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TURN TAKING STRATEGIES IN SHOPKEEPER AND CUSTOMER CONVERSATION: A CONVERSATIONAL ANALYSIS APPROACH

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ABSTRACT

People use strategic behavior for speaking in ways that help them start and control their part of the discussion until they finish. People apply communication strategies to control how and when they start and end their speaking parts to reach their conversation aims. With the Through the application of the cooperative principle along with CA methods, this study aims to analyze the dynamics of turn management interactions. The research focuses on examining the interaction methods applied by retail businesses and customers. The cooperative principle people should share meaningful content while staying accurate to maintain effective dialogue. informative, and clear. With CA we examine how real-world conversations take shape. spoken interaction. This research will study how shopkeepers and customers talk to each other in real shop interactions. The study requires audio data from a designated site which we will process into text following CA protocols. standards. We apply CA methods alongside cooperative principles to evaluate these conversations. will be coded and analyzed. We investigate how multiple elements shape the speaking order. We analyze how the message delivery channel impacts communication by measuring emotional and linguistic aspects of the speakers. I focus on showing how these features affect how people speak to each other in a conversation. Additionally, the The research explores how conversations between shopkeepers and customers influence their mutual understanding and customer-service quality. The research examines how shopkeeper and customer interactions affect communication quality and customer contentment. The research will contribute additional findings to existing studies on turn-taking strategies. The investigation will recommend better methods for turn-taking behavior in multiple environments and circumstances. They strengthen interaction abilities and create better experiences for customers.

Keywords: Our analysis explores how participants in conversations take turns while following cooperative rules. Research examines how people take turns in conversations by using elements of Pragmatic and discourse theory plus speech act theory.

1. INTRODUCTION

You need clear communication to succeed when you collaborate with team members. Good communication helps us succeed when multiple people work toward the same purpose. When people use various methods to handle speaking turns based on their objectives that is what turn taking represents. Every speaker manages conversation flow to get what they need from the discussion. The ability to share speaking turns represents a fundamental part of good communication. (Sacks, 1974). This process operates under clear protocols as everyone takes turns for better communication. Speakers work together in orderly ways to communicate instead of acting without planning or order (Hutchby and Wooffitt, 2008). A positive work environment emerges when we develop trust and understanding between team members.

Turn-taking methods can enhance both personal relationships and communication quality when participants show positive social behaviors. Many factors influence how we handle exchanges while communicating according to Gardner's 2001 research. Turn-taking methods are influenced by how people speak and how they feel as well as their language skills and where their message is sent. The way people take turns in conversations depends on their skill in speaking and their background culture plus the setting and aims of their talk. (Zendesk, 2023; Gainsight, 2021) 2023; Gainsight, 2021). We tailor our speaking style to fit what each person wants from the conversation. Different situations and scenarios require different ways to handle turn-taking procedures. Turn-taking the approach to taking turns is unique when making podcasts compared to teaching ESL students. A classroom. Analyzing how people take turns in different situations helps us understand their communication outcomes. We need to study turn-taking in different environments to know how these methods work and affect communication. Communication. We examine turn-taking behavior most clearly in business exchanges which create a rapport. The exchange between sellers and consumers works as a social process that creates trust and rapport between the parties involved. Building trust and friendship between people Conversation between shopkeeper and customers can take place in a variety of contexts, including physical storefronts, internet platforms, and phone calls.

The aim of a conversation between shopkeepers and a customers might vary, depending on whether they are buying, selling, inquiring about, complaining about, providing comments or ideas, etc. By utilizing the conversation analysis (CA) method and the cooperative principle, this study aims to analyze the turn-taking techniques

used by shops and customers. According to (Hutchby and Wooffitt 2008), CA is a technique for examining the organization and structure of natural spoken interaction. It works under the presumption that conversation is a phenomenon governed by rules and is therefore orderly the maxim of quantity: Make CA focuses on the microscopic examination of how speakers create and interpret verbal and non-verbal cues in order to coordinate speaking turns and accomplish conversational objectives. CA also takes into account the macro-level examination of how the conversation's context and goal affect the speakers' decisions and behaviours. According to the cooperative concept put forward by Grice in 1975, participants in conversations should make their comments relevant, accurate, concise, and clear.

Research Problem

An analysis of the turn taking tactics is necessary to fill the knowledge gap about the precise turn-taking strategies used in interactions between shopkeepers and customers and will help us better comprehend the dynamics of these interactions..

