

Research Article

The Theory and Empirical Research of Customer Marketing Based on Satisfaction

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Abstract: With the richness of product and complexity of customer buying behavior, the limitation of marketing theory has become increasingly prominent and customer marketing theory is extensive attention. Research of customer satisfaction greatly promoted the development of customer marketing, but the existing research emphasize the customer satisfaction of the results and feedback effects, but oversight its core link role. Based on the existed theory and practice, this study aims to find the way to achieve customer satisfaction and verify all of aspects to enhance the role of customer satisfaction.

Keywords: Classify, customer profit, customer satisfaction, customer marketing, define grade

INTRODUCTION

As the core concepts of marketing Science, marketing concept has been recognized by everybody and become the mainstream of marketing concept. The core of marketing-4P marketing strategy have been the basic business philosophy to guide the marketing practice of corporate. However, With the richness of product and complexity of customer buying behavior, the research content and environment of marketing have changed dramatically, customer is becoming more and more active in the market, the rapid development of modern IT make the communication between enterprise and customer more convenient. Enterprises have not sufficient to ensure the competitive advantage relying on good products and excellent quality, the limitation of the traditional marketing theory increasingly prominent (Park *et al.*, 1986).

In order to meet customer needs better, the research of marketing turning to customer orientation and customer satisfaction, especially since the 1960s, customer satisfaction has become a new research perspective of marketing. But so far, Scholars who study customer satisfaction, always analysis from the view of the consumer state of mind or evaluation after buying (Brenna *et al.*, 2009). These studies do not seem to achieve customer satisfaction. Many studies merely at the theoretical level and did not reach the practical level, theorists do not have a system understanding for how to improve customer satisfaction. Enterprise which dedicated to pursue customer satisfaction is blind, they did not recognize that the pursuit of customer satisfaction is to achieve customers buy.

In this context, the innovation of marketing customer theory system based on customer satisfaction

is necessary. However, due to the lack of systematic and operability of customer marketing theory, how to achieve the change from customer marketing concepts to practice have become issues of common concern in both academia community and the business community. research of customer marketing theory should take customer satisfaction as the starting point, at the same time, customer marketing theory applied to business practice should set foot in customer satisfaction. This study aims to study customer satisfaction Approach and expand customer marketing theory to a new level.

THE THEORETICAL OF CUSTOMER MARKETING BASED ON SATISFACTION

Customer profits: It may be different between the benefits product provide and customer actual perceived (Park *et al.*, 1986). The profits formed based on the interests, Interests in marketing, said a person getting benefits in the process of consuming or purchasing products or service. However profits refers to the perceived interests of customers in the process of purchasing products or services, is subjective customer perceive of the objective product benefits , so the realization of the profits is higher than the realization of the interests (Chen and Xiaoqian, 2010), shown as Fig. 1. Customer profit is all the interests of consumers can feel from the product or service to meet specific consumer and psychological needs, so that consumers get the feeling of interests to achieve.

The thought of profits comes from the analysis of the value and interest. Philip and Wang (2009) think customer value including product value, service value,

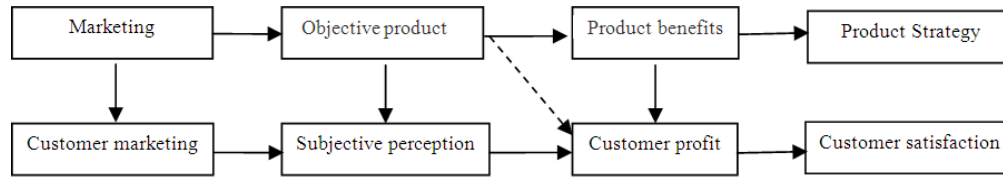


Fig. 1: Enterprise product benefits and customer's perception of profits

personnel value and image value four aspects. proposed multi-stage transfer process of customer value and corporate value, product benefits including the economic interests, the function interests and the psychological (emotional) interests (Yu, 2008). Product benefits including function interests, economic benefits and emotional interest (Chen and Han, 2010). Therefore, customer profits can also be divided into products profits, service profits, image profits and personnel profits. And among them products profits are divided into function profits, economic profits and emotional profits.

