

Consumer Bliss Unveiled: Exploring the Impact of Marketing Research on Satisfaction

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Abstract

Achieving consumer satisfaction is the primary goal and strategic goal that business organizations aspire to achieve. To specifications and characteristics available in the product or service, and the translation of these specifications and characteristics is done through the Quality House or the Quality Function Publishing.

In order to highlight the role of marketing research in spreading the quality function to achieve consumer satisfaction, this study came to find the answer to a set of questions, the most important of which is whether marketing research has a role in achieving consumer satisfaction.

Keywords:

Marketing, consumer ,market ,client, research.

Introduction

Dynamic, changing, virtual and competitive; this is the market today. But what will tomorrow be like? Hard to know. The trend could be the supremacy of "the prosumers", consumers empowered with technology and digital omnipresence who actively interact in the co-production of products and services, lifting brands or destroying them with a single click.

In this context, the big brands struggle to stay current, the new ones to stand out from the crowd and the others simply do not exist. This is the dilemma for the Brand Manager / Marketing Manager: a great responsibility; a big challenge.

Perhaps you are about to launch an advertising campaign to face the stiff competition that is taking space in the market. That's when questions come to mind: Will this campaign have an effective impact on my target audience? Will the message be captured properly? Will it project a positive or negative image? Will my brand be associated with the advertising piece? Will it be remembered or will it be confused with another? Will it be a memorable campaign? Will it generate a real connection and identification with the target or not?

The marketing executive is faced with a problem: knowing the general impact of the advertising campaign on its target audience. If you make a decision solely "by feeling" it could cost you not only a large monetary investment, but something more valuable: your

brand image. Given this, market research constitutes, today more than ever, an essential key piece in marketing because it is a fundamental tool for decision-making.

The North American market research guru, Doctor Naresh Malhotra, proposes the following definition: "Market research is the identification, collection, analysis, dissemination and systematic and objective use of information with the purpose of improving decision-making related to with the identification and solution of problems and marketing opportunities. "

We can then say that, thanks to market research, it is possible to achieve:

- Identify opportunities and / or problems of the organization.
- Evaluate and refine marketing strategies and tactics.
- Explore, in depth, consumer insights and motivations.
- Test a campaign, measuring the impact and creativity of the advertising piece, avoiding heavy investments.
- Determine potential market demand and sensitivity to various segments.
- Evaluate a new product, packaging, promotions.
- Test the positioning of the brand and the competition.
- Measure the attitude towards the channel, location of the sales media, promotions, incentives and much more.

Literature Review

Marketing Research

Marketing research is scientific means that contribute to making special decisions in marketing, and it depends on three types of studies: market research, product research, and consumer research. They are considering buying it in the future. Another definition of marketing research is an assessment of the feasibility that can be achieved; By introducing a new service or good to individuals in the marketplace; By preparing research that is applied directly with consumers, and this helps the organization to discover the nature of the target market, and to obtain people's opinions about the benefit resulting from the new product.

Types of Marketing Research

Marketing research is divided into many types, and the following is information about the most important of them:

1- Research according to its objective, and is classified into two types: Exploratory research: It is a stage that must be implemented before moving to any other type of research; Where exploratory research contributes to enhancing cooperation between the research area and the researcher, it also seeks to achieve the objectives of diagnosing, identifying and clarifying the problem, and building hypotheses.

2- Inferential research: the research that comes after the completion of the preparation of the exploratory research; It helps the researcher to study all the major changes in the problem, and to identify its hypotheses in order to verify their validity; By collecting opinions and data on the problem, and then analyzing them in order to reach results that provide alternative solutions to it; Which helps to treat this problem. Research according to the depth of the study,

It is divided into two types: Qualitative research: It is a detailed study of the behavior of consumers, and depends on the use of a set of questions that provide the researcher with answers about the main reasons for dealing with a specific situation. Enhance consumer loyalty towards products. Increasing the number of services and goods in the markets. Quantitative research: It is a group of research that provides information to the facility that helps it understand a particular phenomenon, but this information must include a quantitative determination of the behavior or phenomenon discovered; By preparing qualitative research, and then relying on quantitative research that is interested in studying a specific category of study, and provides the possibility of numbering and counting most of the elements discovered in qualitative research.

3- Research according to data acquisition, and is classified into two types: Desk research: It is based on the collection of sub-data that exists before preparing research; Where there are many internal data inside the facility, such as sales data that includes products, sales quantity, customers, and means of distribution, and other examples of internal data are accounting data, and administrative data, while external data are all secondary data that exist outside the facility, and are associated with Customers, competitors, and other entities. Field research: is to rely on the collection of primary data obtained for the first time from the field; That is, through its primary sources in order to reach a solution to the problem, and this data is necessary when the secondary data cannot reach solutions to the problem, and the primary data is collected from outside or inside the facility; By using one of the following methods: investigation, experiment, or observation.

