

## RESEARCH ON CUSTOMER SATISFACTION DEGREE AT THE STORE MOBEXPERT PITEȘTI, IN ORDER TO IMPROVE THE SALES RESULTS

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### Abstract

*This paper presents a detailed research of customer satisfaction at the store Mobexpert Pitești, in order to identify the main causes that led to their possible dissatisfaction. Starting from these results, the paper also aims at identifying a range of solutions designed to improve sales activity. Therefore we defined the research purpose and objectives, designed the questionnaire, defined the variables and established the research hypotheses. The sample of research consisted of the customers of the store Mobexpert Pitești, men and women aged between 18 and over 55, with middle, high and very high incomes. A single operator collected the data inside Mobexpert Pitești for two days, using a 3 minute questionnaire. Analyzing the research results, we conclude that there is a high degree of customer satisfaction for the store Mobexpert Pitești, that it can be further increased by applying the following improvement directions: increasing service quality, better customer understanding, training the sales force through e-learning, motivating the sales force more effectively through a satisfactory system of salaries and bonuses and, not least, increasing the impact of marketing actions.*

**Keywords:** research, customer satisfaction degree, sales, Mobexpert Pitești

**JEL Classification:** M19, M31

### 1. Introduction

The sale is an interpersonal activity that completes the marketing exchange in terms of transferring the ownership of goods or services (Hill & O’Sullivan, 1997, p. 243) [3].

P. R. Smith in Marketing Communications (Smith, 1993, p. 189) [6] presents plastically the level reached in sales: *"I used to be a free sales agent on a given territory ... today the computer recommends me who should I call ... my assistant reminds me what to say ... my manager know where I am and I spend half of my time in training ... but I sell 30% more per year"*. This seems to be the level reached in sales. Nothing is by chance ...

Bill Donaldson noted that, despite the crucial importance of sales within a company, the economic management and marketing lectures mention only briefly the sales topic, even ignore it. In practice, the same author [6] notes a different situation, since the highest rated companies are well aware of the importance of sales in connecting the company with its customers (Donaldson, B., 1998, p. 3) [2].

The persons in charge of sales may be: sales agents, sales representatives, customer relations representatives, sales consultants, sales engineers, area representatives, agents, district managers and marketing representatives. The profession of seller is one of the oldest known in the world.

The sale is the representative of all other marketing actions; there is no company without customers, nor customers without sales. Selling is not just a deal (giving goods in exchange of money), but also having satisfied customers and their loyalty etc. This means moving from a transactional to relational attitude (Brutu, M., 2009, p. 12) [1].

Given the current economic conditions (Mihai, D., 2008, p.1) [4] and dynamic society, to be a successful company on the market is becoming increasingly difficult. Any company is an open system, which is in constant interaction with the external environment. (Necula (Bâldan), C., 2007) [5]. In most fields of activity, competition is so strong that, in order to survive and develop, a company must constantly communicate with it. Sustained efforts are necessary to establish and improve a system of effective communication and the sales force in this context relocates from the distribution subsystem in the communication mix.

The purposes of this research are to analyze the customer satisfaction for the store Mobexpert Pitești, as well as to identify the main causes that led to a possible dissatisfaction. Based on the purpose of the research, the main **objectives** are:

- O1. determining Mobexpert customer loyalty;
- O2. determining the respondents' opinion on the quality of Mobexpert products;

- O3. identifying the main stimulus that determines the respondents to purchase Mobexpert products;
- O4. identifying the possible causes / problems that led to a possible customer dissatisfaction;
- O5. determining the respondents' opinion on the quality - price ratio of the company;
- O6. identifying the respondents' general opinion on the services provided by Mobexpert;
- O7. determining the respondents' general opinion on the main qualities of Mobexpert sales force;
- O8. determining the respondents' opinion on the usefulness of the specialized counseling services provided by Mobexpert.