If the profit provided by the seller want to be recognized, it must be cognitive for buyer first, Customers profit refers to the psychological cognitive interests based on products and services, Differences in levels of customer awareness affect profits customer valued. In the sales process, Marketers found that customers always regardless of the cost for the products of their own preferences, means that customers will not care about the prices of which products or services are able to bring their higher, distinctive psychological cognitive interests.

Analysis of customer satisfaction: The more interests products provide to customers, the less regret emotions customer will feel in the process of buying, but the product benefits can not make customer satisfaction, only when the customer perceived profits reached a certain level, the customer will be satisfied with the turn to buy. However, the customer profits are affected by the cognitive level, the gap between the cognitive level of different customer make their attention are not the same, STP theory for the enterprise to provide a reference for all levels of profit to influence customer buying behavior. The difference is that, the STP theory is based on product differentiation, but the core of customer satisfaction analysis is the gap between the levels of customer awareness.

To make customer satisfaction and the formation of the customer to buy, Requires that companies first graded on customers according to the customer profits, customer profit to include all the cognitive interests of the customer on product or service, is a multi-level and a diversified collection, enterprises should determine the customer profits classification factors and individual factors classification sorting in four aspects of the product, service, image and personnel.

Second, the enterprise should determine target customers combining with the results of classification of customer profits, for the same product, different customer value different profit; The same product enables different customers to achieve the level of satisfaction naturally have a big gap. different from choosing target market in product marketing, determine target customers in customer marketing is to determine the importance degree of every profits in the minds of customers, thus ensuring that provide profit to the customer is which they value.

Again, the enterprise should combine customer perception of the product with its own core competency, to determine the grade of the product in the minds of customer, product quality usually refers to the Hierarchy results of the style design, the number of function, the level of quality or brand reputation, etc. Each of the customers is mind with the most suited to their grade, not the higher the price the higher the grade for the customer.

Finally, the cognitive level of the customer is constantly changing, the customer profits will also change, so the company should be prepared to communicate with customers, master the changes of customer profits and make corresponding adjustments to the product.

Customer awareness of profits from product or service, is the prerequisite for customer satisfaction. For businesses, identify the customer profit is not so easy, these four steps are closely interlinked, each step in the realization of the companies closer to customers' needs, but also to a higher degree of customer satisfaction.

Here we hypothesis:

Hypothesis 1: Classification of customer profits has a positive significant effect on customer satisfaction

Hypothesis 2: Determination of target customers has a positive significant effect on customer satisfaction

Hypothesis 3: Setting file according to the customer perception has a positive significant effect on customer satisfaction

Hypothesis 4: Adjusting according to customer communication has a positive significant effect on customer satisfaction

Table 1: Concepts and indicators marker

Variables and indicators	Marker	Error symbols	Variables and indicators	Marker	Error symbols
Classifying	ξ1		Trusted	X10	e10
Features	X1	e1	Identity consistent	X11	e11
Appearance	X2	e2	Adjusting	ξ4	
Quality	X3	e3	Technological innovation	X12	e12
Cost	X4	e4	Product development	X13	e13
Determinating	ξ2		Product changes	X14	e14
Function	X5	e5	Customer communication	X15	e15
Brand	X6	e6	Customer	η	ecs
Price	X7	e7	satisfaction		
Setting file	ξ3		Value for money	Y1	e16
Produce grade	X8	e8	Repeat purchase	Y2	e17
Brand grade	X9	e9	Intent to recommend	Y3	e18

STUDY DESIGN

On the basis of exploratory research and advisory panel interview, this study used the survey questionnaire, research generally identified as the mobile phone users, mainly due to a few points:

- In recent years, mobile phone replaced fast, with a lot of innovation, can provide more profit to the customer the customer is also more sensitive to its perception
- Phone grades high and low, to meet the needs of all types of users
- China's mobile phone users has reached 920 million, samples readily available and research more easily
- Domestic high-end mobile phone is basically occupied by foreign brands, this survey can provide a reference for the domestic mobile phone brands to look for a new marketing perspective

Finally survey to determine the last two years to buy the mobile phone users of mobile phones and the existing mobile phone use of more than three months.

