

Conceptual paper on Customers satisfaction and purchase intentions

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ABSTRACT

The current paper attempts to explore Customers' satisfaction on their purchase intentions factor that leads business to success. Emphasis will be made on the conceptual and visionary aspects. Therefore; this research will cover and analyze the related literature review to be guideline for researcher. Frequency analysis was adopted to find the results of this study. Suggestions for future research are made and limitations highlighted.

Keywords: Customers' satisfaction, purchase intentions, customer loyalty.

Introduction

Nowadays, competition conditions, which factors cause customer satisfaction, which variables change customer satisfaction in which ways and how these variables can be managed, for which segments which activities can be designed are the main questions that marketing managers must consider. Especially, if it is considered that gaining new customers create four times more costs than protecting existing customers from leaving, it can be seen that answers to these questions carry great importance for the firms (Gronroos, 1996).

Satisfaction is a phenomenon expressing that the performance and benefits of the products exceed the expectations of the customers (Peter et al. 2005).

Customer satisfaction increase the existing customer loyalty, repurchase process, awareness of the people about the firm, decrease the price flexibility, the cost of gaining new customers and prevent the customer being affected from competitive enterprise (Peter et al. 2005). As a result, the positive word of mouth occurs in contrast negative word of mouth is destroyed.

Customers' satisfaction on their purchase is a significant factor that leads business to success. In recent times, customer satisfaction has gained new attention within the context of the paradigm

shift from transactional marketing to relationship marketing (Gronroos 1994; Sheth & Parvatiyar 1994). Customers who are satisfied with a purchased product will buy the same product again, more often (Reichheld 1996), and will also recommend it to others (Oliver and Swan 1989). Customer satisfaction is commonly related to two fundamental properties (Ostrom & Iacobucci 1995), including the customer's judgment of the quality of the product and his evaluation of the interaction experience he or she has made with the product provider (Crosby et al. 1990). Kotler sums this up when he states: "The key to customer retention is customer satisfaction" (Kotler 1994). Even it is agreed in the literature that price and quality has high effect on customers' satisfaction; still there is little empirical evidence exploring this relation. Almost nothing is known about the human neural mechanisms through which it affects the decisions made by individuals.

Research related to consumer behavior in the field of service marketing has progressed steadily over the years. Measured by the impact and amount of work done within customer satisfaction research, it is fair to say that the dominant theories are disconfirmation of expectations (Swan 1983); (Oliver and DeSarbo 1988); (Oliver 1980); (Churchill and Suprenant 1982) and cognitive psychology (Weiner 1980; Weiner 1985; Weiner 1985); (Folkes 1988). In the service marketing literature these streams of theory have been used in the prediction of consumer behavior. Disconfirmation theory focuses on cognition of transaction specific experiences as a foundation for customer (dis)satisfaction and subsequent consumer behavior whereas cognitive psychology has studied the importance of cognitive schemas in the decision process and consumer behavior.

The term customer loyalty "is a physical and emotional commitment given by customers in exchange for their needs being meet" (Stone et al.,2000). It is related to the behavior of the customers who visit the supermarkets repeatedly. It is very important keeping a customer happy so he/she will have more business with the supermarkets she made purchase in. In order to keep the customer for more businesses the customer satisfaction needs to be warranted by the market. In a competitive market place whoever provides quality product and better services will have advantage over the others. The customer satisfaction can be thought as a key element of the strategies that supermarkets can gain loyalty with.

Maintaining customer loyalty is one of the essential elements determining a company's success or failure (Philips et al., 1983; Zeithaml et al., 1985; Reichheld & Sasser, 1990). Hence, companies strive to build good relationship with their customers. In addition, providing superior quality service is a critical factor in improving profitability (Reichheld & Sasser, 1990; Ghobadian et al., 1994). On the contrary, poor service quality is one of the main reasons why customers switch to competitors (Philips & Hazlett, 1997). Therefore, long-term success of a service company is essentially determined by its ability to acquire and maintain a large and loyal customer base (Wong & Sohal, 2003). Developing and maintaining customer loyalty or creating long-term relationship with customers is the key to survival and growth of service firms (Duff, 1998; Griffin, 1995; Kandampully, 1988; Reichheld, 1996). The relationship between customer loyalty and service quality has been widely investigated (Oliver, 1980; Bearden & Teel, 1983; Zeithaml et al., 1996) and many found strong positive relationship between the two (Yi, 1989; Anderson & Sullivan, 1993; Boulding et al., 1993).

Literature review

Attitudinal loyalty is a strong internal disposition towards a brand, product or service. Attitudinal loyalty was conceptualized in terms of three components: resistance to change, volition and cognitive complexity (Pritchard, 1992). Attitudinal loyalty was defined as consumer's predisposition towards a brand as a function of psychological process (Jacoby & Chestnut, 1978). Attitudinal loyalty consists of three psychological processes: cognitive, affective, conative (Oliver, 1997).

