vibes one puts out into the world.

By maintaining positive energy and attitudes, individuals may attract positive relationships and opportunities, which can be beneficial in a business context.

g) Increased Productivity and Focus: A positive mindset and clear goals can contribute to improved focus and productivity. When individuals believe in their ability to achieve success, they may be more dedicated and persistent in their efforts to accomplish tasks and meet business objectives.

h) Enhanced Problem-Solving Skills: The Law of Attraction encourages individuals to approach problems with a positive mindset, fostering creativity and innovative thinking. This positive approach to problem-solving can contribute to finding effective solutions in a business setting.

It is important to note that while some people find value in applying the principles of the Law of Attraction to their businesses, others approach success from different perspectives. Business success often involves a combination of factors, including strategic planning, hard work, adaptability, and a variety of skills and resources. Individuals and businesses should consider a holistic approach to achieving success, incorporating various strategies and practices that align with their goals and values.

5.3 Impact of the Law of Attraction from Employee's Perception

The Law of Attraction, with its emphasis on positive thinking and intention setting, can potentially influence employees' perceptions and contribute to a positive work environment.

Here are some potential benefits associated with the application of the Law of Attraction in the context of employees' perceptions:

- a) **Positive Work Environment:** Encouraging a positive mindset can contribute to a more optimistic and uplifting work atmosphere. When employees focus on positive thoughts and intentions, it can create a more pleasant and cooperative workplace.

- b) **Increased Motivation:** Believing in the power of the Law of Attraction may lead to increased motivation among employees. When individuals feel that their thoughts and efforts contribute to their success, they are likely to be more motivated and engaged in their work.

- c) **Enhanced Job Satisfaction:** Positive thinking can contribute to greater job satisfaction. Employees who approach their work with a positive mindset may be more content and fulfilled in their roles, leading to higher job satisfaction levels.

- d) **Improved Interpersonal Relationships:** The Law of Attraction not only emphasizes individual thoughts but also the energy one brings to interactions with others. Positive attitudes can foster better relationships among colleagues, leading to a more harmonious and collaborative workplace.

- e) **Reduced Stress and Burnout:** Positive thinking and visualization techniques associated with the Law of Attraction may help employees manage stress more effectively. A reduction in stress levels can contribute to lower rates of burnout and increased overall well-being.

- f) **Greater Resilience:** The Law of Attraction encourages individuals to view challenges as temporary and to maintain a positive outlook even in difficult situations. Employees who embrace this mindset may develop greater resilience, allowing them to bounce back more effectively from setbacks.

- g) **Enhanced Creativity and Innovation:** Positive thinking can stimulate creativity and innovative thinking. Employees who believe in their ability to achieve success may be more willing to explore new ideas and approaches, contributing to a culture of innovation within the organization.

- h) **Better Focus on Goals and Objectives:** The Law of Attraction emphasizes goal setting and visualization. Employees who set clear goals and visualize success may be more focused on achieving those objectives, leading to increased productivity and performance.

- i) **Positive Impact on Health and Well-being:** A positive mindset can have a positive impact on overall health and well-being. Employees who approach their work with optimism may experience improved physical and mental health, contributing to a healthier and more vibrant workplace.

It's important to note that while the Law of Attraction can have positive effects on individuals' perceptions and attitudes, it's not a substitute for addressing systemic issues within an organization. A positive mindset should be complemented by effective leadership, fair policies, and a supportive organizational culture to create a truly positive and thriving work environment. Additionally, individual experiences with the Law of Attraction may vary, and not everyone may find it equally beneficial or applicable to their professional lives.

5.4 Implications

Customer retention is a fundamental element of survival for small businesses. With a 1% increase in customer retention, potentially providing a 5% positive change in profitability (Moenardy et al., 2016), customer retention can substantially increase a firm's longevity. Although there is adequate research on the topic of customer retention, unfortunately, the literature is predominantly aimed towards theories related to large businesses, rather than applicable methods for small firms. The implications of this study advocate that the Law of Attraction is one of the pillars of a solid retention strategy in small businesses. With an emphasis on satisfaction, consistency, and trust, the study provided tactical approaches to initiating a positive, customer relationship, meeting, and exceeding customer expectations, and invoking repeat purchasing behavior. The findings further expounded on evidence that small firms that focused on improving customer relationships and building brand loyalty enjoyed tangible benefits such as increased revenue, enhanced brand equity, and improved profitability (Klaus & Maklan, 2013). The finding also supported the research that identified customer satisfaction and retention, as measures to help small firms become financially stable and develop a stronger brand image (Bowen & Chen-McCain, 2015). Overall, small businesses with a large pool of satisfied customers tend to have a long-term competitive advantage and are more likely to sustain their profitability over a more extended period (Bhat & Darzi, 2016).

