CUSTOMER SATISFACTION AND LOYALTY THEIR ANALYSIS

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Abstract: Any company should carry out at the same time certain activities with a view to attract customers and retention, investing various resources, depending on the level of development of the company, of the product/service and of the market. This article refers to the analysis strategies implemented by the managers with a view to attract new customers, but also for the maintenance of the existing, more exactly maintaining those customers who are included in the portfolio company. Conclusion resulting from this material makes a demarcation between the two strategies customer-facing and implemented by company managers, more exactly which is the most important strategy for developing their own business. This Article plays a model for the assessment of customer satisfaction, which is applicable within the framework of a company who wishes to be successful on the market action and be competitive.

Key words: customer orientation, consumer satisfaction, the relationship with customers

Classification Jel: M10

1. Introduction

In the literature known differences between new customers, these differences make reference to the desire by which they want to try to buy and experiment with, that innovative product. These differentiation ii classified customers in:

- Innovative clients - are first to adopt the new product.
- Buyers early - are those customers who with time shall adopt and her new product.
- Most early-customers adopt new product before other persons in their community. They are the ones who are skeptical about it, they tested new product only after its value is confirmed by a very large number of buyers.
- Customers late - are the last category, have individual character and organizational constraints, which purchase the product when it is no longer a novelty to anyone. Buy at the time in which it becomes already a tradition, more exactly when some of buyers have reoriented toward other products with superior value (for example customers innovators and those early) [1, p. 38-39].

Therefore, the firms to launch a new product, which is different from all other products by the character or innovative, invest sums and human resource, in quantity large enough, at the beginning of developments on the market of the product, because they have to attract buyers innovators and early. Company’s managers know that success, any new product launches, depends on the sight, image that has been communicated to all persons concerned of the product, but also its specific benefits. First buyers is taking the risk of buying product, since they wish to experience what's new, so some products may know a success immediately on the market, but others have no need for a time of its launch on the market big enough, maybe even over a period of several years.

In accordance with those mentioned above, the strategy to attract the potential customers should be among the priorities business. So with time would progressively increase number of buyers, then once the product is delivered to the market, a part of its customers would orient toward other products, and the companies should be directed to the strategy of the retention of customers. But his company has not adopted a strategy to increase the number of customers, while retaining strategies subsequently, and stimulate their loyalty firm, because attracting and retainer customers are strategies which are to be carried out in parallel.

To begin with, attract customer’s uses, in a percentage high enough, company resources, and at the stage of maturity of the new product, more precisely at the moment in which there is no more market segments not addressed, customers are increasingly looking to the various competitors in the market, thus retaining strategies customers become priority.
2. Customer satisfaction

Retain Customers represent a commitment between a customer and supplier facing constantly for a product you love in the future. Loyal customers with a view to hold a greater level of intention to recommendation and buy- back [10]. Any enterprise has an opportunity to develop profits through other means only crosstree related to customer satisfaction. Therefore, the undertaking has many groups do personae Gabriela Coman, as well as: employees, distributors, suppliers, shareholders and other third parties. Distribution of certain expenditure large enough for satisfaction crosstree clientele can be consumed from those intended for development others satisfaction for "partners" [3].

Business relating to retail sale are not so simple that the display of products in a shop which is open to meet customers' needs. Meet diverse customer needs, with a view to achieving retain involves an important aspect for the management of the present [10].

This analysis regards quality relationship antecedents, as well as frequent flyer programs to customers and the quality of the service, the purpose of which the analysis of the impact:
- of frequent-flyer programs to customers concerning the quality relationship;
- Quality of service which is based on the quality of relations;
- of frequent-flyer programs customers on Loyalty;
- Recommended strategies for retail traders in the programs intended for customer satisfaction.

Frequent flyer programs of the clients, and develop customer satisfaction, so at the time in which it will be appropriate to identify a problem between customer relationship and the service provider, a program effectively to retain customers reduces pain [10]. It is therefore considered that most of the customers can benefit from an economic value greater than, if they concern various rewards, and opportunities to win a prize. In conclusion when a customer provides a rating high enough for a frequent-flyer program, when it is observed a greater level of confidence.

Any other firm to find success on the market outlets, it is necessary to focus their efforts toward understanding and meet customer needs (the current and the potential).

Companies must identify the main methods and tools which are suitable for assessing the degree of customer satisfaction and to ensure their loyalty, but also for improvement of the management of relational and the creation of strong ties between partnerships with loyal customers [12, p. 112].