Customer Loyalty. Zeithaml (2000) states that previous studies viewed customer loyalty as being either behavioral or attitudinal. The behavioral approach is that customers are loyal as long as they continue to buy and use a good or service (Woodside et al., 1989; Parasuraman et al., 1988; Zeithaml et al., 1996). Reichheld (2003) states that the strongest evidence of customer loyalty is the percentage of customers who were enthusiastic enough to refer a friend or colleague to a particular good and/or service. The attitudinal approach is that customers feel a sense of belonging or commitment to the good or service. Baumann et al. (2005) noted that Day (1969) four decades ago introduced the concept that loyalty has both behavioral and attitudinal dimensions.

Trust. This is a psychological state that comprises a consumer's intention to accept vulnerability based on expectations of the intention, integrity, and competence of a vender under conditions of risk and interdependence (Rousseau, Sitkin, Burt, & Camerer, 1998). Trust is an essential element of a successful relationship (Morgan & Hunt, 1994). It also was defined as "a willingness to rely on an exchange partner in who one has confidence" (Moorman, Deshpande, & Zaltman, 1993, p. 82). Trust is treated as the perceived credibility and benevolence of the exchange partner (Doney & Cannon, 1997).

Influence of price and quality to customers' satisfaction, this research demonstrates the role of the subconscious mind in consumer decision-making by a 2004 study by researchers at Baylor College of Medicine. The researchers offered 67 committed Coke and Pepsi drinkers a choice, and in blind testing, they preferred Pepsi. When they were shown the company logos before they drank, however, 75% preferred Coke. The second research was made for investigating relation between price and satisfaction. According to researchers at the Stanford Graduate School of Business and the California Institute of Technology, if a person is told he or she is tasting two different wines – and that one costs \$5 and the other \$45, when they are, in fact, the same wine – the part of the brain that experiences pleasure will become more active when the drinker thinks he or she is enjoying a more expensive vintage.

When Brand Attitudes Affect the Customer Satisfaction-Loyalty Relation: The Moderating Role of Product Involvement, A total of 100 participants in the general population (ages 19–55) were asked to rate the products in each category in terms of importance, value, interestingness, want, necessity, relatedness, and meaningfulness using the scale of involvement constructed. The data were collected in a commercial satisfaction survey conducted in Korea by a large marketing research firm for a large Korean household goods and cosmetics company. Participants were drawn from two communities in South Korea: a big city in a metropolitan area and a small city in a suburban area. Structural equation modeling shows that customer satisfaction has both direct and indirect effects on loyalty, whereas ad attitudes and corporate image have only indirect effects through their mediating influence on brand attitudes. Furthermore, product involvement decreases the direct effects of satisfaction on brand attitudes and loyalty, but it increases the indirect effects of ad attitudes and corporate image. Multiple items were used to enhance the

reliability of the measures. The measures of the proposed constructs achieve high reliability as well as convergent and discriminate validity.

The different effect of primary and secondary product attributes on customer satisfaction, On behalf of the regional transport authorities, a professional survey company carried out 15-min phone interviews with a representative sample of the adult population in the greater Stavanger area (city of Stavanger and surrounding counties) in the region of Rogaland in Norway. A total of 2102 participants were interviewed, of which 1002 participants were interviewed in November 2002, and 100 participants per month (excl. July and December 2003) until January 2004. Both hypotheses were supported by the results of a survey of perceived quality and satisfaction with local public transport. Exploratory analyses indicate that the relationship between secondary attributes and customer satisfaction is regressing, and that secondary attributes are more important for frequent users. Tested the reliability of the three factors and got satisfactory results.

Relationship between the components of product/service quality and the customers' emotions and satisfaction, Undergraduate College students were surveyed in regard to four scenarios for food establishments. Respondents were asked to select, from a pre-tested list of emotions, those arising from these scenarios. The equality of means of the valence and the intensity of emotions among the four scenarios were tested using ANOVA and Scheffe paired comparisons. Two samples of undergraduate college students were surveyed using two different questionnaires. The first questionnaire, completed by 103 respondents, The second questionnaire, completed by 77 students, In both questionnaires, each scenario was followed by the list of eighteen emotions, and the students were requested to select all of the emotions they are likely to experience if they were customers/patrons of the food establishment whose description they just read.

Impact of service quality, trust, and customer satisfaction on customer Loyalty, Dependent: Customer loyalty, to test the conceptual framework, structural equation modeling (SEM) has been used to analyze the data has been collected from 304 subscribe/ customers of a major private telecommunication company of Bangladesh and the response rate was 90%. The average age of the respondents was 29 years. 59 % respondents were male and 41 % were female.

The Dynamics of Customer Satisfaction in Fresh Produce Markets: An empirical example from a developing economy, the hypotheses was tested 356 buyers of fresh produce in Zimbabwe using a structured questionnaire. All constructs were measured using multi-item. Structural equation modeling (AMOS 4) was used to analyze the direct and indirect relationships among the variables.