Research Objectives

- To recognize and explain the turn-taking techniques employed by shopkeepers and customers during conversation.
- To examine the coordination and negotiation of turn transitions in the talks between shopkeepers and customers.
- To look at relationships between the roles, objectives, and relationships of shopkeepers and

This research will explore the mutual way customers and shopkeepers manage their speaking sequence.

Research Questions

- What turn-taking techniques do shopkeepers and customers utilize when conversing?
- How does conversational turn-taking work between shopkeepers and customers?
- What social and pragmatic roles do shopkeepers and consumers play in how they take Turns?

Significance

Our analysis explores the exchange patterns between retail workers and shoppers during their daily dialogues. Through this research we enhance what researchers previously learned about turn taking rules. Our research will study how people apply these strategies beyond one specific situation. We suggest effective ways for people to take turns during their interactions. Through our research we want to establish usable talking patterns for store personnel and customers that improve both their

Communications and service quality. This work develops better ways for retailers and customers to talk to each other and serve each other more effectively.

Literature Review

In this research we apply conversation analysis methods and the cooperative principle to examine how people take turns in their discussions. We study the mutual exchange patterns between store owners and customers during their discussions. The following review examines important scholarly works regarding this subject. We review past studies that have studied turn-taking patterns in diverse locations and scenarios alongside the fundamental principles of our research project. Current study. Speakers use different techniques when they start or end their speaking turns. People employ strategic approaches to handle their dialogue segments so they can reach their communication objectives. (Sacks, 1974). Turn-taking behaviors respond to multiple conditions including how we express ourselves and our background experiences.

A speaker's performance depends on their choice of communication platform combined with emotional state linguistic ability and cultural heritage in the given context. Speaker behavior patterns rely on communication methods combined with social backgrounds and discussion goals according to Zendesk (2023) and Gainsight (2021). Strategies for allowing turn changes in conversations enhance rapport and foster better understanding while promoting collaboration. The methods described by Gardner (2001) enhance important relationship functions. Research studies before this one have already examined how people share turns in conversations. The research examined various situations including podcast production (Syafillah 2022) and English as a Second Language environments. Classrooms (Dewi, 2018). I conducted multiple approaches to obtain and analyze data throughout this study. We applied three techniques to work with the data: audio recording, transcription, and coding. Two the project used two theoretical perspectives: conversation analysis (CA) and Cooperative principle. The researchers applied CA and Cooperative principle to examine and interpret what they discovered. The conversation analysis our study chooses the CA approach as one of its essential theoretical frameworks. According to (Hutchby CA methodology lets us study the way natural spoken interactions work. spoken interaction. Our research treats conversation as a predictable process with clear guidelines. Worthy of study because it makes sense through established guidelines. We have to plan speaking order and meet our conversation purposes. CA takes an intimate look at how speakers progress through conversations to reach their shared interaction goals. We examine both the words people speak and their body signals. CA research shows how the setting and objectives of a conversation guide speaker behavior. At a larger perspective, the analysis considers how speakers respond to

environmental factors in their talk. The we incorporate the cooperation principle developed by Grice in 1975 in our research. Uses.

Under cooperative guidelines members of a discussion must make meaningful contributions to the topic. Each member offers accurate teachings that everyone understands. They are as follows: The relevance dictum all shared information should match what the discussion focuses on. The golden rule you must present truthful information because your statements need factual support. Supporting evidence. Conversations need contributions with sufficient details to remain productive. Share the needed information in a balanced way. Make sure your message is easy to understand and clear so others can follow you. Your conversation must meet the standard of good manners by staying direct and flowing. Overviews of earlier the research review examines turn-taking research from different contexts alongside the theoretical framework used for this study. The theoretical foundations and supporting research of this study appear in this literature review. The research methodology is covered in the following section.

Research Methodology

This research tools conversation analysis (CA) and the cooperative principle to examine how shopkeepers and customers participate in their conversations. Our qualitative study investigates how shopkeepers and customers alternate speaking roles in their visits. Conversations. Our research methods cover data collection steps and analytical techniques supported by a well-planned study approach. Covered in this part.

Research Design

Qualitative research methods use case studies to study a single incident or experience. Yin (2014) explains that our research examines a distinct situation directly in its natural environment. The selected research strategy for this study employs case study processes. The distinctive nature of this event or situation enables full detailed investigation. Examined in a case study. Our research studied the ways employees and customers exchanged conversation in a chosen retail environment. This study examines customer and store employee interactions at a particular bed sheet retail location as its field research subject.