To maintain our position on the market, the company has adopted an orientation toward customer and toward quality, through continuous assessment of customer satisfaction, and by ongoing assessment of performance carried out. Evaluation customer satisfaction requires a tool management important firm, which is based on analysis of the information relating to the relationship with the customer. Customer satisfaction assumes the mood of a customer arising from comparing quality of a product or service with these expectations.

In the stage of development of the relations with customers, but also evaluation of their satisfaction, it will be appropriate to identify two essential elements, such as: communication with their customers and loyalty [4].

Evaluation customer satisfaction is based on:
- Collection of data and information that relate to customer satisfaction and the company's assessment of the performance;
- Using feed-back received from the customer for the development of programs that relate to improve customer satisfaction and retain the most important of them.

The shaft customer satisfaction which is shown in Figure no. 1. includes several stages of satisfaction to customer needs by improving the system to communicate with customers, both external and internal. The shaft customer satisfaction built by the firm, includes all attributes that creates value from customer perspective, more exactly value perceived by the customer.

In the second stage, any company must know and use the feedback from the customer. All of these data determines the results of contacts and communication between customer and company. For accurate feedback you receive is correctly understood by the firm subsequently used in its internal processes, it is necessary to take into account the following:
- comparative analysis of the data, including by reference to competitors are recognized as industry leaders;
- Enhanced programs.

In conclusion company which lays down from the beginning an action program based on stages referred to above, is able to maintain loyal to a quite large number of customers, over a period of time than [15]. Therefore to develop customer satisfaction, and their Customer-Centric, but also in order to remain a firm competitive on the market, the leaders adopted a new program, what is the orientation to the customer. Such evaluation customer satisfaction should constitute an objective for an extended period of time, and was linked to performance indicators of the company. The term customer satisfaction entered into the center of attention because of focusing strategies company relational database. It is not a factor determined of loyalty customers, it is an element centered customer retention [6, p. 33].
In the literature have been analyzed relations between customer satisfaction, loyalty and profitability firms, such research in the service sector confirms his opinion by which customer satisfaction has a significant influence on customer loyalty with favorable effect on company profit.

Customer satisfaction has a positive impact both on the purchase intentions, as well as on attitudes post-purchase. According to research carried out in the course of time, it has been found that the companies have a high level of profitability if it is oriented more toward customer satisfaction. Therefore any customer satisfied with purchasing new products or improved as the company, has paid than products offered by competition, the organization offers new ideas for products and is influenced in a percentage factor A snappy price.

But research carried out by other authors [6] (Tomow and Wiley), have denied that there is a relationship between customer satisfaction, loyalty and profitability business.

Since satisfaction is that feeling of satisfaction, pleasure, what resulted from carrying out a needs or desires, highlighting the psychological dimension on which involves satisfaction.

Customer satisfaction is defined as a process of evaluation or as a response to this process for the assessment of goods and services used.

In the literature they are debating the idea time of appearance, more exactly customer satisfaction is a phenomenon post choice/purchase, but others believe that occurs before the choice, or even in the absence thereof, and therefore satisfaction may be determined only to have when assessment takes place, constituting a phenomenon changing and that reflects the answer at present.

Meet customers' wishes does not give customer loyalty [9, p. 829-851]. So that there is little likelihood that an unhappy customer to continue to purchase products from a company, while a customer satisfied could buy from several companies for achieving a level of satisfaction greater than. Customer Loyalty is not would win from a single sale or transaction, but also in a series of transactions over a longer period of time.
3. The concept of loyalty and customer retention

The concept of loyalty of customers is looked at from two perspectives: But downplaying and emotional [5, p. 99-113].

Customer Loyalty But downplaying regarded from the point of view is synonymous with customer retention and placed in the center of attention of a series of quantitative indicators which make reference to repeated purchases made by customers, as well as:
- the quantity purchased by the customer;
- the frequency of purchase;
- the date last acquisition;
- the number of customers.

By analyzing customer loyalty attitudes from the point of view is supposed to be taken into account customer preferences and their attachment to a brand or from a company.

Customer Loyalty depends on such:
- The degree of satisfaction in the relationship;
- Involvement in customer relationship;
- The degree of confidence in the customer's company.

Benefits of the process of loyalty customers identify chaste on a large-scale[8, p. 1084-1094]), they make reference to the costs associated with small retention existing customers as opposed to the strategy to attract new clients, in particular at the time in which the market is located at the stage of maturities

Benefits to maintain links with customers may also be analyzed on three stages [6, p. 36]:
- On the level of safety of the company - customers are familiar with their own buying decisions, but also with business mistakes compared to them. Information received from the customer shall give rise to a rapid adaptation to their requirements
- On the level of sales - it is based on the following effects: high level of penetration of the products offered to customers, revenue made from additional sales, but also to attract new customers because references positive existing customers.
- On the level of expenditure - improves its activity due to expenditure liaising with customers, obtaining new customers thanks loyal consumers recommendations [8].