The royalty of loyalty: CRM, quality and Retention, A research model (5Qs) was designed to measure satisfaction and loyalty. This model is based on two conditions: the customer database and CRM strategy are well structured; and that management control systems have the capacity to produce required data for the analysis.

Customer Satisfaction Analysis: Identification of Key Drivers. Total sample size here is 407 respondents, with 65 of them Dissatisfied, so the Overall Dissatisfaction rate equals 16%. Using the Shapley Value to understand the value of each attribute in making a successful prediction of the state of a customer's satisfaction. 70 respondents who were dissatisfied and 57.1% of those were dissatisfied on the Overall Satisfaction measure At the same time, there were 337 respondents who were satisfied with the retail service they received and only 7.4% of them were dissatisfied overall. It is more difficult to identify good enhancers than dissatisfies because customer satisfaction research tends to focus on processes that are key components of the service.

Commitment. Commitment can be defined as “the enduring desire to maintain a valued relationship” (Moorman, Zaltman, & Deshpande, 1992, p. 136). The term is also an essential element of a successful long-term relationship (Morgan & Hunt, 1994). Thus, in this study commitment was defined as emotional or psychological connection to maintaining a long-term relationship with profit exchange and concern with the partner's achievement and destiny.

Methodology

Each article has its own methodology different from others. So, I'm trying to review the all articles in different paragraph as the following:

Influence of Brand Loyalty on Consumer Sportswear, this article methodology was Malaysian environment. Questionnaires were distributed and self-administered to 100 respondents. Respondents of multiple ethnicities, namely Malay, Chinese, Indian and other races, were selected from Bandar Baru Bangi and Serdang. Descriptive analysis, one-way ANOVA and Pearson Correlation.

Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions article, an anonymous questionnaire was given to 226 university students and sports shoes in Athens, Greece. The multivariate analysis of variance (MANOVA) results showed that the three groups based on perceived quality (low, medium and high) all differed significantly from each other with regard to purchase intentions, overall satisfaction and involvement. The group-mean scores indicate that overall satisfaction, product involvement and purchase intentions are low in the low perceived quality group and high in the high perceived quality group. The ANOVA results indicate that the differences between groups on each dependent variable are significant. However, the biggest difference was detected in satisfaction.

Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. Respondents were selected by utilizing a table of random numbers applied to the local telephone directory, which resulted in mailing out 600 surveys. Respondent anonymity was ensured by not requiring them to identify themselves anywhere in the survey. In addition, respondents were asked to return the completed surveys by mail in a postage paid envelope. Respondents were also informed that the study was being conducted by a well-known local college.

Secondary research and qualitative interviews were used to build the model of customer satisfaction. A structured questionnaire was employed to gather data and test the model. Sampling involved a random selection of addresses from the telephone book and was supplemented by respondents selected on the basis of judgment sampling. Factor analysis and multiple regressions were used to test the model.

The customer satisfaction for textile sector carries great importance like the customer satisfaction for other sectors carry, Turkish textile consumers in the view of gender. Both face to face and e-

mail techniques are used. After the survey application process, the 142 survey forms were collected. In data analysis of this research the SPSS program is used.

Linking the hierarchical service quality model to customer satisfaction and loyalty, the data for empirically re-assessing the scale's properties and for testing the proposed hypotheses were collected from convenience samples of 250 customers of hairdresser/barber services and 300 customers of local phone service subscribers. The measurement model of the HSQM was re-assessed using confirmatory factor analysis. The hypotheses were tested using structural

Finding

Influence of Brand Loyalty on Consumer Sportswear, the finding coming up from this article as the research results showed that there is positive and significant relationship between factors of brand loyalty (brand name, product quality, price, style, promotion, and service quality and store environment) with sportswear brand loyalty. All the variables show a high degree of reliability.

Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions article, the results show that perceived perceptions of product quality were significantly related to all the variables under investigation.

Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. The regression model suggested that customer satisfaction was influenced most by responsiveness of the frontline employees, followed by price and food quality (in that order). Physical design and appearance of the restaurant did not have a significant effect.

The customer satisfaction for textile sector carries great importance like the customer satisfaction for other sectors carry, Textile firms in Turkey should never ignore the brand image and service quality in their marketing and sales strategies as the service quality and brand image effects the customer satisfaction directly due to the Turkish customers. By considering genders of survey respondents, it is found that there are no differences in perceived product quality and brand image according to the respondent genders.

Conclusion

Linking the hierarchical service quality model to customer satisfaction and loyalty, the results confirm the HSQM as predictor of satisfaction and loyalty. However, the results suggest that the

significance of various service quality dimensions differs depending on the type of service. Service quality is a significant predictor of satisfaction, word-of-mouth and re-purchases intent. This study seeks to further explore the validity and reliability of HSQM by applying the measure in two new industries and linking it to accepted service quality outcomes.

Drivers of Customer Loyalty in a Retail Store Environment, Statistical results document that service quality, product quality and brand image drive customer loyalty as measured by a customer's willingness to recommend the retailer's products to other people.

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