Data collection

To gather data we perform both participant observation and semi-structured interviews as separate steps. Collections for this project. An audio device supports participant observation by listening to interactions. The researchers observe and record natural exchanges taking place between staff and customers of a store. We talk to customers and shop owners after watching them interact in the store before conducting semi-structured interviews. Our interviews used only open-ended questions to gather responses. The data collection method required me to get both

shopkeepers and customers to agree before proceeding. Study methods such as participant observation and semi-structured interviews are implemented with all subjects' involvement. The purpose our participant observation seeks to collect precise data about how participants manage their speaking turns. We studied how merchants and customers use their communication methods during these exchanges. Their conversations. The guided questions help us collect additional feedback from our interviewees. Our research looks at how shopkeepers and customers manage conversations by observing their actions and speaking with them about their communication experience. The study measures how well they speak to each other and how content they feel with their bond. Three Three shopkeepers and customers took part in our research across three days to gather data. To collect the data.

Data Analysis

Three processes make up this research's data analysis: transcription, coding, and Interpretation. The transcription process entails typing up the participant observation interview audio recordings. Following a set of standards, the transcription identifies the interactions' spoken and non-verbal cues, including pauses, overlaps, intonation, and gestures. Coding entails coding transcripts The coding is organized into a number of categories that come from the CA approach and the cooperative principle, such as turn constructional units, turn allocation techniques, turn transition relevance places, repair system, feedback system, maxim of relevance, maxim of quality, maxim of quantity, and maxim of manner. It requires deciphering the code as part of the interpretation. The interpretation is based on a set of criteria that are derived from the research question and the literature review, such as how shopkeepers and customers use turn-taking strategies to achieve their conversational goals, how shopkeepers and customers react to each other's turn-taking strategies, and how shopkeepers and customers turn-taking strategies affect the quality of their communication and relationship satisfaction.. The study's methodology was covered in this part. The results of this research will be presented in the next section.

Findings

The results of this study, as determined by the data analysis, will be presented in this part. Three themes quality of communication, turn-taking tactics, and relationship satisfaction will be used to organize the findings.

Turn Taking Strategies

The first theme is how shopkeepers and customers use turn-taking techniques in their communication. The examination of the data showed that shopkeepers and customers utilized a range of turn-taking techniques to start, continue, or finish their conversational turns. The most popular methods for taking turns were:

Turn constructional units:

In order to create their turns, shopkeepers and customers employed words, phrases, sentences, and clauses. Consider this: Hello and welcome to our shop, SK. Do you need any assistance? ((Greeting and unstructured question)) C: Hello, I'm seeking for bed linens for my bedroom. ((Response and Introduction to Topic))

Turn allocation techniques

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Shopkeepers and customers used the current speaker to choose the next speaker, the next speaker to choose themselves, or the present speaker to continue allocating turns to others or themselves. Consider this:

SK: Yes, we have a large selection of sheets in various sizes, colors, and materials. What precisely are you seeking? ((Thank you and a short question)) ((Current speaker chooses the next speaker))

C: I will tell you what, I need a cotton queen-sized bed sheet in a light color. ((Answer and expression of preference next speaker picks themselves))

SK: OK, let me provide some possibilities to you. ((Application and Offer)) ((Speaker for the moment continues))

Turn transition relevance places

The end of a turn constructional unit or a syntactic unit was used by store owners and customers to indicate or request a turn transition. Consider this: SK: Each of them costs 2500PKR. However, there is a 10% discount if you purchase two or more. ((Reply and Promote)) turn transition relevant location C: Oh, that's a good offer ((Reaction)) ((Turn Relevance Transition Place)) When speaking, hearing, or understanding challenges or difficulties arose, store owners and customers used self-initiated self-repair, other-initiated self-repair, self-initiated other-repair, or

Other-initiated other-repair. Consider this:

They are quite plush and cozy, says SK. Information delivery and assessment

C: What exactly did you say? ((Another-Initiating Repair))

SK: I mentioned that they are quite plush and cozy. ((Self - repair))

Feedback system

Backchannels and assessments were used by shopkeepers and customers to convey or elicit

Information or evaluation about their own or other people's discourse. For instance:

C: The pale blue one is my favourite. It goes with my curtains. ((Reply and explanation)) great decision, SK: One of our customer's favourite colors. ((Assessment))

C: Oh, okay. ((Backchannel))

These turn-taking techniques adhered to the cooperative principle and the CA approach.

