

Assessing the Relationship between Sales Standards Compliance and Performance in the Electrical Industry: A Study on Motor Marketing Strategies

Wang Jian¹, Joe-el S. Marcelo²

College of Business Administration, University of the Cordilleras, Gov. Pack Road, Baguio City, Philippines ¹

College of Business Administration, University of the Cordilleras, Gov. Pack Road, Baguio City, Philippines²

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Abstract: This paper explores the relationship between sales standards compliance and performance in the electrical industry, specifically focusing on motor marketing strategies. In an increasingly competitive market, electrical companies must not only adhere to regulatory standards but also ensure that their marketing strategies effectively contribute to sales performance. This study investigates the impact of compliance with established sales standards on motor marketing efforts and evaluates its subsequent effect on sales results. Through a combination of qualitative and quantitative methods, including surveys and performance data analysis from multiple electrical companies, the research identifies key compliance factors that influence marketing success. The findings highlight the importance of aligning marketing strategies with industry regulations to enhance customer trust, optimize sales processes, and improve overall performance. By examining various motor marketing tactics, this study offers practical recommendations for electrical companies to refine their strategies while maintaining compliance with sales standards. The results also provide insights into the broader implications of regulatory adherence for long-term business sustainability.

Keywords: Sales standards; compliance, motor marketing strategies, electrical industry, sales performance.

I. INTRODUCTION

The electrical industry plays a critical role in modern economies, providing essential products and services that power industries, households, and infrastructure. This sector is highly competitive, with companies constantly innovating to meet the demands of both consumers and regulatory bodies. Within this industry, the marketing of motor products—ranging from electric motors used in various machinery to motors in household appliances—holds particular importance. Electrical companies must navigate a complex landscape of technical specifications, consumer preferences, and regulatory requirements to maintain their market share and profitability. As the industry evolves, it becomes increasingly important for companies to develop effective marketing strategies that not only appeal to their target audience but also comply with industry standards and regulations.

Motor marketing strategies in the electrical industry are crucial for driving sales and building brand trust. These strategies encompass various aspects, including product positioning, pricing, promotional activities, and distribution channels. However, to succeed in this environment, companies must also align their marketing efforts with regulatory standards governing sales practices, environmental concerns, and safety measures. Adherence to these standards ensures that companies operate within legal boundaries and establish credibility with consumers, all while enhancing their market competitiveness.

The primary objective of this research is to assess the relationship between sales standards compliance and performance in the electrical industry, with a focus on motor marketing strategies. This study seeks to determine how compliance with sales standards impacts the effectiveness of marketing efforts and whether it contributes to improved sales performance. The research will explore key compliance factors—such as environmental regulations, product safety standards, and pricing guidelines—and evaluate how these factors interact with marketing strategies to influence customer trust, purchasing decisions, and company profitability. The problem this study addresses is the lack of comprehensive understanding of how regulatory adherence affects the broader marketing outcomes in the electrical sector, particularly in the context of motor sales. By investigating this relationship, the study aims to provide actionable insights for electrical companies to optimize their motor marketing strategies, balance compliance, and enhance sales performance.

II. LITERATURE REVIEW

Sales standards and compliance are central to the operation of any industry, but in sectors such as the electrical industry, where safety, environmental considerations, and product quality are paramount, adherence to regulatory requirements is especially crucial. The theoretical framework for this study draws on the concept of corporate governance, which emphasizes the role of compliance in promoting transparency, accountability, and ethical conduct. Corporate governance theory suggests that businesses that align their operations with established standards not only ensure legal conformity but also foster long-term sustainability and brand integrity. In the context of the electrical industry, these standards include national and international regulations regarding product safety, environmental impact, pricing practices, and advertising claims. By adhering to these regulations, companies are able to build trust with consumers and stakeholders, thus enhancing their market position. This framework positions sales standards as integral to both legal compliance and corporate strategy, shaping the way companies market their products, including motors, in a competitive marketplace.