## 2. Defining Variables Setting Research Hypotheses

The sample of research consisted of the customers of the store Mobexpert Pitesti, men and women aged between 18 and over 55, with middle, high and very high incomes. The variables are defined as shown in the table below:

Table 1. Defining variables

VARIABLES	CONCEPTUAL DEFINITION	OPERATIONAL DEFINITION
1	2	3
Customer	A person who buys (regularly) from a store, consumes something in a public place etc.	1. Yes 2. No
Product	A material good resulting from a labor process	1. Very high degree (5) 2. High degree (4) 3. Moderate degree (3) 4. Small degree (2) 5. Very small degree (1)
Stimulus	A factor that triggers a physiological process or that turns a physiological activity	1. Price 2. Quality 3. Design 4. Other
Dissatisfaction	The fact of being dissatisfied; the state of discontent, anger, sorrow, dissatisfaction, annoyance	1. Price 2. Quality 3. Design 4. No complaints
Report	A connection between two or more persons, objects, events, concepts that human thinking can observe and establish	1. Very high degree (5) 2. High degree (4) 3. Moderate degree (3) 4. Small degree (2) 5. Very small degree (1)
Recommendation	Directive, indication, instruction, guidance, regulation, rule	1. Yes 2. No
Service	The action, the fact of serving; a form of work performed for the benefit or in the interest of someone	1. Very high degree (5) 2. High degree (4) 3. Moderate degree (3) 4. Small degree (2) 5. Very small degree (1)
Quality	All characteristics and essential sides due to which a thing is what it is, differing from other things	1. Strongly agree (5) 2. Agree (4) 3. Neither agree nor disagree (3) 4. Disagree (2) 5. Strongly disagree (1)
Consultancy	The action of advising and its result	1. Yes 2. No
Gender	Each of the two types of living creatures differentiated according their genitals; men or women, males or females	1. Man 2. Woman

Age	The period of time from the birth of a living creature to a certain point in its life; the number of years (and months, days) this time is expressed in; age	18 – 25 26 – 35 36 – 45 46 – 55 Above 55
Income	The amount of money that belongs to a person or a company from an activity performed or property owned in a certain period of time; earning, benefit	1,000 – 1,499 1,500 – 1,999 2,000 – 2,499 2,500 – 2,999 3,000 – 3,499 3,500 – 4,999 Above 4,000

**The research hypotheses are:** *Hypothesis 1:* Over 50% of respondents are loyal customers of the company Mobexpert; *Hypothesis 2:* Over 50% of respondents said they are very satisfied with the quality of Mobexpert products; *Hypothesis 3:* More than 40% of respondents said that the main stimulus for them to buy Mobexpert products is quality; *Hypothesis 4:* Over 50% of respondents said they did not have complaints about the company's products; *Hypothesis 5:* Over 80% of respondents believe that the price-quality ratio is advantageous; *Hypothesis 6:* Most respondents (over 70%) said they would recommend the company's products to others; *Hypothesis 7:* Half of respondents said they were very satisfied with the delivery time of products at home; *Hypothesis 8:* Over 80% of respondents said they were very satisfied with the transport conditions of the products; *Hypothesis 9:* Over 60% of respondents were satisfied with the fitting services; *Hypothesis 10:* Most respondents (90%) said they were very satisfied with the payment terms for the products; *Hypothesis 11:* Over 60% of respondents said they are largely satisfied with the after-sales service of the company; *Hypothesis 12:* More than 50% of respondents stated that Mobexpert sales force is kind; *Hypothesis 13:* More than 40% of respondents said they agreed completely with the sales force's empathy; *Hypothesis 14:* Most respondents (70%) stated that the sales force is effective; *Hypothesis 15:* More than 70% of respondents consider Mobexpert specialized counseling to be helpful.

### 3. Analyzing the Research Information

The following information resulted from answer centralization:

#### Q1: Are you a loyal Mobexpert customer?

Table no. 2. Descriptive statistics – Mobexpert customer loyalty

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	33	66.0	66.0	66.0
No	17	34.0	34.0	100.0
Total	50	100.0	100.0	

As it results from the statistical processing, more than half of respondents (66%) said they are loyal customers of the company Mobexpert and only 34% said the opposite. This percentage leads us to note that over half of the respondents are loyal customers, a good thing for the company.

#### Q2: How much are you satisfied with Mobexpert products?

Table no. 3. Descriptive statistics – how satisfied are customers with the company's products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid small degree	2	4.0	4.0	4.0
moderate degree	5	10.0	10.0	14.0
high degree	16	32.0	32.0	46.0
very high degree	27	54.0	54.0	100.0
Total	50	100.0	100.0	

After analyzing the results, the central tendency is positive, which means that the respondents are very satisfied with Mobexpert products. This result is a very positive aspect for the respective company within the furniture industry, noting, however, that 54% are very satisfied with the company's products.

