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# Explanation of the formation of customer loyalty through mobile phone services

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In this research, I have adopted two approaches in order to elucidate the mechanism of the customer loyalty creation through comic distribution services for mobile phones.

First, I conducted a quantitative research using the data accumulated in the recommendation system of the merchandise. This research has allowed me to determine behavior characteristics according to which customers follow the recommendations given by the company when they choose a comic distribution service for their mobile phones. The result suggests that customer loyalty may be weaker if the quality of these recommendations is poor.

The second approach consisted of a qualitative research conducted in the form of discussions with 12 service users (6 users x 2 groups). Through this research, I have been able to demonstrate that customer loyalty to comic distribution services for mobile phones depends strongly on the type of distributed comics, and that customers continue to use a particular service in order to prepare for future leisure time (so that they can always spend their spare time reading comics), and I thus modeled my conclusion on these processes.

On the other hand, this qualitative research has enabled me to show that there exists a unique consumer behavior with respect to comics. By this, I mean that consumers are sometimes willing to pay in order to obtain information on their desired product (a comic book) during the research phase before they actually buy

the product. I carried out individual follow-up interviews with some of the participants in the above discussions in order to analyze in detail the hypothetical model that seemed to explain this peculiar consumer behavior. That is how I have come to the clear conclusion that customers may sometimes use media for which a fee is charged, such as comic cafes or comic magazines, in order to do some research before finally deciding to buy a comic book.