5.5 Conclusion

5.5.1 Findings

A positive customer-employee relationship builds trust, creates a high repurchase rate, and encourages customer retention in small businesses (Soltani & Navimipour, 2016). The results of the study strongly support both Oliver's (1980) expectancy confirmation-disconfirmation theory and Morgan and Hunt's (1994) commitment-trust theory. Oliver (1980) proposed that customers form expectations of product or service performance before purchase. Customers then compare the expectations with actual performance levels, which are based on subsequent purchase and usage. When the expectations meet the perceptions, confirmation happens. The staff's capacity to build trust through positive interactions and performance was essential to customer retention. Through satisfactory communication, actions, behaviors, and a strong Law of Attraction, the firm created positive experiences, confirming the expectations of the customer. This process increased the likelihood of repeat purchasing behaviors. For the staff, the ability to substantiate the customer's trust had a direct impact on the relationship, retention, and longevity.

The commitment-trust theory says that two fundamental factors, trust, and commitment, must exist for a relationship to be successful (Morgan and Hunt, 1994). More importantly, the commitment-trust theory involves forming bonds with customers by meeting their needs and honoring commitments (Morgan and Hunt, 1994). During the interviews, participants spoke regarding the necessity of developing bonds, connections, and overall familiarity with customers. This level of engagement signified the company, taking a vested interest in the customer while demonstrating cooperative behaviors to fulfil the customer's needs. The staff's consistency and commitment to the customer's ongoing satisfaction provided the foundation to promote a long-term relationship. As a result of the trust and commitment built over time, in the event a customer was

dissatisfied with the level of service, the staff stated, that customers were more susceptible to correction and reconciliation efforts by the firm. The concept aligns thoroughly with Morgan and Hunt's (1994) premise, that suggested relationships characterized by trust and commitment allow partners to be more accepting of high-risk situations because each party believes that the other party will be inclined to engage in activities that are in the long-term best interests of both partners. The staff's goal of building relationships, delivering quality service, and consistently meeting expectations, encouraged loyalty, satisfaction, and retention with the firm's customers.

5.5.2 Recommendations

Through a qualitative approach, this study has offered insight into the importance of the Law of Attraction principles for customer retention for business sustainability and provided best practices to help inaugurate profitability, not only for the existing customer relationships but also with the future new customers who are about to consider our store for their purchases.

In the realm of business management, the principles of the Law of Attraction hold promise for fostering positive organizational cultures, enhancing leadership effectiveness, and driving sustainable success.

This research also aims to provide recommendations for incorporating the Law of Attraction into business management practices, offering insights into how businesses can leverage this powerful concept to create thriving workplaces and achieve long-term success.

- a) **Leadership Aligned with LoA Principles:** Effective leadership plays a pivotal role in implementing the Law of Attraction in business management. Leaders should embody and promote positive thinking, optimism, and a belief in the collective ability of the team to achieve success. Encouraging open

communication, fostering a sense of purpose, and leading by example can create an environment where LoA principles can thrive.

- b) Cultivating a Positive Organizational Culture:** To harness the Law of Attraction, organizations must prioritize the development of a positive and inclusive culture. This involves aligning company values with the principles of LoA, promoting collaboration, and recognizing and celebrating achievements. By creating an environment that encourages positivity and growth, organizations can enhance employee satisfaction, motivation, and overall well-being.
- c) Strategic Goal Setting and Visualization:** Implementing the Law of Attraction in business management requires a strategic approach to goal setting and visualization. Leaders should guide their teams in setting clear, specific, and achievable goals, emphasizing the power of positive visualization. Regularly visualizing success and encouraging employees to envision their professional achievements can instil a collective sense of purpose and drive.
- d) Training and Development Programs:** To embed LoA principles in the organizational fabric, businesses should invest in training and development programs that educate employees about the Law of Attraction and its application in the workplace. Providing tools for self-reflection, mindfulness practices, and positive thinking exercises can empower employees to embrace the principles of LoA in their daily work.
- e) Feedback and Recognition:** Fostering a culture of continuous feedback and recognition is essential for integrating LoA in business management. Acknowledging and appreciating employees' efforts and accomplishments not only boosts morale but also reinforces positive behaviours. Regular feedback

sessions should emphasize strengths, successes, and opportunities for growth, aligning with the principles of the Law of Attraction.