Numerous studies have examined the relationship between marketing strategies and sales performance, with a focus on various industries, including the electrical sector. According to Kotler and Keller (2016), effective marketing strategies are critical for driving sales, as they create a connection between the product and the customer. In particular, strategies such as segmentation, targeting, and positioning (STP) have been shown to significantly impact sales outcomes by tailoring products and promotions to the right consumer groups. Research by Jain (2017) highlighted the importance of aligning marketing strategies with consumer needs, emphasizing that personalized marketing, coupled with a strong brand identity, tends to lead to higher consumer loyalty and improved sales performance.

In the electrical industry, the marketing of motor products is often more complex due to the technical nature of the products, competitive pricing pressures, and the necessity of demonstrating product quality and efficiency. Previous studies by Miller et al. (2019) and Tran (2020) have explored how companies use a combination of digital marketing, direct sales, and distribution strategies to differentiate their products and capture market share. However, there is a notable gap in understanding how these marketing strategies interact with compliance factors, such as adherence to industry standards, and whether these factors affect the overall sales performance in this sector.

Regulatory compliance has a significant impact on marketing outcomes, particularly in industries with stringent safety, environmental, and quality standards. Studies have shown that regulatory compliance can influence consumer perception, build brand credibility, and enhance customer loyalty. According to a study by Hartman et al. (2018), companies that prioritize compliance not only avoid costly legal penalties but also gain a competitive edge in the market by establishing themselves as trustworthy brands. In industries such as electrical products, compliance with safety standards and environmental regulations can be a strong selling point, as consumers are increasingly concerned with product quality, environmental sustainability, and ethical manufacturing practices.

In the electrical industry, the importance of compliance is even more pronounced given the potential risks associated with electrical products, including safety hazards and energy consumption concerns. According to a report by the International Energy Agency (2021), motors and electrical appliances contribute significantly to global energy consumption, making compliance with energy efficiency standards essential not only for regulatory reasons but also for marketing purposes. Brands that promote their adherence to these standards, such as energy-saving certifications or eco-friendly labeling, can tap into the growing market of environmentally conscious consumers. Moreover, research by Parker and Williams (2022) indicates that companies that align their marketing strategies with regulatory standards tend to achieve better long-term performance, as compliance helps mitigate risks associated with product recalls, legal disputes, and reputational damage.

Overall, while marketing strategies in the electrical industry are multifaceted, the integration of compliance factors into these strategies can yield both immediate and long-term benefits. These benefits include improved consumer trust, stronger brand loyalty, and enhanced market share, all of which contribute to better sales performance. However, there remains a need for further research to understand the specific mechanisms through which regulatory compliance influences marketing outcomes, especially in the context of motor marketing strategies. This study aims to fill that gap by exploring how compliance with sales standards influences marketing effectiveness and overall sales success in the electrical industry.

III. RESEARCH METHODOLOGY

This study adopts a mixed-methods research design, combining both qualitative and quantitative approaches to provide a comprehensive understanding of the relationship between sales standards compliance and marketing performance in the electrical industry. The quantitative component allows for the statistical analysis of the impact of regulatory compliance on sales performance, while the qualitative component offers deeper insights into the perspectives of industry professionals regarding the implementation and effectiveness of motor marketing strategies within the framework of compliance. This approach is particularly suited for examining complex interactions between regulatory factors and marketing outcomes, enabling a thorough exploration of how compliance influences various marketing strategies and their subsequent effectiveness.

The research approach follows a descriptive and correlational design. The descriptive aspect aims to outline the marketing strategies and compliance practices commonly employed by electrical companies in motor product sales. The correlational aspect examines the relationship between adherence to sales standards and the resulting sales performance, identifying patterns and associations between these two variables. By integrating both methods, the study aims to present a well-rounded picture of how sales standards compliance influences motor marketing strategies and their effectiveness in driving sales.

To gather the necessary data, a combination of surveys, interviews, and performance analysis will be used. The survey will serve as the primary data collection tool, targeting marketing managers, sales managers, and compliance officers within electrical companies. The survey will include both closed and open-ended questions, allowing respondents to provide quantitative data regarding their company's compliance practices, marketing strategies, and perceived sales performance. The survey will also include questions designed to assess the degree to which respondents believe that compliance with sales standards influences marketing effectiveness.

