

Fostering Customer Relations: Understanding the Mediating Influence of Familiarity, Participation, and Interaction

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Abstract

The aim of this paper is to examine the proposed overall service satisfaction from a new perspective: adopting multiple criteria for comparison (predictive expectations, idealistic expectations, normal product) and studying the mediating effect of behavioral knowledge. Variables, customer interactions, and service interactions. The results show that, regardless of the type of criteria, they are perceptive and do not reliably influence the LI trend in satisfaction if the effect size is different. In addition, three behavioral variables alter the overall satisfaction process. Both aspects are of great academic and professional importance.

Keywords:

Participation, customer, service, interactions, satisfaction.

Introduction

The true birth of the satisfaction of the consumer as area of research data in the decade of the seventies From that time many studies that have tried to define conceptually the satisfaction of the consumer, discover the back- dents who are involved in their formation and identify the consequences derived from this consumer judgment . All this responds, without a doubt, to its growing importance in the academic and business fields . Under the first approach, the satisfaction of of the consumer can be regarded as the essence of the concept of marketing. Under the second, satisfaction It is conceived as the basic pillar on which sits the strategy of marketing an imperative strategic or the real key to the successful business in the environment current.

In the research on satisfaction is emphasizes the study of expectations as antecedent of satisfaction of the consumer, such and as highlights the meta-analysis of strategy by using this term , reference is made to different standards of

comparison that may form part of the evaluations and judgments of satisfaction of the consumer (N GOBO , 1997). Among all of them it is un- tacar the expectations predictive, and ideals and standards based on experience.

In spite of the unquestionable effort by delimit tar of how accurate the satisfaction of the consumed dor, different issues still remain without solve . In the first place, it has shown frequently the impact of expectations nature predictive in the judgment of satisfaction of the consumer. On the contrary, it suffers from the evidence empirical necessary to support the effected to satisfaction on other benchmarks theoretically proposed in marketing literature. Secondly, it should be noted that, under a perspective cognitive or cognitive affective, it has analyzed the weight of the rentes dif- determinants of the satisfaction and the role of this last in the formation of the. Without however , contributions are rare conceptual and empirical in around to the effect moderate tor of the variables of the behavior of the con- sumer about the process overall of satisfaction.

From the above, the two fundamental objectives of this work are derived. Primary grouper, is to analyze the overall process of satisfaction of the consumer for different stan- dards of comparison: expectations predictive, expectations ideals and standard-product. Under a cognitive approach, the impact of the different types of standards (expectations) and their respective judgments of disconfirmation on satisfaction will be identified. of the consumer, as well as the weight of satisfaction in the formation of loyalty. Second, it seeks to examine the importance of different variables behavioral (familiarity, involvement and interaction with the service) as factors moderators of the overall process of satisfaction. In this sense, it will be analyzed whether the intensity of the relationships between the different elements that make up this process is or influenced by the degree of familiarity, involvement and interaction of the customer with the service.

From an academic point of view, the response to the first objective will allow to identify which of the two phenomena, assimilation or contrast, explain ca better the function main that are in the pro- cess of satisfaction every one of the standards you can use the user in its assessment of the vice Being. According to the phenomenon of assimilation, the con- sumer tends to adjust their perception of the productive to in the line of their expectations to justify its decision to consumption (search for consistency).

Results

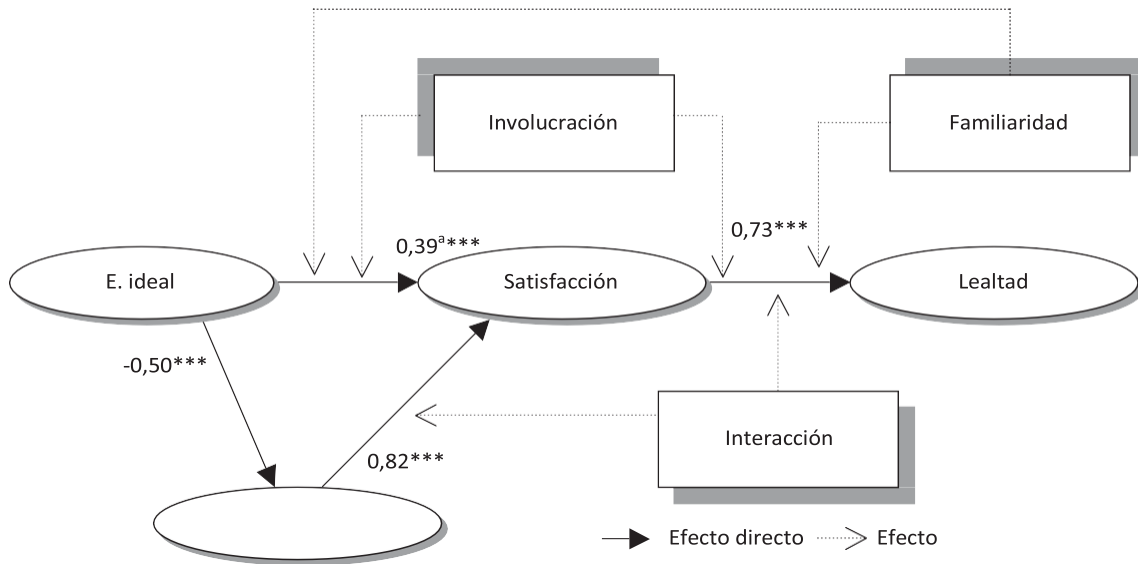
The figures 2, 3 and 4 show the estimated as the three standards final model compared tion analyzed. As aspect shared in all the models, it should review the effect moderate erator of the three variables outside (familiarity, involvement and interaction) on the causal relationship between the satisfaction and the loyalty. The inter- pretation of these moderating effects suggests that consumer satisfaction will have one more important in generating loyalty when the consumer himself is highly familiar with the agency for travel and has high levels of involvement and interaction with the service.