In order to ensure the effectiveness and representativeness of the research, formal investigation to take random sampling, The main survey for a school EMBA students, MBA students, students at the school, working-class and other community. This sample selection covering business people, students, ordinary working-class and unemployed or un- employed population, is representative. The surveys were distributed 300 questionnaires, after excluded the presence of a large number of missing values or the apparent lack of rationality questionnaire, 276 valid questionnaires, the effective rate is 92%.

By literature review and assumptions, the important variables that need to be measured have been identified, accordingly, we compiled measurement questionnaire items, Steps are as follows: First reference to the relevant literature on the development of the questionnaire items, to find out as much as possible to use in the purchase of mobile phones scenarios asked items and scheduling, formal questionnaire related concepts and indicators marked symbols as shown in Table 1.

Table 2: Model fit indices

Fit index	χ^2/df	CFI	NFI	RMSEA	RMSEA90 % confidence interval limit
Number	2.371	0.958	0.911	0.039	0.065

DATA ANALYSIS

Reliability and validity analysis: Reliability of questionnaire analysis by SPSS13.0, it shows that the customer satisfaction questionnaire comprehensive reliability coefficient 0.826. Each measurement variables Cronbach's alpha coefficients were: classification of customer profits is 0.834; determination of target customers is 0.805; setting file according to the customer perception is 0.803; adjusting according to customer communication is 0.804 and customer satisfaction is 0.832, reliability of each variable measured are at an acceptable level of.

The customer profit scales used in this study, the customer satisfaction scale are designed in accordance with the domestic and foreign scholars commonly used measurement items and after the inspection of experts, Content has higher validity. In addition, Read the research literature configuration, Variable operating, Sums up the related professionals in the field as well as the views of consumers, Questionnaire design After much discussion and modify and organized a pre-test, after summarize the views of experts, Repeated as appropriate the content and meaning of the questions asked items, last revised by this study, the questionnaire has high content validity.

The test of the overall model fit main use of representative indicators, specifically, as shown in Table 2, Visible χ^2/df is 2.371, located between 1-3, CFI and NFI greater than 0.9, RMSEA less than 0.08, Better overall fit of the theoretical model, In this study, the theoretical assumptions can verify.

Model checking: According to the model to identify conditions, Model established in this study is a recursive and identifiable model and each measurement model has been validated, have better fit. This study estimated covariance and sample covariance fitting model to estimate the model parameters, covariance modeling method. Since the maximum likelihood estimation of unbiased estimate consensus estimates

Table 3: Structural Equation model of latent variable path coefficients between the estimation and hypothesis test results

Hypothesis	The relationship between variables	Estimate	C.R	P	T
H1	Classifying→Customer satisfaction	0.817	4.131	*	2.955
H2	Determinating→Customer satisfaction	0.792	5.628	*	3.528
H3	Setting file→Customer satisfaction	0.796	5.957	*	4.124
H4	Adjusting→Customer satisfaction	0.771	6.291	*	4.223