Consumer Satisfaction

Consumer satisfaction is a changing concept because it is quickly affected by many internal and external factors, and this will put other business organizations in great challenge because of the psychological factors that have a clear impact on the psyche of the consumer, and its reflection on his satisfaction or dissatisfaction. Interested in the consumer and entrusted itself with his satisfaction, to establish a system that guides and monitors accurately and continuously consumer satisfaction because it is linked to his loyalty and long-term profitability.

Consumer satisfaction can be achieved through the following:

1. Involve customers in discussing quality lines and ways to develop them, and allocate a feasible reward for each of their proposals that achieves positive results.

2. Inviting customers to visit the company, informing them of its activities, and asking them to submit their proposals to develop it.
3. Presenting symbolic gifts to customers on official occasions and greeting cards with expressions of respect and appreciation on holidays.
4. Visiting important clients from time to time to hear their opinions and suggestions on the ground.
5. Follow up on customers who purchased the company's product once and did not repeat the purchase process again to find out the cause or causes.
6. Notifying customers of their importance by accrediting workers in the field of marketing, advertising and promotion of advertisements, in which there is a clear focus on the importance of the distinguished customers of the company and a description of the quality of its products.

Design of the shows and work of field

The research quantitative was led to out in several urban areas in the Autonomous Community of Cantabria. The universe is defined by the con- together of users of agencies of travel vacaciona- them, selecting the sample according to a procedure tion of sampling by quotas, considering such effect the different areas urban of Canta- bria and the share of market of the agencies of jes viable. With this aim are grouped the travel agencies based on their field of national: action and regional one . The support for the collection of information is the personal survey, contacting the user of the travel agency after of his encounter with the service. One time the user ended his visit to the travel agency correspondent, was he asked his collaboration tion to the exit of the establishment using one method of sampling for convenience to select the items sample. In consequence, a respondent at any time is aware of his participation in the investigation until it ends its visit to the agency of trips. Furthermore, their interaction with the interviewer is not observed by other potential respondents. Thus the independence of observations, ensures is to say, that the answers given in one questionnaire by one individual not influence the to give another (U RAIL and ALDÁS , 2005). Finally, the work of field was conducted during the months of December 2002 and January 2003, obtaining 380 valid questionnaires. Table 1 lists the record technique of the research, mien- after which the table 2 summarizes the profile sociodemográ- fico sample.

TABLE 1
Technical file of the investigation

Survey Features	
Universe	Users of vacation travel agencies
Geographical scope	Urban areas of the Autonomous Community of Cantabria
Method of sampling	Sampling by quotas according to the area urban of Cantabria and the share of market of the travel agencies (national and regional)
Collection of information	Personal survey users who have just received the service agency travel
Size of sample	380 surveys
Sampling error	± 5.13 %
Level of confidence	95,5% (k = 1.96) for the worst case p = q = 0.5
Date work of field in December 2002 - January 2003	

The selection of the agencies of trips national was carried to out to starting of its share of the market in Spain and its presence in Cantabria, selected from the following: Viajes El Corte Ingles, Halcón Viajes and Viajes Ecuador (Globalia), Viajes Marsans , Viajes Iberia (Grupo Iberostar) and Viajes Barceló (Barceló Hotels & Resorts). On the other hand, the agencies of trips regional were selected for form Toria alloyed from among the agencies of travel of Cantabria. The objective of this differentiation is to collect different profiles of users in the composition of the final sample.

TABLE 2
Sociodemographic characteristics of the sample.

Age		Civil status	
Under 25 years old	22.4%	Single	44.7%
Between 25 and 30 years	25.3%	Married	34.5%

Between 31 and 45 years	28.6%	Living as a couple	12.6%
Over 45 years old	23.7%	Others	8.2%
Occupation		Level of studies	
Employed worker	56.3%	Without studies / Primary	15.0%
Self-employed	10.3%	Secondary	32.1%
Student	18.9%	Middle college students	20.3%
Others	14.5%	Higher university	32.6%
Sex			
Man	48.4%		
Woman	51.6%		

Validation of the action multi-attribute

Prior to the contrasting of the proposed hypotheses firstly takes place one study of the dimensionality of the variables included in the model theory (the satisfaction and the loyalty) and moderating variables (familiarity ity, involvement and interaction) to through of analy- exploratory factorial analysis with the statistical program SPSS 12.0, whose results endorse the definition of the proposed variables (see annex 2). A then is performed the validation of the measures multi-attribute used in this work using the validation procedure of measures in two stages proposed by A NDER - SON and G ERBING (1988). In the first stage, each measurement scale is validated by confirmatory factor analysis using the method of Robust maximum likelihood with the EQS 5.7b program (B ENTLER , 1995). In the second stage, the five multi- attribute scales are jointly validated , taking into account the results of the first stage. Specifically, in the joint model approach, the non-standardized coefficients and the variances of the error terms calculated in each of the individual models are fixed . Finally, we punctuality czar that is uses to the procedure of robust estimation to overcome the problems arising from non - normal data (position manifiesto by the Mardia coefficient calculated in EQS 5.7b).

