

WCPCG-2011

Structural Determinants Of Customer Satisfaction In Loyalty Models: Turkish Retail Supermarkets

Fatma Noyan ^{a*}, Gulhayat Golbasi Simsek ^b

^a*Yıldız Technical University, Faculty of Arts & Science, Department of Statistics, Davutpaşa Campus, Esenler, 34210, Istanbul/Turkey*

^b*Yıldız Technical University, Faculty of Arts & Science, Department of Statistics, Davutpaşa Campus, Esenler, 34210, Istanbul/Turkey*

Abstract

Customer satisfaction and loyalty are very important to develop the retail strategies. The main goal of this study is to examine the determinants of customer satisfaction by customer and store related factors. In this study, using structural equation modeling, structural determinants of satisfaction are investigated in the context of loyalty models. We use Dickson's (1982) and Bloemer's (2002) frameworks as a starting point and distinguish a person determinant, a situation determinant and a person within situation determinant of customer satisfaction. The results of this study provide that positive affect, image and customer relationship proneness play a significant role in creating satisfaction.

© 2011 Published by Elsevier Ltd. Selection and/or peer-review under responsibility of the 2nd World Conference on Psychology, Counselling and Guidance.

Keywords: Customer Satisfaction, image, customer relationship proneness, structural equation modeling

1. Introduction

Slow growth and intense competition in retail markets in recent years increase the need for the retailers to understand the determinants of customer satisfaction (Sirohi, McLaughlin, Wittink, 1998). Customer satisfaction is a well known and established concept in several areas like marketing, consumer research, economic psychology and economics. Different types of satisfaction have been identified. In line with Oliver (1989) we perceive satisfaction as a post-consumption evaluation or "A pleasurable level of consumption related fulfillment" (Blomer,2002). Satisfaction is a consumer's post-purchase evaluation of the overall service experience. It is an affective reaction (Menon and Dubé, 2000) in which the customer's needs, desires and expectations during the course of service experience have been met or exceeded (Lovelock,2001). Satisfaction in this sense, could mean that a supermarket has just barely met the customer's expectations, not exceed nor disappointed those expectations. Satisfaction has been considered as a central concept in the marketing literature. Retailers recognize that customer satisfaction (CS) plays a key role in a successful business strategy (Gómez, McLaughlin, Wittink, 2004). Retailers generally have little knowledge of the antecedents of customer satisfaction (Blomer,2002; Cronin et.ad.2000). What is unclear is the exact nature of that role, how satisfaction should be managed, and whether managerial efforts aimed at increasing satisfaction lead to higher store sales (Gómez, McLaughlin and Wittink, 2004). Supermarket shopping is

* Fatma Noyan. Tel.: +902123834428; fax: +902123834420.

E-mail address: noyanf@gmail.com

often categorised as a self-service retail environment. A supermarket is a large, departmentalised retail store that primarily sells food items (Marshall et.al.,2001), while a department store is larger, divided into different departments, and also provides an extensive assortment of other goods and services. For supermarket retailers wanting to build relationships with their customers, being able to track their levels of satisfaction with the key elements of the supermarket image is extremely important. From the retailers perspective the aim is to minimize the reasons for complaints and dissatisfaction and the cost of a service recovery plan (McCullough, Berry and Yadav, 2000) whilst establishing a track of direct feedback from customers about their reactions to those key elements.

A focus on one's current customers, if it results in increased satisfaction, may also generate other benefits, for example, the generation of loyalty, the generation of positive word-of-mouth.... An understanding of customers' satisfaction determinants is an important basis for the identification of optimal retailer actions. The aim of the research is to identify specific elements of CS that individually and/or collectively influence customers' evaluation of, and satisfaction with, CS in supermarkets and the consequent contribution towards repeat purchase behavior in a Turkey context. The main goal of this study is to examine the determinants of customer satisfaction by customer and store related factors.

2. Methods

In this section we discuss and develop the conceptual model. After that, we outline the sample and the methodology and provide the results of the measurement and structural model.

2.1. Conceptual model of customer satisfaction

The conceptual framework of this study builds upon the works from several disciplines such as retailing, consumer behaviour, marketing, and psychology. The conceptual models found in the literature mainly dealt with the image in consumer/shopping behaviour, store selection, store image and different levels of evaluations embedded in satisfaction structure.

We test the conceptual model introduced below on data collected by four large supermarket chain from their own shoppers. The initial model (Figure 1) has four latent variables based on the various areas in which the survey questions were asked. The model in Figure 1 is an adaptation of a model proposed by Dickson (1982) and Bloemer (2002). Our prime interest is in assessing some disregarded antecedents of customer satisfaction in terms of store image, positive affect and customer relationship proneness (Bloemer,2002). In this study we use Dickson's (1982) and Bloemer's (2002) frameworks as a starting point and distinguish a person antecedent (customer relationship proneness), a situation antecedent (store image) and a person within situation (positive effect) antecedent of customer satisfaction. Customer relationship proneness (CRP) has an important affect on customer satisfaction (Odekerken-Schröder G., De Wulf ve Schumacher, 2003; Bloemer,2002). As a result we posit that:

H₁: A higher level customer relationship proneness leads to a higher level of satisfaction.

Store image (SI) is recognized as another important antecedent of customer satisfaction (Bloemer and De Ruyter,1998). A customer who perceives a positive image of a particular store is more likely to be satisfied with a store than a customer who perceives a less positive store image. Therefore, we formulate the following hypothesis:

H₂: A more positive store image leads to a higher level of satisfaction

Positive affect (PA) has also been shown to be an important antecedent of satisfaction (Menon and Dube,2000; Westbrook and Oliver,1991,Bloemer,2002). Therefore, we expect a positive relationship between positive affect and satisfaction.

H₃: A higher level of positive affect leads to a higher level of satisfaction.

A customer, who prefers a continuous relationship with a supermarket in general, is expected to experience more positive affect in the relationship with one particular supermarket than a customer who has no desire for enduring relationship with supermarkets in general (Bloemer,2002). As a result, we hypothesize:

H₄: A higher level of customer relationship proneness leads to a higher level of positive affect.

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات