Study Effect of Customer Heterogeneity on Relationship between Satisfaction and loyalty (Case Study: Chain stores horizon of Cyrus)

Atefa Rahehagh
Master in Business Management-Marketing, Department of Management and Social Science, Tehran North Branch, Islamic Azad University, Tehran, Iran

Abstract

The main objective of this research is to study the effects of heterogeneity on the relationship between customer satisfaction and loyalty in the chain store of Cyrus. Customer satisfaction in matters has positive effects such as repurchase, customer retention, loyalty, performance of retailing and profitability, on other hand, satisfaction and loyalty is necessary. Loyalty to a organization means the level of commitment. The customer organization and attempts show his loyalty by continued order it. In type of correlation, this is non-experimental research (descriptive). As well as purpose, this applied research. In terms of time also this is a cross sectional study. On the other hand, according to the type of information collected, this research is in the field of field research. Moreover for study of sources to collect the theoretical foundations used the documentary or library method. The population includes the store's customers of Cyrus horizon. The population in this study is unlimited and were selected based on Cochran formula, 384 people with 5% error includes 384 persons as the sample size. Research results indicate confirming the relationship between heterogeneity customer on satisfaction and loyalty in the chain store of Cyrus (sig: 0.000). Most important suggest of this study is forming units for after-sales service and customer relationship.

Keywords: heterogeneous of customer, customer satisfaction, customer loyalty.
Introduction

In recent years, types of economic enterprises, from newly established small firms to transnational companies have been discovered to the importance of customer satisfaction. All of them well understood that retaining of existing customers than attracting new customers has more profitable. So marketing units hand drawn from spend time and cost in purposeless advertising and have focused their attention to saving and customer satisfaction techniques. Nowadays, this topic has been progressed that for active economic enterprises in the public service, satisfaction and retain customers has been the decisive criterion in their success rate. But, it should be noted that if you cannot measure something, will be unable to control and manage it. Contrary to many organizations claim in the measurable of marketing programs and processes of measuring customer satisfaction, generally inaccurate information and sometimes their wrong will be resulting in huge losses. So, some companies, after spending invested heavily but purposeless, restrict their customer relationship management units, but this approach has no effect on cutting costs. (Nigel, 2000: 200)

Actually Customer loyalty, due to the positive effect on sales, is important in achieve share of the budget and customer retention. (Dagger et. Al, 2010).

The concept of loyalty in the consumer and creating loyal consumers in business framework to form of create an obligation in the consumer to purchase goods and services, repeatedly described (Larson & Susanna, 2004).

Loyalty to an organization is means the level of commitment that customer has to the organization and attempts that by continued order from that organization show his loyalty. A loyal customer defined as the one who has a positive attitude to service provider, introduced and recommended him to other consumers that do repurchase. (Dimitriades, 2006). Also, Promotion of customer satisfaction will be prompted improvement of profitability and increasing the company's share in market competition. Of course, it is not enough and companies must ensure that their satisfied customer also are faithful (Wu, 2011).

Customer Satisfaction has positive effects on Memory such as repurchase, customer retention, loyalty, retailer performance and profitability (Finn, 2011) On the other hand, satisfaction is requirement of loyalty, but satisfaction does not always lead to loyalty (Souitaris et al, 2007).

Customer satisfaction is feeling or attitude of customer towards a product or service after using it. In other words, enjoy or loathe of buyer to product and service performance after compare of performance (or outcome of the performance) of the product or services purchased in comparison by what was waiting for him.

Satisfaction / dissatisfaction is an emotional response that it will be given to evaluation of product or service that use or presentation. Satisfaction is customer evaluation of the product or service, Due to the fact that is the product or service satisfies the needs and expectations of customers or
not? Failure in satisfy of needs and expectations, will lead to dissatisfaction to the product or service.