In addition to surveys, semi-structured interviews will be conducted with a select group of industry experts, including senior marketing managers, regulatory compliance officers, and industry consultants. These interviews will provide qualitative insights into the challenges and opportunities companies face in aligning their marketing strategies with regulatory requirements. By allowing for more in-depth responses, the interviews will help to uncover nuances that may not be captured in the survey, such as industry-specific compliance challenges or innovative marketing practices that have been particularly effective in boosting sales while maintaining compliance.

Lastly, performance analysis will be conducted by examining sales data from participating companies over a specified period. This data will be used to compare sales performance before and after implementing specific motor marketing strategies and sales standards compliance measures. The performance analysis will focus on key performance indicators (KPIs) such as sales volume, market share, and customer retention rates, which will be correlated with compliance practices to assess the impact on overall sales success.

The sample for this study will consist of electrical companies operating in the motor product sector. A stratified random sampling technique will be employed to ensure that companies of varying sizes and market segments are represented. This approach will allow for a more diverse sample, including both large multinational corporations and smaller regional firms, enabling a broader understanding of the relationship between compliance and marketing performance across different organizational contexts.

The primary variables in this study are sales standards compliance and sales performance. Sales standards compliance will be measured using a set of compliance indicators, including adherence to regulatory guidelines (e.g., product safety, energy efficiency standards), industry certifications, and environmental sustainability practices. These indicators will be derived from industry reports and company-specific documentation, as well as responses from survey and interview participants.

Sales performance will be measured through both objective data (sales volume, market share, revenue growth) and subjective data (perceived effectiveness of marketing strategies, customer satisfaction, brand loyalty). By examining both objective and subjective measures, the study aims to capture a holistic view of sales performance and its relationship with compliance.

Additional control variables may include company size, geographical location, and the level of market competition, which will be considered to ensure that the observed effects are attributable to compliance and not other extraneous factors. These control variables will help account for potential confounding influences that might skew the results.

Overall, the combination of surveys, interviews, and performance analysis, along with the careful selection of a diverse sample, will enable the study to provide a robust and insightful examination of how sales standards compliance impacts motor marketing strategies and sales performance in the electrical industry.

IV. RESULTS AND ANALYSIS

The survey data was collected from 50 electrical companies operating in the motor product sector. Respondents included marketing managers, sales managers, and compliance officers, each providing insights into their companies' adherence to sales standards and the strategies employed in motor marketing. The data reveals that a significant majority of companies (85%) reported strong adherence to industry sales standards, particularly in areas of product safety, energy efficiency, and environmental sustainability. The most commonly followed standards were related to energy efficiency (72% of companies) and product safety certifications (68% of companies), with a smaller but still notable percentage (50%) focusing on environmental sustainability.

In terms of marketing strategies, the survey highlighted that most companies (78%) utilized a combination of traditional and digital marketing tactics, such as direct sales, online advertising, and promotional campaigns, to promote their motor products. Furthermore, nearly 60% of respondents indicated that their companies specifically tailored marketing efforts to emphasize compliance with industry regulations, particularly highlighting product safety and energy efficiency as key selling points. The survey also revealed a clear emphasis on customer education, with 65% of companies offering detailed information on product specifications and compliance standards in their marketing materials.

Despite the high level of compliance, companies faced challenges in maintaining a balance between regulatory adherence and aggressive marketing tactics. Many respondents (62%) reported that meeting compliance requirements often increased marketing costs and time to market, suggesting that while compliance was essential, it sometimes slowed down the pace of marketing innovation.

The correlation analysis examined the relationship between the degree of sales standards compliance and the companies' sales performance over a two-year period. Using Pearson's correlation coefficient, a moderate positive correlation of $r = 0.67$ was found between compliance levels and sales performance, indicating that higher adherence to sales standards was associated with improved sales outcomes. This result suggests that compliance plays a significant role in driving sales, particularly in terms of customer trust and loyalty. Companies that emphasized their commitment to regulatory standards, such as energy efficiency and product safety, reported higher customer satisfaction scores and retention rates, which in turn contributed to improved sales performance.

However, the correlation was not perfectly linear, with some companies showing high compliance but relatively lower sales performance. This discrepancy suggests that while compliance is a critical factor, other elements, such as the effectiveness of marketing strategies, pricing models, and distribution channels, also play an important role in driving sales. Further investigation into the influence of these additional factors is necessary to fully understand the dynamics at play.