In conclusion, the Law of Attraction has the potential to revolutionize the way businesses approach management practices. By aligning leadership strategies, cultivating positive organizational cultures, setting strategic goals, implementing training programs, and emphasizing feedback and recognition, businesses can create an environment where the Law of Attraction thrives. As organizations embrace these recommendations, they position themselves to unlock the full potential of their teams and achieve sustainable success in today's dynamic business landscape.

5.5.3 Future Scope of Study

The Law of Attraction, a philosophical concept suggesting that like attracts like, has gained attention in various domains, including business and customer relations. When integrating the Law of Attraction into customer retention research, the focus shifts towards fostering positive energies, emotions, and experiences to attract and retain customers. Here's a potential future scope of study for customer retention research using the Law of Attraction:

- a) Positive Customer Experiences:** Investigate how creating positive experiences, emotions, and interactions can attract like-minded customers and foster long-term relationships. This includes studying the role of customer service, personalized interactions, and emotional engagement in cultivating positive energy.
- b) Emotional Resonance:** Explore the concept of emotional resonance between businesses and customers. Investigate how aligning values, beliefs, and intentions can strengthen emotional connections, trust, and loyalty.

- c) **Vibrational Energy and Brand Alignment:** Delve into the idea that brands emit vibrational energies or frequencies that resonate with specific customer groups. Research how aligning brand energies with customer desires, aspirations, and values can enhance attraction and retention.
- d) **Mindfulness and Conscious Engagement:** Study the impact of mindfulness, conscious engagement, and intentional practices in fostering positive customer relationships. Investigate how businesses can cultivate awareness, authenticity, and presence in their interactions to align with the principles of the Law of Attraction.
- e) **Feedback Loops and Intention Setting:** Explore the role of feedback loops, intention setting, and visualization techniques in shaping customer experiences and perceptions. Investigate how businesses can use these practices to manifest desired outcomes and attract loyal customers.
- f) **Authenticity and Transparency:** Examine the importance of authenticity, transparency, and alignment in building trust and credibility with customers. Investigate how businesses can maintain integrity, honesty, and openness in their practices to resonate with the principles of the Law of Attraction.
- g) **Customer Journey Mapping:** Develop customer journey maps that incorporate the principles of the Law of Attraction. Identify key touchpoints, interactions, and opportunities to align with customer desires, intentions, and energies throughout their journey.
- h) **Holistic Customer Relationships:** Adopt a holistic approach to customer relationships by considering physical, emotional, mental, and spiritual dimensions. Investigate how businesses can address customers' diverse needs, aspirations, and energies to foster deeper connections and loyalty.

- i) **Community Building and Engagement:** Explore the role of community building, shared values, and collective energies in enhancing customer retention. Investigate how businesses can create communities, networks, or tribes that resonate with the principles of the Law of Attraction to attract and retain like-minded customers.
- j) **Ethical Considerations and Boundaries:** Recognize the ethical considerations, boundaries, and limitations when integrating the Law of Attraction into customer retention strategies. Ensure practices are respectful, inclusive, and aligned with legal and ethical standards.
- k) Future researchers should consider expanding the population of the study, by examining a larger sample, the information gathered, will provide adequate and substantial findings through analysis and data saturation. Researchers should also choose to broaden the scope of the study and expand it to all business sectors. In confining the scope and parameters of the data, the findings could reveal customized retention opportunities and implications for all business markets or industries.
- l) Additionally, the use of the quantitative or mixed-methods model to perform an in-depth customer retention analysis could prove beneficial, as it pertains to the survival of all businesses. Research on the Law of Attraction in Business Management, customer satisfaction, and retention and the impact on Business longevity, from a quantitative or mixed methods lens, could contribute significantly to the core of research. A different methodology may actuate not only small business leaders but also all Business sectors to implement better action plans for existing customer profitability and increase additional opportunities for all the business survivals.

In summary, the future scope of customer retention research using the Law of Attraction emphasizes fostering positive energies, emotions, and experiences to attract and retain

customers. By aligning values, intentions, and energies with customer desires and aspirations, businesses can cultivate deeper connections, trust, and loyalty in an authentic and meaningful way.

The key to long-term profits and sustainability for small businesses is anchored in building long-term relationships and managing successful customer retention (Alshurideh, 2016). To survive, small businesses must implement substantive retention strategies, centralizing on customer relationship management through the Law of Attraction, a commitment to customer satisfaction, and the cultivation of brand loyalty. The findings of this research study revealed that a small service-based firm should fully acknowledge the value and sufficiency of customer retention, as a contributing factor in determining the longevity of the business. The findings also demonstrated that small business leaders and managers must understand the importance of formulating various retention approaches and methods and the importance of the role of the staff, as tools to affirm and reiterate positive customer experiences, repeat purchasing behavior and invoke loyalty to the firm. A small business that fails to laud existing customers, and actualize decisive retention efforts, is all but enticing losses of continuous revenue, customer loyalty, competitive advantages, and ultimately the downfall of the firm (Srivastava & Misra, 2014).