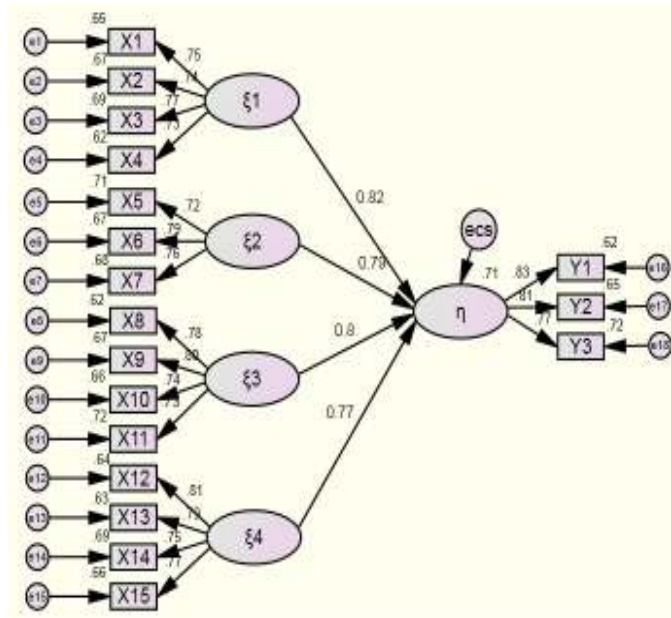


Fig. 2: Based on maximum likelihood estimation of structural equation modeling path diagram

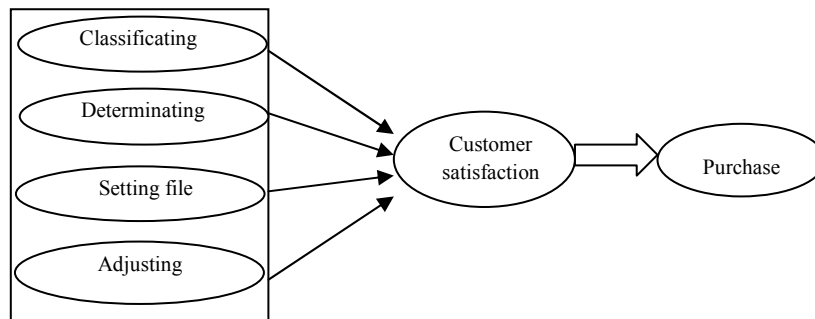


Fig. 3: The theory framework of customer marketing based on satisfaction

effectively estimate, the parameter estimates follow a normal distribution, from variable measure units affect the characteristics. Therefore, analysis of the data using the maximum likelihood estimation method to estimate the parameters, after analysis of the survey data processing, the use of the road map of AMOS18.0 measurement of the structural equation model and structure model of this study set in Fig. 2

The path coefficients and CR values of the model as shown in Table 3, Path coefficient using standardized coefficient. The larger value indicates the higher the importance in the path relationship. If the path of the CR. (R2) absolute value greater than 1.96, Indicates that the path coefficient is statistically significant, P = 0.05 level to accept assumptions proposition established.

The data show that: Hypothesis 1, Hypothesis 2, Hypothesis 3 and Hypothesis 4, have been verified, the empirical process and the results of this study is ideal, basic to achieve the desired goals. The empirical validation of the theoretical model shown in Fig. 3.

CONCLUSION

Customer marketing is developed on the basis of the traditional marketing products and services as the core, its production and development improve the theoretical system of industrial society marketing and also provides a method for businesses to obtain a competitive growth advantage. To maximize customer satisfaction as goal, is Conducive to achieving the unification of business interests and customer profit;

customer profits raised to the height of customer satisfaction via the STP theory and it is the key to prompt customers to buy. From the above analysis, it is easy to see that classification of customer profits; determination of target customers; Setting file according to the customer perception and adjusting according to customer communication are conducive to increased customer satisfaction and ultimately the formation of the customers to buy.

As an exploratory study, the innovation of this study are:

- Expanded the theoretical framework of customer marketing based on customer satisfaction analysis
- Dig out the way to achieve customer satisfaction
- Positive customer satisfaction analysis steps, verify the feasibility of the theory

But, given the exploratory nature of this article, on the theoretical analysis and empirical research is still very limited, there are many in-depth research topics, such as the research of 4C customer marketing strategies and customer commitment. Therefore, in-depth study of customer marketing theory has yet to be continuous research and expand.

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