Communication Quality

The second element relates to the level of communication that store owners and customers exhibit when speaking with one another. The study of the data showed that talks between store owners and customers had excellent communication. These were the telltale signs of excellent communication:

Relevance

Customers and store owners both made comments that were pertinent to the discussion's subject and objective. They didn't introduce any extraneous information or stray from the main topic. The relevance dictum put forward by Grice in 1975 was followed. Examples include how may I be of service to you today? ((Open-ended query))

C: I'm looking for bed linens for my bedroom. ((Topic Introduction))

Truthfulness

The contributions of the shop owners and the customers were genuine, and neither group made any claims they considered to be unfounded or lacking in supporting data. They adhered to the Grice (1975) quality maxim. Examples include SK: The price per item is 2500RS. However, you receive a 10% discount if you buy two or more. Answering and advancing Oh, that's a good offer. ((Response))

Informativeness

Both shopkeeper and customer provided information that was sufficient but not excessive. They did so without being repetitive or evasive and with enough details to respond to inquiries or requests. They adhered to the quantity maxim put forth by Grice in 1975. For instance:

SK: These are some light-colored cotton sheets in beige, white, and light blue. They are incredibly

Plush and cozy. ((Information evaluation and delivery))

C: What are their prices? ((Inquiry))

Clarity: Both store owners and patrons were explicit in their comments and avoided ambiguity, obscurity, vagueness, or needless wordiness. In order to communicate their meanings clearly and without ambiguity, they utilized straightforward language. They adhered to Grice's suggestion for the maxim of conduct. Examples include C: I require a light-colored, queen-sized bed sheet

Made of cotton. ((Preferential expression))

OK, I will lay out some alternatives for you. ((Offer))

These signs of excellent communication were in line with the idea of cooperation.

Relationship Satisfaction

The third theme is how satisfied shopkeepers and customers are with their interactions.

According to the data analysis, customers and shopkeepers expressed high levels of relationship satisfaction during their interactions.

Rapport

Shopkeepers and customers developed rapport with one another by demonstrating interest, attention, comprehension, agreement, or attitude towards one another speech. To demonstrate respect and rapport, they used constructive politeness techniques like compliments, recognition,

Promotions, etc. (Gardner, 2001). Consider this:

SK: Good day, and welcome to our shop. Do you need any assistance? Greeting and unstructured question ((A constructive approach to manners))

C: Hi, thank you for your help. ((Response and appreciation)) ((Positive politeness strategy))

Trust

By giving accurate and true information about the goods and the customers' preferences, shopkeepers and customers built trust with one another. Regarding the cost or caliber of the goods, as well as their thoughts or feelings regarding them, they didn't mislead or lie to one another (Gardner, 2001). Consider this: They cost 2500 rupees each. However, there is a 10% discount if you purchase two or more.

((Answer and Encouragement)) ((Real Information))

C: I prefer the pale blue one. My curtains go with it. ((Justification and response)) ((Reliable Preference))

Understanding

By giving customers and shop owners clear and detailed information about the products and their demands, they were able to communicate with one another.

They avoided using language that could lead to misinterpretation or confusion (Gardner, 2001). As an illustration: SK: These cotton sheets are available in beige, white, and light blue hues.

They are incredibly plush and cozy. ((Evaluation and clarity))

C: I require a light-colored, queen-sized bed sheet made of cotton. Preferential expression material that is understandable and instructive ((The cooperative principle was consistent with these measures of high relationship satisfaction and informative information)) this section has presented the findings of this study based on the data analysis. The next section will discuss the findings of this study.

Discussion

In regard to the research questions and the literature evaluation, this part will detail the research findings. The ramifications, restrictions, and suggestions of this study will also be highlighted in the debate. The main question of research is: How do shopkeepers and customers use turn-taking techniques in conversation, and how do

these techniques impact the effectiveness of their exchanges and the happiness of their interpersonal relationships? The results of this study indicate that shopkeepers and customers employ a variety of turn-taking techniques to begin, continue, or finish their conversational turns in a manner that satisfies their objectives and expectations. The research evidence supports both CA method and the cooperative principle using these interactions. Techniques. The research demonstrates that managers and shoppers communicate well together. Customers and store owners show strong relationship satisfaction during their interactions. The cooperation principle stands strong within these results. Indicators. Studies conducted earlier on this topic support the observations we found in this study. Experimentation took place across various environments by observing local discussions between diverse groups. Research by Tiselius & Englund Dimitrova (2018) studied how turn-taking happens in ESL classrooms (Dewi, 2018) which then informed Syafillah's podcast investigations (2022). 2022). Studies show that speakers use different ways to plan who will speak next. Participants plan who talks when and what they need to do during their shared interaction. The studies demonstrate that how participants take turns when speaking influences both their communication results and emotional bonding within conversations. Their speaking methods help shape both their communication results and relationship contentment. Theoretical this research used two key frameworks known as CA method and cooperative principle to guide its development.