The main forms of loyalty customers are shown in Figure no. 2.

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<tr>
<th>High</th>
<th>Latency Loyalty</th>
<th>Actual Loyalty</th>
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<tr>
<td>The current attitude toward</td>
<td>Lack loyalty</td>
<td>Misleading Loyalty</td>
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<td>Reduced</td>
<td>Reduced</td>
<td>The purchasing behavior repeatedly</td>
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Figure 2: Forms of loyalty customers
(Source: [6, p. 37])

Actual loyalty attitude is based on front high by the tendered and the conduct of a purchase what is characterized by a frequency increased. Due to the complexity of the training process and to measure customers' attitudes, if it is found difficult customer loyalty.

Latency loyalty to the customers showed her attitude is less favorable in relation with the firm, they do not buy large quantities and with a high frequency due to the influence of factors situational, what causes it to purchase from other suppliers, as well as: location in space, the conclusion of contracts with other suppliers or dependence on...
Misleading Loyalty - has a low level of connection with the firm, so repeating purchases by customers, is due to lack of alternatives, contractual barriers and interpersonal relationships established between customers and employees [5].

The approach has primed loyalty customers holds has a series of limits in view of the existence of other reasons why a repetition of purchase by a buyer. By analyzing retention based on developing economy relations, the customer has some additional expenses that are determined to change to a different supplier. So the retention by the contract, the customer is bound to the manufacturer because of contractual terms, such as: provision of service, leasing or guarantees, all of which are mandatory.

Freedom of decision by the customer is more or less restricted, when it will be appropriate to identify loyalty customers by economic methods, contractual or technical-functional. Customers with character loyalty emotional decision is based on their free, because the customer feels a high degree of satisfaction, so decides to come back to re-purchase.

In accordance with the specialty literature retention programs customers include various tools and techniques, so grouped:
- Tools which are to develop interactions with customers;
- Tools which are focused on the development of attachment customers company;
- Instruments focusing on developing barriers to exit relationship

Some specialist in the field consider that customer loyalty would structure on several levels, causing a tailored approach to rewarding them in the development process and the management of the relations with customers [8], so if it's happening:

- a high level of loyalty to the company, customers react positively to the action of the company to maintain the relationship of collaboration by offering unique rewards;
- an average level of loyalty, customers are involved in a relationship of collaboration with the company, only if it finds that there are financial rewards, by different prices or additional services.

The retention programs which shall be drawn up on promotional offers and discounts shall not cause loyalty customers on the grounds that it does not reward behavior of purchase but existing customers.

Although the retention programs have an efficiency reduced to obtain loializarii customers, still have a positive impact on the behavior of the purchase of the customers and the degree of use of the product. Although it has been shown existent connection between customer loyalty and profitability firm, not all loyal consumers are profitable. In some areas of activity, the connection between customer loyalty and profitability for their company is not confirmed as a weighted big enough of loyal consumers have a marginal profitability to the firm, but when a large share of new customers have a high profitability.

In conclusion by an increase in revenue generated by the customer in the relationship and streamline costs involved in this relationship, loyal customers should generate a profit higher as compared to new customers of the company.

Conclusions

Loyalty customers have become an interesting topic in the last period. By analyzing costs associated with customer retention, has proved to be more profitable than attracting new customers. A program managed do attract new customers not only to halt profitability generated by a first act of sale, but is viewed as a first step toward a customer retain which has recourse to new acquisitions and provides additional sales opportunities, and causing an increase in profits in the future. At present, it is not enough to attracting new customers and that the transactions with them, such firms have a series of strategies which help to attract and retain customers, strategies are classified in: with offensive and defensive [1, p. 42].

In the strategy of customer retention some specialists have taken the view that it is necessary not to lose a customer [14, p. 105-111].

But it is impossible for a company to maintain absolutely all of its customers, some of them disappear by moving to another territorial area, as a result of deaths or the declaring firms [1, p. 44].

In conclusion retention of final consumers is impossible and unprofitable. Customer retention company in its portfolio doesn't stop to maintain their value at the beginning, because it is intended to develop customer value to the firm, on the basis of strategies as well as offering and sale progressively higher range of products the same customer. Equally as important is to keep existing customers, investing in existing customers.
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