According to the definition, satisfaction is response of realization and success of the consumer. It is a judgment about whether has provided characteristics of a product or service or a product or service, a pleasant level from success related to consumption or not. And including realized and without realizing the superior level. Customer satisfaction is result of customer perception. It will be obtained during a transaction or relationship value that price is equal ratio quality of services rendered to price and cost of the customer. In marketing literature, is as follows that customer satisfaction has two dimensions: Perceived quality and expectations. Investigate the existing literature in the field of customer satisfaction indicative great diversity in the definition of this problem. But, when generally, seen in all definitions there are common cases that include: Customer satisfaction is a response (emotional or rational), this answer is to emphasize the special case (expectations, product, service, etc.), and it happens at certain times. (After use, following the decision to buy, etc.) Therefore, this study examines the effect of heterogeneity on the relationship between customer satisfaction and loyalty (Case Study: Chain stores of Cyrus horizon) and the main questions are: Is the heterogeneity of customer impact on the relationship between satisfaction and loyalty chain stores of Cyrus?

**Research literature**

Since the solutions reduce costs and increase profitability, were concerned many companies, retain customers became one of the most important strategic goals of organizations. Loyalty is one of the titles that generally, senior managers have a variety of misinterpretations. But the means of loyalty in this research is a very vital and long-term nature. Actually, covering all customers needs and go beyond it and also permanence of this level of coverage can be a relatively good terms from prerequisite of customer loyalty. In fact, loyalty is a rating, the lowest level, which is the exclusive loyalty mean a lack of choice for our customers. So this level of loyalty is only to the emergence of a reliable new choice. Sometimes customers are loyal to them. Due to the cost of the service or product supplier company. It is perhaps still create two levels of loyalty, but nowadays, loyalty are generally inefficient levels. In recent years, the impact of marketing and promotional strategies has created a mid-level loyalty, that it is not reliable. Due to the multiplicity of programs and initiatives of increasing the level of loyalty. When it comes to customer loyalty will become a habit. Although value creation and satisfy the basic needs of customers in this level to its fullest extent. But beyond this level, loyalty, commitment, is the highest level From customer loyalty. Such loyalty is only the degree of intellectual loyalty and stable emotional and reliable for customers. In this case, an organization becomes to a comprehensive reference for fix all overt and covert needs of our customers. So customer loyalty is resulting of the highest levels of customer satisfaction. (Nigel, 2000: 204)

Studies of Cosick and varblan (2008) about how to prevent separation of customer showed that the main factors affecting on loyalty is dependent on the level of customer loyalty. The findings of this study show that having an equal treatment with all customers to increase their loyalty is
The other results of this study indicate that factors such as satisfaction, reliability, image and importance of communication, play different roles at different levels of customer loyalty. Results of the survey of Aydin S., Ozer G., Arasil O (2009) revealed that confidence is most important determinant factor of customer loyalty. Also check of Taylor (2009) showed that a series of factors, satisfaction, value, resistance to change, influence, trust and fairness of the Institute, have a closely related to customer loyalty. In the field of the relationship between service quality on loyalty, Anderson and Lazing (2008) stated that in addition to the quality of service that customer loyalty has a strong relationship with relative attitude, advice, repurchase and satisfaction changed in their loyalty. The findings of Lenka et al. (2007) suggests that aspects of human, technical and tangible factor and suitable quality of service increase customer satisfaction.

Attention to the subject of customer loyalty in terms of marketing, there is in research of Copleland (1923) and Churchill (1942). Then people like Day (1969), Jacoby & Chestnut (1978) did more research on this issue. After that other people extended the subject of loyalty which can named Czepiel & Glimore (1987), Dick and Basu (1994) and Oliver (1999).

Research conducted in the field of conceptual models of customer loyalty to serving, in marketing literature is not widespread and it can be said that few studies have been done in this area and most studies also focused on definition and measurement of loyalty to serving and few studies have been done to determine factors which led to the development of their loyalty. Snyder (1999) is one of the first researchers in particular, has paid attention to the element of loyalty to the service. His study focused on separating of loyalty to the service from brand loyalty. Backman (1988) examined the characteristics of customers, that each of them show different degrees of loyalty to service. Study of Pritchard et al (2002) that focused on travel services, has been more effort on development of tools for measuring aspects of the attitudinal loyalty to the services. Dick & Basu (1994) in an article, described loyalty to the service.