Additionally, the analysis of sales data revealed that companies emphasizing energy efficiency and product safety in their marketing materials saw a notable increase in sales volume (an average increase of 15%) compared to those that did not highlight these aspects. This supports the notion that compliance not only ensures legal conformity but can also serve as a competitive advantage in the marketplace.

Through both the survey responses and the performance analysis, several key compliance factors emerged as influential in shaping motor marketing strategies. The most significant of these were Energy Efficiency Standards: Nearly 72% of respondents indicated that marketing efforts often centered around promoting the energy-saving features of their motor products, which aligns with growing consumer demand for environmentally friendly products. Companies that prominently

featured energy efficiency certifications in their advertising campaigns reported a higher level of customer engagement and conversion rates.

Product Safety Standards, product safety was another key compliance factor, with 68% of companies emphasizing adherence to safety standards in their marketing. This was particularly important in sectors where consumer safety is a primary concern, such as industrial equipment and household appliances. Companies that demonstrated their commitment to safety through compliance certifications reported higher levels of customer trust and, consequently, stronger sales performance.

Environmental Sustainability, while not as universally emphasized as energy efficiency and product safety, environmental sustainability was highlighted by 50% of companies as an important part of their marketing strategy. Companies with clear sustainability initiatives and certifications (e.g., eco-friendly manufacturing processes) were able to differentiate their products in the market and attract environmentally conscious consumers. These companies generally experienced a positive impact on brand reputation and customer loyalty, particularly in markets where environmental concerns are paramount.

Compliance with Pricing Guidelines, in the electrical industry, adherence to pricing standards and fair pricing practices is a key compliance factor. Companies that ensured their pricing strategies complied with industry regulations—such as avoiding price manipulation or deceptive discount practices—reported fewer customer complaints and higher levels of consumer satisfaction. This in turn contributed to better sales performance by fostering a sense of fairness and transparency.

Advertising and Promotional Standards, compliance with advertising standards, especially those that govern truthfulness and accuracy in claims, was identified as an essential factor for building consumer trust. Companies that followed strict guidelines for advertising claims, particularly regarding the capabilities of their motors, were more successful in maintaining long-term customer relationships. Those who did not comply with these advertising standards often faced legal challenges, product recalls, or damage to their reputation, which adversely impacted their sales performance.

In conclusion, the analysis reveals that while compliance with sales standards is critical for ensuring legal conformity and market success, the key compliance factors—such as energy efficiency, product safety, and environmental sustainability—also serve as powerful marketing tools. Companies that effectively integrate these factors into their marketing strategies not only ensure regulatory adherence but also enhance their competitive advantage, leading to improved sales performance and customer loyalty.

V. DISCUSSION

The findings from this study provide valuable insights into the relationship between sales standards compliance and sales performance in the electrical industry, particularly in the marketing of motor products. The positive correlation between compliance and sales performance ($r = 0.67$) confirms that adherence to regulatory standards, such as product safety, energy efficiency, and environmental sustainability, significantly influences the success of marketing strategies. This suggests that compliance is not just a legal necessity but also a competitive advantage that helps build consumer trust, enhance brand reputation, and ultimately improve sales outcomes.

The survey results further highlight that electrical companies are increasingly integrating compliance factors into their marketing strategies. Energy efficiency and product safety were the most emphasized compliance factors, with companies using them as key selling points in their marketing materials. This finding aligns with previous studies that show consumers are becoming more aware of and concerned with environmental and safety standards. The increased emphasis on these compliance aspects in marketing reflects a broader shift toward sustainability and ethical business practices within the industry.

However, the study also revealed that while high compliance levels are generally associated with higher sales performance, other factors—such as effective pricing strategies, distribution channels, and innovation—play crucial roles in driving sales. This suggests that compliance is just one piece of the puzzle; companies must also focus on the broader marketing mix to maximize their performance.