**Q3: What is the main stimulus that made you purchase Mobexpert products?**

Table no. 4. Descriptive statistics – The main stimulus in the purchasing decision

	Frequency	Percent	Valid Percent	Cumulative Percent
price	6	12.0	12.0	12.0
quality	25	50.0	50.0	62.0
design	17	34.0	34.0	96.0
other	2	4.0	4.0	100.0
Total	50	100.0	100.0	

The major answer (50%) of respondents was "quality", which means that this is the main stimulus that led them to purchase the company's products. The next answer with a high percentage (34%) was "design", the second important stimulus in customers' purchase decision.

Therefore, quality and design are the main attributes of Mobexpert products that influence the buying decision.

**Q4: If you have a complaint regarding Mobexpert products, it would be related to.....?**

Table no. 5. Descriptive statistics – The respondents' discontents related to the company's products

	Frequency	Percent	Valid Percent	Cumulative Percent
price	10	20.0	20.0	20.0
quality	5	10.0	10.0	30.0
design	3	6.0	6.0	36.0
no complaints	32	64.0	64.0	100.0
Total	50	100.0	100.0	

After analyzing the results, we noticed that a high percentage (64%) of respondents stated that they had no complaints about the company's products. However, a 20% of respondents said that if they had a complaint it would be the price of products, 10% said it would be the quality of products, and a smaller percentage (6%) blamed the product design.

**Q5: How advantageous is the quality-price ratio?**

Table no. 6. Descriptive statistics – The extent to which the respondents consider the quality-price ratio to be advantageous

	Frequency	Percent	Valid Percent	Cumulative Percent
very small degree	2	4.0	4.0	4.0
small degree	2	4.0	4.0	8.0
moderate degree	7	14.0	14.0	22.0
high degree	17	34.0	34.0	56.0
very high degree	22	44.0	44.0	100.0
Total	50	100.0	100.0	

According to the obtained average, most respondents considered that the quality-price ratio is advantageous.

**Q6: Would you recommend others to buy from Mobexpert stores?**

Table no. 7. Descriptive statistics – Recommending the company's products to others

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	45	90.0	90.0	90.0
No	5	10.0	10.0	100.0
Total	50	100.0	100.0	

Analyzing the results, we noted that an overwhelming majority of 90% of respondents would recommend the company's products to others.

**Q7: How satisfied are you with Mobexpert services?**

Table no. 8. Descriptive statistics – Extent to which the respondents are satisfied with the delivery time of products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid small degree	1	2.0	2.0	2.0
Valid moderate degree	7	14.0	14.0	16.0
Valid high degree	23	46.0	46.0	62.0
Valid very high degree	19	38.0	38.0	100.0
Total	50	100.0	100.0	

According to the obtained average, the central tendency is favorable, which means that the respondents are satisfied with the product delivery time.

Table no. 9. Descriptive statistics – Extent to which the customers are satisfied with the transport conditions of goods

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very small degree	1	2.0	2.0	2.0
Valid moderate degree	3	6.0	6.0	8.0
Valid high degree	16	32.0	32.0	40.0
Valid very high degree	30	60.0	60.0	100.0
Total	50	100.0	100.0	

In this case, the respondents' opinion is very favorable, which means that they were very satisfied with the product transport conditions.

Table no. 10. Descriptive statistics – Extent to which the customers are satisfied with the fitting services

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid small degree	1	2.0	2.0	2.0
Valid moderate degree	1	2.0	2.0	4.0
Valid high degree	13	26.0	26.0	30.0
Valid very high degree	35	70.0	70.0	100.0
Total	50	100.0	100.0	

The analysis results show that the respondents are very much satisfied with the fitting services provided by the company Mobexpert, which means that the central tendency is very favorable.

Table no. 11. Descriptive statistics – Extent to which the company's customers are satisfied with the payment terms provided by Mobexpert

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid high degree	11	22.0	22.0	22.0
Valid very high degree	39	78.0	78.0	100.0
Total	50	100.0	100.0	

Analyzing the results, we concluded that the respondents' opinion is very favorable, meaning that most of them are satisfied with the payment terms provided by the company Mobexpert.

Table no. 12. Descriptive statistics – Extent to which the company's customers are satisfied with the after-sales service

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid small degree	1	2.0	2.0	2.0
Valid moderate degree	4	8.0	8.0	10.0
Valid high degree	10	20.0	20.0	30.0
Valid very high degree	35	70.0	70.0	100.0
Total	50	100.0	100.0	

According to the result analysis, the general opinion of the respondents is very favorable, which means that they are very satisfied with the after-sales service provided by the company.