CHAPTER VI:
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APPENDIX A: SURVEY FORM

CUSTOMER SURVEY SHEET

Introduction:

Thank you for participating in our research study. Your feedback will help us better understand in our research study about the impact of applying the Law of Attraction principles to enhance the customer experience in our store.

Section 1: Demographics

a) Name: _____

b) Age: _____

c) Gender:

Male Female Others

Section 2: Comparison of competitors between stores.

a) Why did you choose our store over competitors?

(You can Tick Multiple options)

Price Perception

Trust

Good Service/Product Quality

Respectful Staff

Positive Attitude towards Customers by the staff

- Professionalism
- Accountability
- Good Communication Skills
- Authenticity
- Optimism

b) Are you revisiting our store as a returning customer, based on your previous positive experience?

- YES NO, I am a New Customer

c) How do you Rate our Store's Atmosphere based on factors like Store Layout, Aesthetics & Ambiance?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

Section 3: Initial Impressions:

a) How would you describe the initial impression created by our staff when you entered the store?

- Positive Neutral Negative

b) Did you feel a positive energy or enthusiasm from the staff members?

Yes No Not Sure

Section 4: Engagement & Connections

a) Did the staff make an effort to engage with you during your visit?

Yes, Consistently Yes, Occasionally No, Not at all

b) How well did the staff connect with you on a personal level?

Very Well Well Neutral Poorly Very Poorly

Section 5: Positive Vibes

a) Did you sense positive vibes or energy from the staff members?

Strongly Disagree

Disagree

Somewhat Disagree

Agree

Strongly Agree.

b) How did the positive energy from the staff impact your overall experience?

(Rate from 1 to 5) (1= Lowest & 5=Highest)

Section 6: Personalized Attention

a) Did the staff provide personalized attention to your needs and preferences?

Always Most of the Time Occasionally Rarely Never

b) How did the personalized attention impact your overall satisfaction?

(Rate from 1 to 5) (1= Lowest & 5=Highest)

Section 7: Employee Positivity Impact

a) In your opinion, how does the positive attitude of our staff impact the overall atmosphere of the store?

Very Positively Positively Neutral Negatively Very Negatively

Section 8: Qualities of the Staff Members about the Customer.

Please rate the following aspects based on your experience during your visit:

a) If you encountered an issue, how would you rate the staff's attitude towards resolving it?

Very Positive Positive Neutral Negative Very Negative

b) Do you feel our staff's service is **Worth the Time**?

Strongly Disagree

Disagree

Somewhat Disagree

Agree

Strongly Agree

c) The staff members were **Friendly and Hospitable?**

Strongly Disagree

Disagree

Somewhat Disagree

Agree

Strongly Agree

d) The staff members were **Attentive to Needs.**

Strongly Disagree

Disagree

Somewhat Disagree

Agree

Strongly Agree

e) During my visit, I experienced a strong feeling of **Positivity and Optimism.**

Strongly Disagree

Disagree

Somewhat Disagree

Agree

Strongly Agree

f) What are the **Standout Qualities** of our staff that differentiate them from others?

(You can Tick one or Multiple options)

Good Vibration from Staff

Better Price & Fair

Helpful Nature & Caring

Optimism

Respectful

Trustworthiness (honesty, integrity, reliability, loyalty)

Sound Knowledge of the Products/Services/ Good Communication Skills

Section 9: Shopping Experience

a) How often do you visit our store?

Rarely

Occasionally

Regularly

Frequently

b) Could you rate your overall buying experience with our store today?

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied

c) Would you say that the staff's positive attitude influenced your likelihood to return to the store?

YES

NO

Section 10: Suggestion for Enhancing Staff's Law of Attraction

What specific actions or behaviours would you recommend to enhance the staff's positive energy and attraction towards customers?

Section 11: Overall Satisfaction with Staff's Law of Attraction:

- a) On a scale of 1-10, how satisfied are you with the staff's overall law of attraction towards customers? (1 = Lowest & 10 = Highest)
-

Section 12: Conclusion

- a) Do you feel that the above qualities (in section 3) which we call the law of attraction, have a significant impact on your overall experience in the store?

Yes

No

Declaration:

I consent to share the collected data for educational and research purposes with this firm.

Signature:

Thank You for your thoughtful feedback, as this information can provide valuable insights into the emotional and personal aspects of the customer-staff interaction.