The study's conclusions receive additional support from accepted theoretical approaches. The CA approach explains how conversations follow rules we perceive and organize. Research shows that conversations follow specific patterns which create a useful system to examine social talk. The research by Hutchby and Wooffitt (2008) demonstrates that natural spoken exchanges have set organizational rules. The CA this method studies how people use verbal and non-verbal signs during speaking to coordinate their conversation. Participants in conversations use verbal and non-verbal communication patterns to share speaking time and reach their common goals. The CA method studies both minor components and bigger aspects that shape conversations. Speaker behavior and selection of words depend on where and why they are discussing something. Analyzing how business owners looking at handover patterns between business owners and customers through this framework needs a relevant structure that supports these principles. We must use a foundation that promotes mutual benefit. The cooperative concept explains those who take part in a talk should give honest answers that remain focused and easy to understand. Contributions (Grice, 1975). These simple rules help business owners and customers improve how they talk to each other. Better communication methods improve customer and business owner satisfaction in their talks. Both storeowners and

shoppers improve their results by using our turn-taking methods. Shopkeepers and customers can boost communication by learning to share turns in conversations. Satisfaction. I want you to show that you are listening and paying attention while also expressing your understanding and support when someone talks to you. Retail staff and customers can benefit from shared speaking rules to keep their interaction flowing. Turn-taking these interaction techniques help customers and business operators maintain reliable and honest dialogue. They provide product information together with their preferred features. People use these methods to exchange information properly between themselves and potential buyers. Stores and customers should deliver specific information regarding products and customer specifications Requirements

By employing these turn-taking techniques, retailers and customers can improve Their interactions' rapport, trust, understanding, cooperation, etc.

The study has limitations because it was conducted on a small sample of just three shopkeepers and customers in one particular environment a bed sheet store. As a result, it is possible that the study's conclusions cannot be applied to different situations or scenarios in which store owners and customers interact. Additionally, the qualitative methodology used in this study could be prone to bias during data collection or analysis. The findings of this research may not work for everyone. The findings lack enough trust or usefulness for readers and researchers because of this.

Conclusion and Recommendation

Conclusion

By combining conversation analysis and cooperative principle theory this research aimed to study the exchange patterns between shopkeepers and their customers. I will examine how shopkeepers and customers manage their talking time periods during conversations. An in-depth our research design combined a detailed research method and focused case study format. We conducted participant observation and semi-structured interviews to gather most of our information. Transcribing, coding, and Our data analysis began with recording and ended with interpreting what we found.

The research showed shopkeepers and customers used different strategies to take turns during their conversations. Store workers and customers used specific methods to start and maintain conversations according to what they wanted. They met their goals and approval criteria. Both the CA approach and the cooperative concept support the findings of this study. Our findings show that these turn-taking methods prove both CA and cooperative behaviors. The research proved that the interactions between customers and shopkeepers met their mutual expectations. Both shop owners and their customers maintained good connections through quality communication. Was of a high caliber. The findings showed that participants worked

together through their interaction. The study's conclusions Customers and shop owners create better interactions when they use specific conversational techniques. Better communication methods strengthen both the engaging nature and interaction quality of exchanges.

The study's limitations:

The research used data from only three shopkeepers and customers at a single bed sheet store. Our research took place at this one chosen bed sheet store environment. We need a new research to study how shopkeepers and customers exchange turns during their interactions. Next researchers need to study many more people from various shops and customer groups. Our research must examine how shopkeepers and customers communicate in different environments by mixing quantitative and qualitative data analysis methods. The study used statistical and descriptive information together with various theoretical models and concepts. Retail exchanges work is better when both parties actively share conversation time with each other. Research data shows how merchants and buyers engage in organized communication exchanges. Shopkeepers and customers can both merchants and customers can develop more fulfilling relationships and better conversations when they use these communication methods. We use turn-taking methods that support CA theory and build cooperation between speakers.

Recommendations

Future studies need to investigate a larger group of shopkeepers and customers from multiple market environments. The study recommends expanding research into multiple retail settings like clothing stores and grocery stores to boost our findings about customer engagement. To make the conclusions stronger, researchers should include more participants from diverse retail environments. The next research phase should focus on making our results both reliable and valid. Future studies can execute research projects under two methodological types for better insight. The future research plan calls for mixing statistical records with personal accounts of events. Future work on this topic needs to examine the topic using other theoretical models such as politeness theory and speech act theory. Scientific investigations can use politeness theory or speech act theory to analyze how people in shops interact with each other. Conversations between shopkeepers and customers.

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