**Q8: Do you think that Mobexpert sales force has the following qualities?**

Table no. 13. Descriptive statistics – The respondents’ opinion on the kindness of the sales force

	Frequency	Percent	Valid Percent	Cumulative Percent
disagree	3	6.0	6.0	6.0
neither agree nor disagree	4	8.0	8.0	14.0
Valid agree	14	28.0	28.0	42.0
strongly agree	29	58.0	58.0	100.0
Total	50	100.0	100.0	

According to the obtained average, the respondents’ central tendency is "*strongly agree*" regarding the kindness of Mobexpert sales force.

Table no. 14. Descriptive statistics – The respondents’ opinion on the empathy of the sales force

	Frequency	Percent	Valid Percent	Cumulative Percent
disagree	3	6.0	6.0	6.0
neither agree nor disagree	5	10.0	10.0	16.0
Valid agree	14	28.0	28.0	44.0
strongly agree	28	56.0	56.0	100.0
Total	50	100.0	100.0	

According to the results, the respondents' opinion is favorable regarding the empathy of Mobexpert sales force.

Table no. 15. Descriptive statistics – The respondents’ opinion on the patience of the sales force

	Frequency	Percent	Valid Percent	Cumulative Percent
disagree	4	8.0	8.0	8.0
neither agree nor disagree	3	6.0	6.0	14.0
Valid agree	15	30.0	30.0	44.0
strongly agree	28	56.0	56.0	100.0
Total	50	100.0	100.0	

After analyzing the results, we noticed that the central tendency is favorable, meaning that the respondents are very satisfied with the patience proven by Mobexpert sales force.

Table no. 16. Descriptive statistics – The respondents’ opinion on the positive attitude of the sales force

	Frequency	Percent	Valid Percent	Cumulative Percent
disagree	3	6.0	6.0	6.0
neither agree nor disagree	1	2.0	2.0	8.0
Valid agree	11	22.0	22.0	30.0
strongly agree	35	70.0	70.0	100.0
Total	50	100.0	100.0	

Most respondents consider that the sales force of Mobexpert has a positive attitude.

**Q9: Do you consider the specialized counseling provided by the stores Mobexpert to be helpful?**

Table no. 17. Descriptive statistics – The respondents’ opinion on the specialized counseling provided by Mobexpert

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	44	88.0	88.0	88.0
Valid No	6	12.0	12.0	100.0
Total	50	100.0	100.0	

An overwhelming majority of 88% of respondents considered helpful the specialized counseling provided by Mobexpert, and 12% of respondents said the opposite, leading to the acceptance of the hypothesis.

**Q10: What is your gender?**

Table no. 18. Descriptive statistics – The respondents’ gender

	Frequency	Percent	Valid Percent	Cumulative Percent
man	21	42.0	42.0	42.0
Valid woman	29	58.0	58.0	100.0
Total	50	100.0	100.0	

According to the results of this question, it seems that most respondents were women (58%), but there was not a significant difference compared to men (42%).

**Q11: What is your age?**

Table no. 19. Descriptive statistics – The respondents’ age

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	6	12.0	12.0	12.0
26-35	13	26.0	26.0	38.0
Valid 36-45	20	40.0	40.0	78.0
46-55	10	20.0	20.0	98.0
above 55	1	2.0	2.0	100.0
Total	50	100.0	100.0	

After analyzing the results for this question, we notice that the dominant age of the respondents is in the range 36-45 years (40%) and a high percentage (26%) is represented by respondents aged 26-35.

**Q12: What is your income?**

Table no. 20. Descriptive statistics – The respondents’ income

	Frequency	Percent	Valid Percent	Cumulative Percent
1,000-1,499	3	6.0	6.0	6.0
1,500-1,999	10	20.0	20.0	26.0
Valid 2,000-2,499	7	14.0	14.0	40.0
2,500-2,999	14	28.0	28.0	68.0
3,000-3,499	9	18.0	18.0	86.0
3,500-3,999	5	10.0	10.0	96.0
above 4,000	2	4.0	4.0	100.0
Total	50	100.0	100.0	

According to research results, from the 50 respondents, 28% have income in the range from 2,500 to 2,999 lei, which is the dominant answer, though a high percentage (20%) of respondents said that their income was between 1,500- 1,999 lei.