Brand loyalty means repeat purchase that reason for this behavior is psychological processes. In other words, repeat purchase is merely a not optional response but is result of the psychological, emotional and norm. Oliver (1999) defines loyalty to having deep commitment for repurchase or supporting a favorite product or service, that in spite of the position and marketing efforts of competitors, causing repeat purchase a brand or a brand product portfolio in the future. Keller (1998) states that in the past often brand loyalty has been measured through repeat purchase behavior in terms of behavior, while customer loyalty rather than being with simple purchase behaviors can be considered more widely. Brand loyalty has been formed from two parts of behavioral loyalty and attitudinal loyalty. (Keller, 1998)
<table>
<thead>
<tr>
<th>Research findings</th>
<th>Data collection and analysis methods</th>
<th>The statistical population and sample</th>
<th>Model / main variables</th>
<th>the subject</th>
<th>Researcher (year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied customers in the long term than the short-term customers, more likely to purchase additional services and develop verbal communication.</td>
<td>questionnaire</td>
<td>South Korea</td>
<td>loyalty</td>
<td>Satisfaction, customer commitment</td>
<td>Ling &amp; Wung 2007</td>
</tr>
<tr>
<td>Behavioral characteristics, attitude and understanding expressed that include repeat purchase behavior, verbal communication, duration of use, tolerance Price, tend to repeat purchase, priorities behavior of reducing the choose, first In mind</td>
<td>questionnaire</td>
<td>Japan</td>
<td>loyalty</td>
<td>Loyalty Measures</td>
<td>Yee et al 2001</td>
</tr>
<tr>
<td>Two different types of evaluation has been than this concept &quot;specific consent of engagement&quot; and &quot;total satisfaction&quot;</td>
<td>questionnaire</td>
<td>Japan</td>
<td>Customer satisfaction</td>
<td>Evaluation of customer satisfaction</td>
<td>Wu 2011</td>
</tr>
<tr>
<td>Power relationship between satisfaction and loyalty depends on the industry competitive structure</td>
<td>questionnaire</td>
<td>Canada</td>
<td>Satisfaction and loyalty</td>
<td>The relationship between satisfaction and loyalty</td>
<td>Jones &amp; Saser 1995</td>
</tr>
<tr>
<td>Overall customer satisfaction attitude</td>
<td>questionnaire</td>
<td>Germany</td>
<td>Attitude, Satisfaction</td>
<td>Customer attitude</td>
<td>Hansmark</td>
</tr>
<tr>
<td>Study</td>
<td>Methodology</td>
<td>Location</td>
<td>Focus</td>
<td>Author(s)</td>
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<tr>
<td>than the service provider, or an emotional reaction to the difference between what customers expect and what they receive due to complete some needs, goals or desires</td>
<td></td>
<td></td>
<td></td>
<td>Alibenson (2004)</td>
<td></td>
</tr>
<tr>
<td>Customer retention is market share stimulating factor and customer satisfaction is customer retention determining factor</td>
<td>Questionnaire</td>
<td>Netherlands</td>
<td>Satisfaction and Retention</td>
<td>خاست و زاهوریک (1993)</td>
<td></td>
</tr>
<tr>
<td>Attention of managers to the principles of customer focus has a impact on customer satisfaction.</td>
<td>Questionnaire</td>
<td>Iran-Mazandaran</td>
<td>Customer satisfaction</td>
<td>Hashemi (2007)</td>
<td></td>
</tr>
<tr>
<td>Overall satisfaction with the result of depend on purchase Buy as many times and also public hearing is also influenced by loyalty. As well as ease of access from effective factors on loyalty In retail like convenient parking and...</td>
<td>Data collection - questionnaire</td>
<td>Iran-Tehran</td>
<td>Satisfaction and customer loyalty</td>
<td>Mohammad Ali Abdolvand (2012)</td>
<td></td>
</tr>
<tr>
<td>There is a positive relationship Between store loyalty program and</td>
<td>Questionnaire</td>
<td>Iran-Avak</td>
<td>Loyalty and Customer Satisfaction</td>
<td>Peiman Ghaaffari Ashtiani (2011)</td>
<td></td>
</tr>
</tbody>
</table>
satisfaction of loyalty program has a positive relationship between program loyalty and loyalty to the store. Satisfaction of store modifies the relationship between loyalty programs and loyalty to the store.