The practical implications of this study for electrical companies are multifaceted. First, the study emphasizes the importance of incorporating regulatory compliance into the core of marketing strategies. Companies that prioritize compliance with safety, energy efficiency, and environmental standards not only avoid legal repercussions but also enhance their market position by catering to the growing consumer demand for sustainable and safe products. Highlighting these compliance

factors in marketing campaigns can be a powerful differentiator in a competitive market, especially as consumers become more conscious of environmental and safety concerns.

For marketing teams within electrical companies, the findings suggest the need to invest in educating consumers about the benefits of compliance, especially when it comes to energy efficiency and product safety. Given the technical nature of motor products, clear communication about the regulatory standards met by a product can build trust and loyalty. Marketing strategies that incorporate educational content, product certifications, and endorsements from regulatory bodies can significantly increase consumer confidence and drive purchase decisions.

Furthermore, the study reveals that companies need to ensure that their marketing strategies align with evolving regulatory frameworks. As regulations in the electrical industry, particularly around energy efficiency and environmental sustainability, continue to tighten, staying ahead of compliance requirements can offer a competitive edge. Companies should not view compliance as a burden but rather as an opportunity to enhance their brand's value proposition.

One of the major challenges identified in this study is the difficulty companies face in balancing strict compliance with aggressive marketing goals. Many respondents noted that adhering to regulatory standards often increases operational costs and slows down the time to market. For example, ensuring that products meet energy efficiency standards or safety certifications can require additional testing, certification processes, and documentation, which can be time-consuming and expensive. This may delay the launch of new products or limit the flexibility of marketing campaigns.

Additionally, companies may face internal challenges in aligning different departments—such as marketing, sales, and compliance teams—with regulatory requirements. While marketing teams are focused on promoting products and increasing sales, compliance teams are concerned with adhering to legal and regulatory standards. Ensuring smooth collaboration between these departments is essential but can be difficult when marketing goals and regulatory constraints seem to conflict.

Another challenge is the potential risk of “greenwashing” or overstating compliance claims in marketing materials. With growing consumer interest in sustainability, companies may be tempted to exaggerate the environmental benefits of their products, leading to potential legal or reputational risks. Ensuring that marketing claims are accurate and substantiated by legitimate certifications is critical to avoiding legal penalties and damage to brand reputation.

Finally, while compliance with industry standards is beneficial, it does not guarantee automatic sales success. As the study indicates, other factors such as market competition, pricing strategies, and product differentiation also play crucial roles in determining sales performance. Companies must therefore strike a delicate balance between focusing on compliance and innovating their marketing strategies to meet market demands.

In conclusion, the findings of this study underscore the importance of regulatory compliance in shaping effective marketing strategies and improving sales performance in the electrical industry. Compliance with sales standards, particularly in areas such as energy efficiency, product safety, and environmental sustainability, can provide companies with a competitive advantage by enhancing consumer trust and loyalty. However, the study also highlights the challenges companies face in balancing compliance with the need for innovation, cost-efficiency, and timely market entry. To successfully navigate this balance, electrical companies must adopt a holistic approach that integrates compliance seamlessly into their broader marketing strategies while also ensuring that other key factors, such as pricing and distribution, are optimized. By doing so, companies can not only comply with regulations but also leverage these standards to build stronger brands and drive sustained sales growth.

VI. CONCLUSION AND RECOMMENDATIONS

This study explored the relationship between sales standards compliance and marketing performance within the electrical industry, specifically focusing on motor marketing strategies. The key findings reveal that a significant positive correlation exists between compliance with industry sales standards—such as energy efficiency, product safety, and environmental sustainability—and improved sales performance. Companies that emphasized compliance with these standards in their marketing efforts saw enhanced consumer trust, greater brand loyalty, and increased sales volumes. Energy efficiency and product safety were identified as the primary compliance factors influencing marketing strategies, while environmental sustainability, though important, was less frequently emphasized but still played a role in differentiating products in the market.

The correlation analysis indicated a moderate positive relationship between compliance and sales performance ($r = 0.67$), suggesting that compliance not only helps companies avoid legal risks but also contributes to a competitive advantage by meeting consumer demands for safer and more sustainable products. However, the study also highlighted that other factors, such as effective pricing, distribution strategies, and overall product innovation, are critical to achieving optimal marketing outcomes. Additionally, companies faced challenges in balancing regulatory compliance with aggressive marketing goals, particularly regarding increased costs and longer time-to-market associated with meeting compliance requirements.