#### 4. Conclusions and Proposals of Increasing Customer Satisfaction in order to Improve the Sales of the Company Mobexpert

After analyzing the results, we may draw the following conclusions:

1. The hypothesis according to which over 50% of respondents are loyal customers of the company Mobexpert is accepted.
2. The hypothesis according to which over 50% of respondents said they are very satisfied with the quality of Mobexpert products is accepted.
3. The hypothesis according to which more than 40% of respondents said that the main stimulus for them to buy Mobexpert products is quality is rejected.
4. The hypothesis according to which over 50% of respondents said they did not have complaints about the company's products is accepted;
5. The hypothesis according to which over 80% of respondents believe that the price-quality ratio is advantageous is rejected.
6. The hypothesis according to which most respondents (over 70%) said they would recommend the company's products to others is accepted.

7. The hypothesis according to which half of respondents said they were very satisfied with the delivery time of products at home is rejected.
8. The hypothesis according to which over 80% of respondents said they were very satisfied with the transport conditions of the products is rejected.
9. The hypothesis according to which over 60% of respondents were satisfied with the fitting services is accepted.
10. The hypothesis according to which most respondents (70%) said they were very satisfied with the payment terms for the products is accepted.
11. The hypothesis according to which over 60% of respondents said they are largely satisfied with the after-sales service of the company is accepted.
12. The hypothesis according to which more than 50% of respondents stated that Mobexpert sales force is kind is accepted.
13. The hypothesis according to which more than 40% of respondents said they agreed completely with the sales force's empathy is accepted.
14. The hypothesis according to which most respondents (70%) stated that the sales force is effective is accepted.
15. The hypothesis according to which more than 70% of respondents consider Mobexpert specialized counseling to be helpful is accepted.

Starting from the results of this research, we may state that Mobexpert meets mostly the needs and desires of its customers, constantly seeking proper solutions for them.

Therefore, the brand MOBEXPERT has the advantage of being the leader on the Romanian market of furniture industry. Using a form of advertising designed to draw attention to its products, pointing to customer needs through continuous improvement of image and positioning along with real estate developers, Mobexpert gains new customers and knows how to keep them through loyalty cards and free advertising.

The website providing help for the customers in creating a virtual gardening space and tips for choosing the right furniture offers a preamble strong enough to start a landscaping section within MOBEXPERT.

The measures we propose for this company should be based on scientific, not empirical decisions. The customer satisfaction is the key factor to the success of a company; as long as the company synchronizes with the customers' needs, requirements and wishes, the profit will soon appear. The large multinational companies understood the importance of maintaining good relations with customers and the success was guaranteed (a good example is Coca-Cola, one of the most popular brands in the world).

Ensuring customer satisfaction leads also to a smooth running of the sales process. Mobexpert values communication with its customers, offering them the possibility to contact the company easily, as proven by the company's website where the customers can contact it.

The company is very good in the chapter "customer relations", offering them the opportunity to contact the company, providing various services designed to facilitate their purchase decision and, not least, it always respects its promises, and this is the basis of good customer relations.

However, there is room for improvement, since the research results showed some less satisfied customers with the company Mobexpert.

Therefore we made several **proposals to improve sales activity**, taking into account the customer satisfaction:

- **Improving service quality** - Mobexpert respects its customers and tries to provide the best products and services, but there will always be more demanding customers that will not accept delays and like to be addressed in no time; Mobexpert must therefore deal with improving the quality of customer service. For example, product delivery at home should be done in a short time, without delays and while the after-sales service should also be permanently available to customers and able to solve any dissatisfaction, or make so that the customer is satisfied and come back gladly to Mobexpert stores.

- **Good customer understanding** – It is extremely important that the salesperson knows more about the customer, pays attention to any detail, gives him/her attention and listens to him/her. This will simplify the sale, and finally the customer will be satisfied and return gladly.

- **Training the sales force to an advanced level** - The sales force must be trained to an advanced level, so that it can deal with any problems or objections raised by the customer, which could prevent the proper conduct of the sales process. Therefore we propose that Mobexpert should use an online training system for its employees, as e-learning; this is beneficial both for them and for the company as it would greatly reduce the funds available for training.

- **Motivating staff** - Besides training the sales force, the company must also deal with its motivation, by developing a thankful system of payment and bonus; this is essential for the sales force to carry out its duties and to contribute to sales increase.

- **Increasing the impact of the marketing actions** – The marketing actions also have a great impact on the sales process, meaning that it would be no sale if the company did not attract potential and then actual customers.

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