Perceived quality on perceived value affects customer satisfaction and repurchase intention. When the chain stores boost service quality, perceived value, increases customer satisfaction and repurchase intention of customers.

Materials and Methods

This non-experimental research (descriptive) is a correlation. This is an applied research based on the purpose and the duration of the study is cross-sectional.

On the other hand, according to the type of data collection, field research is research in the field. In addition, in order to study theoretical bases to gather resources used by documentary or library.

Data collection tools is questionnaire of Fuentes and Blanco et al (2014) and also use taking notes from library source for writing theoretical foundations.

In this study for data analysis were used from descriptive statistics (frequency, percentage, mean, using graphs, etc.). To test the hypothesis was used inferential statistics (t-student). To use this...
test, the studied variables should be normal in interval scale and their distribution pattern. In order to investigate the distribution of statistical data will be used of Kolmogorov-Smirnov (K-S). Also the statistical population include the store's Cyrus horizon customers. The statistical population in this study is unlimited and based on the Cochran formula, 384 persons were selected as sample with error of 5%.

Findings and results

Table 2. Results of the first hypothesis (customer heterogeneity has impact on the relationship between emotional satisfaction and loyalty behavior.)

<table>
<thead>
<tr>
<th>Pairs of Emotional satisfaction and behavioral loyalty</th>
<th>Marital conflicts</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The average</td>
<td>standard deviation</td>
<td>Mean Square Error</td>
<td>Probability of 95% of the difference</td>
<td>T-test</td>
<td>degree of freedom</td>
</tr>
<tr>
<td>Marital conflicts</td>
<td>.302</td>
<td>1.240</td>
<td>.156</td>
<td>.011</td>
<td>.614</td>
<td>1.931</td>
</tr>
</tbody>
</table>

Accordingly average test is 0.302, standard deviation is 1.240 and standard error of the mean is 0.156. The lower limit in probability of 95% of the difference is -0.011 and higher is -0.614. The amount of T-test is 1.931 and with significance level of 0.58 show hypothesis is not confirmed.

Table 3: results of the second hypothesis (heterogeneous customer has an impact on the relationship between emotional satisfaction and attitudinal loyalty.)
Accordingly average test is 0.429, standard deviation is 1.254 and standard error of the mean is 0.158. The lower limit in probability of 95% of the difference is 0.113 and higher 0.744. The amount of T-test is 2.714 and with significance level of 0.009 show hypothesis is not confirmed.

Table 4: Results of the third hypothesis (customer heterogeneity is effective on the relationship between emotional satisfaction and word of mouth advertising.)

<table>
<thead>
<tr>
<th>Marital conflicts</th>
<th>T-test</th>
<th>degree of freedom</th>
<th>significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>The average</td>
<td></td>
<td>Probability of 95% of the difference</td>
<td></td>
</tr>
<tr>
<td>standard deviation</td>
<td></td>
<td>lower</td>
<td>higher</td>
</tr>
<tr>
<td>Mean Square Error</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pairs emotional satisfaction and attitudinal loyalty</td>
<td></td>
<td>0.365</td>
<td>1.465</td>
</tr>
</tbody>
</table>

Accordingly average test is 0.365, standard deviation is 1.465 and standard error of the mean is 0.195. Lower limit in probability of 95% of the difference is 0.147 and the higher is 0.698. The amount of T-test is 2.145 and with significance level of 0.000 show hypothesis is not confirmed.