Also it is remarkable the great similarity existential you between the processes of satisfaction of the dor consumed based on a predictive standard and a standard standard-product (compare the figures 2 and 4). The effect moderator of the familiarity and involvement is manifested in the same way in both models, if well there are differences respec- to to the influence of the interaction (the interaction only moderates the relationship satisfaction ® loyalty in the model based on the standard of comparison normal ma-product, while that in the model sustenta- do in the standard predictive the effect moderator is extended to two additional causal relationships: standard predictive ® satisfaction and standard pre- dictivo ® disconfirmation).

Additionally, different inci- include EU dence of the variables of Control over the process of satisfaction of the consumer when the user considers a standard ideal comparator (con- sult Figure 3). On the one hand, the familiarity moderate ra the effect positive of the standard of comparison on the satisfaction. In particular, the weight of the expectations ideals in the formation of the satisfaction of cobra greater importance for those usua- rios with less familiarity with the agency of jes viable. On the other hand, the results put on Fiesto mani- that the importance of the disconfirmation of expectations in the formation of the Satisfaction increases when the user has less interaction with the service.

FIGURE 3

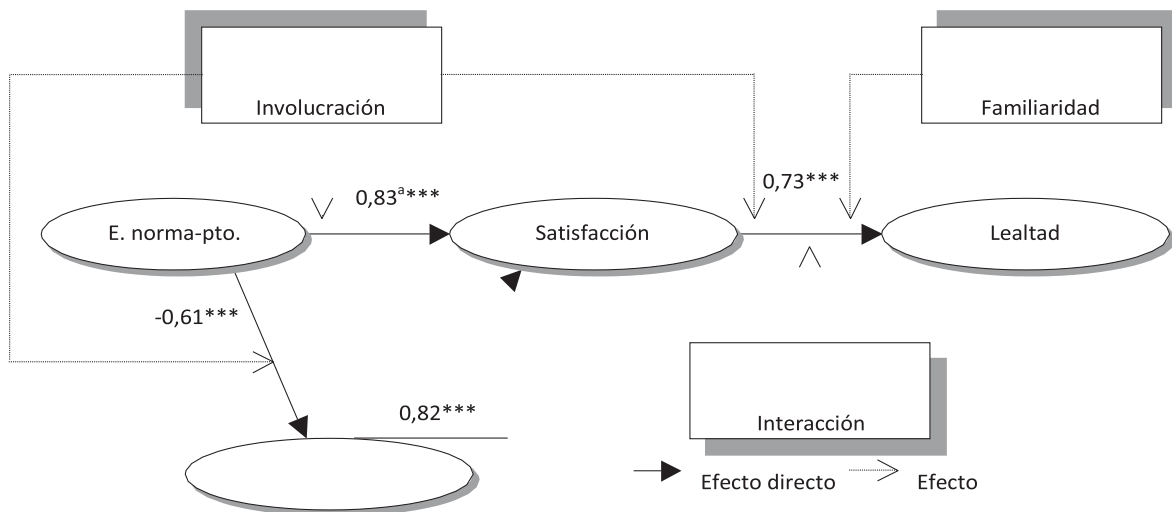
Estimated final model: ideal standard



^a Standardized estimates; *** p <0.01

FIGURE 4

Estimated final model: norm-product standard



^a Standardized estimates; *** p <0.01

Discussion and conclusion

Implication academic is referred to the moderating effect of behavioral variables on the process overall of satisfaction, pudiendo- will highlight three findings of interest: a) the three factors of the behavior of the user moderates the relationship between the satisfaction and the loyalty; b) the effect of these variables on the relationship between the expectations and satisfaction is different for each standard considered; and c) the impact of the cio judg- of disconfirmation in the satisfaction not being influenced by any comportamen- varying such. First, it is worth noting that users more familiar, involved and / or participatory evaluate the meeting with the service to form more elaborate, precise and aware that collective opposed by so that your satisfaction It will lead to a greater commitment to the company. For both, unlike traditional research where it is examined globally the relationship between the satisfaction and loyalty, it is necessary to identify groups of users with profiles of comportamien- to heterogeneous in an attempt to explain with greater accuracy the formation of the loyalty.