The results of the validation process, rec- tected in the tables 3 and 4 indicate one correct plan- teamiento of the scales of measurement proposals, with high levels of reliability Coefficients Cronbach 's alpha and reliability compound superior to 0.7 (B AGOZZI and Y I , 1988; H AIR et al., 1999) - , convergent validity - significant standardized coefficients and greater than 0.5 (S TEEN - KAMP and V AN T RIJP , 1991) - and discriminant validity.

- the confidence interval for the correlation between pairs of concepts latent not include the uni- ty (A nderson and G ERBING , 1988) -. On the other hand, the value of the statistic χ^2 offers a high value , a result that would initially suggest an inappropriate fit of the model. No However, the use of this statistic it must be done with much precaution with large samples .being necessary the evaluations tion of other indices of goodness of fit com- mentary. Specifically, BBNNFI statistical and GFI exceeds or is located very close to the recommended value of 0.9 (H AIR et to the., 1999), while the RMSR has one value very close to 0, showing an adequate

adjustment to the proposed factorial structure . These results confirm that the scales are reliable and valid to measure these variables.

TABLE 3
Confirmatory factor analysis of the model variables

Latent variable	Measured variable	Standardized lambda	R ²	Cronbach	Composite reliability coefficient	Goodness of fit
Satisfaction	SA T1	0.87	0.75	0.91	0.91	
	SA T2	0.73	0.53			
	SA T3	0.91	0.84			
	SA T4	0.88	0.78			
Loyalty	LE A1	0.92	0.84	0.97	0.97	$\chi^2 (175) = 517.68$ $(P = 0.000)$ BBNFI = 0.91 GFI = 0.86 RMSR =
	LE A2	0.92	0.84			
	LE A3	0.89	0.79			
	LE A4	0.94	0.88			
	LE A5	0.94	0.88			
	LE A6	0.93	0.86			
	FA	0.	0.			

Familiarity	M1	80	64	0.91	0.04
	FA	0.	0.		
	M2	93	87		
	FA	0.	0.		
Involvement	M3	93	86	0.76	
	IN	0.	0.		
	V1	76	57		
	IN	0.	0.		
Interaction	V2	75	56	0.81	
	IN	0.	0.		
	V3	64	41		
	INT 1	0.	0.		
	INT 2	79	61	0.81	
	INT 3	0.	0.		
	INT 3	67	74		

TABLE 4
Discriminant validity of the model variables

	Satisfaction	Loyalty	Familiarity	Involvement
Loyalty ^{0.79}	^a			
Familiarity ^{0.51}	(0.42, 0.21)	(0.83, 0.75) ^b		
Involvement ^{0.70}	(0.56, 0.40)	0.11	0.43	
Interaction ^{0.11}	(0.17, 0.07)	(0.21, 0.01)	0.42	0.40
		0.02	(0.51, 0.32)	(0.48, 0.31)
		(0.12, -0.08)	(0.72, 0.57)	

^a Correlation coefficient between pairs of latent factors

Discussion and conclusion

Satisfying the consumer has received special attention to the length of the last decades, if well there are various issues on around to this meno phenomena that require even more research. In this context, this paper has sought to provide one greater knowledge in around to the use of multiple standards of comparison and the effect behavioral variables moderator of the users about the process overall of satisfaction tion. The evidenced results allow to expose the following academic and business implications.

First it should be noted that, regardless pendency of the benchmark that operate in the process overall of satisfaction, the expecta- go and judgment of disconfirmation show an impact significant in the trial of satisfaction of the consumer. This could confirm the fact that users can combine multiple dards res in comparison to the time of forming their judgments satisfaction of the encounter with the service. However, the role of each will depend on the experience, the involvement and the motivation of the individual for processing the informa- tion about the brand or category of product. Standards based on the experience could have greater importance in the judgments of the users more experienced and involved, the expecta- go predictive for the consumers less involved and the standard Ideal for those individu- duos unmotivated to process the information available from the brand or category of product.

If either the effects of both elements cognitive vos are significant, its magnitude varies in func- tion of the standard used by the individual in his assessment of the meeting. In models of predictive standard-standard and standard product satisfaction of the user is dominated by the phenomena meno of assimilation, while that in the model standard perfect the response of satisfaction it is guided by the phenomenon of contrast. By Therefore, a single theory - of assimilation or of contrast- may not be valid to try to generalize the function principal of the expectations or standards in the process overall of satisfaction. In addition, it is worth stressing that the phenomenon of assimilation could be valid up to one determined level of expectation tive to starting of the which to the individual will find it very difficult to adjust their perception, an issue that should explored in the study of the satisfaction. Finally, in this process it is noted that the satisfaction of

of the user is erected in one element essential for the formation of their commitment to the company.

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