Table 5: Results of the fourth hypothesis (heterogeneity of cognitive has an impact on the relationship behavioral loyalty and customer satisfaction.)
Accordingly average test is 0.347, standard deviation is 1.412 and standard error of the mean is 0.186. Lower limit in probability of 95% of the difference is 0.136 and the higher is 0.698. The amount of T-test is 0.674 and with significance level of 0.000 show hypothesis is not confirmed.

Table 6: Results fifth hypothesis (heterogeneity of cognitive has an impact on the relationship attitudinal loyalty and customer satisfaction.)

Accordingly average test is 0.772, standard deviation is 1.433 and standard error of the mean is 0.155. The lower limit in probability of 95% of the difference is 0.128 and the higher is 0.633. The amount of T-test is 2.630 and with significance level of 0.000 show hypothesis is not confirmed.

Table 7: Results sixth hypothesis (customer heterogeneity is effective on the relationship between cognitive satisfaction and word of mouth advertising.)
Marital conflicts

<table>
<thead>
<tr>
<th>Paired cognitive satisfaction and word of mouth advertising</th>
<th>The average</th>
<th>Standard deviation</th>
<th>Mean Square Error</th>
<th>Probability of 95% of the difference</th>
<th>T-test</th>
<th>Degree of freedom</th>
<th>Significant</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.451</td>
<td>1.366</td>
<td>.178</td>
<td>.116</td>
<td>.614</td>
<td>2.577</td>
<td>62</td>
</tr>
</tbody>
</table>

Accordingly average test is 0.451, standard deviation is 1.366 and the standard error of mean is 0.178. The lower limit in probability of 95% of the difference is 0.116 and the higher is 0.614. The amount of T-test is 2.577 and with significance level of 0.000 show hypothesis is not confirmed.

**Discussion and conclusion**

In parallel, expanding regional competition for gaining more market share for producers subsequently, consumers and buyers of goods also benefit from distinct situations. Accurate understanding of manufacturers from spiritual, cultural, social, technological needs and customers moral, causes to be produced commodities with more charm for buyers, that in this case sale rates raise and thus great economic success will be realized by manufacturers.

Satisfied customers are source of corporate profits. Companies that cannot satisfy customers, remain in long term in the market. Top quality product and delivery services to customers in higher level, continuously, creates competitive advantage for the company.

In the current period, committed a client has found a special place and developing and communicating effectively with customer cause that customers of an organization be fellow inside and be sympathetic and supportive outside of organizations. Therefore, only customers who have a sense of belonging and have profitability and long life for organizations are investors.

In the new age of marketing, the aim of establishing long-term relationships and interactions with stakeholders and above all customer is such that protect more customers. Therefore, in the long run the benefits to be as a result, increase market share and profitability.

It seems that the most successful manufacturers placed forefront of all its activities a principle. A simple and meaningful principle: provide customer satisfaction. They have considered this letter for the buyer that he is king and spends his money for goods that the goods satisfy his wants and
needs. Economic organizations caused with the aim of profit and consumers with its sovereignty on the market created by stability, growth or decline of the organization. Today business world only allow the survival and durability to producers that offer superior product quality.

Customer satisfaction and profitability with the quality of goods and services that are provided has a close relationship, high quality will increase customer satisfaction.

The supply of quality services at reasonable prices at a high level continuously, cause to create competitive advantage for such organizations that among these benefits can be named the creation of competitive barriers, increasing the loyalty of customers, production and supply of differentiated services, reduce marketing costs and set higher prices and so on.

Every production manager should note to innovation and new initiatives, provided that without prejudice to the originality of the product and not paying attention to comments and tastes of customers and purchased the product. Tastes, is changing every day. So, management should plan contemplates that realize from demands and tastes and obtain a new position In product development. Generally, due to the research results, it must be said that satisfaction and loyalty finds new meaning for every customer and for every taste and thus, pay attention to it, increase the sales and profitability.
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