Second, the results put of relief the

need to explore the relationship between the expec- tative and the satisfaction of the user for each type of standard. In particular, the expectations adque- ren generally greater weight in the formation of satisfaction when users are altamen- you involved or participatory with the service. Compared with the individuals who have one per- fil of behavior different, these segments users meet one knowledge of the more service broad due to its greater interest in the Trouble- of information or to its high interaction with the service. In this way, they will build the most accurate and reliable ma forms its expectations of a future meeting, the which they will have one more pro- protagonism in the formation of the judgment of satisfaction. However, the atypical behavior of the variables familiarity and involvement for the ideal standard should also be highlighted . This standard shows one minor influence on the satisfactory faction for the group of users most familiar and / or involved. This may be because this type of customer knows the result factible of service with greater accuracy than other segments, so they attach less importance cia to the result perfect as a standard of comparison tion in their assessments of the service.

Third, it should be noted that the relationship between disconfirmation and satisfaction is moderate given by any varying of the behavior of the user. This can

be justified by starting from the vada ele- ambiguity to the which are subject the evaluations tions of the services. In general, the more involved individuals are less tolerant of deviations from the outcome of the service than the opposite segment . However , the difficulty of evaluating it in a context of high ambiguity may cause them to be more tolerant or permissive with this result. As a result of this, the intensity of the phenomenon of contrast could be like in the judgments of satisfaction of the users with high and low involvement. On the other hand, the difficulty and uncertainty in the assessment of the service may lead to the reduction of the differences in terms of the ability to have to make the judgment of disconfirmation the users highly familiar and participatory and aque- Those that are not so. Consequently, confidence in this trial cognitive at the time of for- satisfaction sea could prove partner for both groups of individuals.

The results of this research can be interested, not only in the academic field , but also in the professional one. For companies currently satisfaction and loyalty of the consumer are two goals priority, for which it is essential to know the true elements that are involved in all the process that guarantees its achievement. On the one hand, must have- is on account that the agencies can control in large measure the expectations predictive that utili- zan users in their assessment judgments. Given that the phenomenon of assimilation dominates the formation of the satisfaction for this standard, managers could communicate to through in the mix motional pro- one service slightly superior to the objec-tive. In this way, individuals will achieve a higher level of satisfaction when adjusting after the encounter with the service their perception in the line of some expectations slightly superior to the objective. Similarly, it must ensure the satis- faction of the user in all the meetings with the travel agency, as this contributes to consolidate some expectations really positive in your mind.

On the other hand, the possibility of knowing the characteristics, not only demographic, but also of the behavior of the users pue- of help to that the directors of the agencies of travel define one strategy of marketing speci fies for each segment of the market. In this sense, one of the most important implications This research is concerned with the different protago- NISMO you can have the satisfaction as a factor generator for the loyalty of the user. Be ques- Tarse: Under what conditions the satisfaction generated ra really a sense of commitment or

loyalty to the tourist establishment? What features promote the loyalty of users? This work puts in manifesto that the potentially most attractive segment for their loyalty is made by users altamen- you familiar, involved and / or participating in the service. Having in fairy this, the agen- ences of travel should familiarize to the public objec- tive, not only by offers or cards of fidelity tion that promote one use more frequent of their services, but also by one communi- cation custom where the customer take con- science products and services that can offer the agency. In the same way, these sas empre- have to make the user feel involved with the service, so as also to be aware of their participation active in the provision of the same. A suitable formation of the agents of travel and the own users, along with a physical setting or environment where it co - produces the service appropriate, will allow. Only in this way the usua- rios be motivated and trained to conduct assessments prepared and aware of the agen- cia of travel, so that will cause that your direct satisfaction to one true loyalty to the company.

The academic and business implications

of this work should be considered with some cau- at the time of its generalization to other ser- cios . In spite of the construction of one frame conceptual con- supported in literature General of satisfaction of and the development of one methodology of investi- gation rigorous, the differences that may EXIST tir between vacation services and other different kinds -financial, hospital or educational , among others - could influence on the results evidenced. The development of this line of investi- gation in one set of services more extensive allow support full or partially the hallaz- gos of this work. Another limitation is the adoption of one approach purely cognitive to the time to study the process overall of satisfaction. The presence of emotions can contribute to a better explanation of the satisfaction in the field of the services, given that the enjoyment of these last few are based on the experience or experience of the usua- river (B igne , 2005).

Within future lines of research

It is worth highlighting the need to analyze other are- Dares comparison in the overall process of satisfaction of the consumer, such as the desires or standards based on equity, among others. Even it should be explored the possibility of that type of standard moderate the intensity of the rela- tions between the different elements of this pro- cease. In addition, it makes it necessary to examine the to

effected moderator of other variables as are the ambiguity in the evaluation of the service and the formation of expectations, the type and cost of the service, the willingness of the individual to the search of variety or the affective cost of not continuing the relationship with the provider, among others. Finally, future research should explore whether the sensitivity to the disconfirmation, and perfectionism users, two factors novel proposed in the literature of satisfaction condition or not the process overall of satisfaction in the to Ambi of the services.

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