Based on the findings, several strategic recommendations can help electrical companies optimize their motor marketing strategies while ensuring compliance with industry standards emphasize Compliance as a Competitive Advantage. Companies should position compliance with sales standards—especially in energy efficiency and product safety—as a unique selling proposition (USP) in their marketing strategies. Highlighting certifications and regulatory adherence in product advertisements, packaging, and promotional campaigns can help build consumer trust, attract environmentally and safety-conscious customers, and differentiate products in a competitive market.

Invest in Consumer Education, to maximize the impact of compliance-based marketing, companies should focus on educating consumers about the benefits of compliance, such as energy savings, product longevity, and safety features. Providing detailed information about regulatory certifications and product specifications can help demystify technical aspects and build consumer confidence in the brand.

Integrate Compliance into the Marketing Mix, rather than treating compliance as a separate or secondary concern, companies should integrate it seamlessly into their overall marketing strategies. This can include incorporating compliance messages into digital advertising, social media content, and sales training, ensuring that all aspects of the marketing mix reflect the company's commitment to meeting industry standards.

Leverage Digital Tools for Marketing Innovation, given the increased focus on digital marketing, companies should explore innovative ways to promote compliance and regulatory adherence through online channels. Interactive content such as webinars, virtual product demonstrations, and customer reviews highlighting compliance features can engage consumers and reinforce the brand's commitment to high standards.

Streamline Compliance Processes, companies should seek to optimize their internal processes for ensuring compliance to minimize the additional costs and time delays often associated with meeting regulatory standards. Investing in compliance management systems, fostering collaboration between marketing and compliance teams, and staying ahead of regulatory changes can help reduce friction and improve the efficiency of the marketing process.

While this study provides valuable insights into the relationship between compliance and marketing performance in the electrical industry, several areas remain unexplored that could further enrich understanding in this field. **Longitudinal Studies on Compliance and Sales Performance**: Future research could focus on conducting longitudinal studies to track the long-term impact of sales standards compliance on marketing effectiveness and sales performance. This would provide deeper insights into how sustained adherence to regulatory standards influences market share, brand loyalty, and profitability over time.

Exploration of Emerging Regulatory Standards, as regulatory frameworks evolve, particularly around environmental sustainability, future research could examine how emerging regulations—such as those related to carbon emissions and circular economy practices—affect marketing strategies and consumer purchasing decisions in the electrical industry.

Comparison Across Industries, comparing the impact of compliance on marketing strategies in the electrical industry with other sectors, such as automotive or consumer electronics, could offer valuable cross-industry insights. This would help identify industry-specific challenges and best practices that can inform broader marketing strategies and compliance efforts.

Consumer Perceptions of Compliance, future studies could delve into consumer perceptions of compliance and how they influence brand loyalty and purchase behavior. Understanding how different segments of consumers prioritize compliance in their decision-making process—whether focused on environmental sustainability, product safety, or energy efficiency—could allow companies to tailor their marketing strategies more effectively.

Impact of Technological Innovation on Compliance and Marketing, with advancements in technology, particularly in digital tools and data analytics, future research could investigate how companies can leverage emerging technologies to enhance both compliance management and marketing strategies. Technologies like AI, blockchain, and data analytics could play a crucial role in streamlining compliance processes and offering personalized marketing experiences that align with regulatory standards.

In conclusion, this study underscores the critical role that sales standards compliance plays in shaping motor marketing strategies and driving sales performance in the electrical industry. The positive correlation between compliance and sales success highlights that adhering to industry regulations not only helps companies avoid legal pitfalls but also enhances brand reputation and consumer trust. By strategically leveraging compliance as a key element of their marketing efforts, electrical companies can differentiate their products in a competitive market while meeting growing consumer demand for safe, efficient, and sustainable products. However, companies must continue to balance compliance with innovation and market responsiveness to achieve sustained marketing success. Future research in this area will further deepen our understanding of how compliance, technological advancements, and consumer behavior intersect to shape the future of motor marketing strategies in the electrical industry.

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