

Investigating the components of Customer Experience and Presenting a Model for Customer Experience, Customer Satisfaction, and Actual Behavior (Students of University of Isfahan as Case Study)

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ABSTRACT: *In today's competitive and variable world, delivering quality products and creating a desirable customer experience are considered as the main purposes of fast foods and restaurants. Such efforts play an important role in attracting and maintaining customers. This is why that the present was aimed to study the components of customer experience and present a model for this purpose. In order to this, students of university of Isfahan have been selected as customers of fast foods of the university. The statistical population includes students of university of Isfahan. A sample of 356 students has been selected through simple random sampling. In order to define the sample size, sampling table has been used. The respondents were asked to indicate the questionnaire. About 300 respondents asked the questions perfectly. In order to analyze the research data and test research hypotheses, the SPSS has been employed. The results of this study revealed that customer experience influences customer satisfaction and his/her actual behavior significantly. Based on another part of our findings, customer satisfaction influences customer actual behavior significantly. Finally, the research model has been developed.*

KEYWORDS: *Customer Experience, Customer Satisfaction, Actual Behavior, Components of Customer Experience*

I. INTRODUCTION

Many authors believe that consumption culture is changing (Zhu and et al. 2013), (Jafarimomtaz and et al. 2013) and meals outside the home is becoming to a natural action (Choi et al. 2013). In comparison to people of different social classes, students are considered as the main target market of such products. Indeed, today's students have many experiences in terms of outside meals and pay more monies for that product (Sutherlin and Badinelli, 1993). On the other hand, universities are developing and their population is increasing considerably (Choi et al., 2013). As a result, increase in student's frequency in universities and higher education institutes results in students' explicit needs and wants (Wolburg and Pokrywczynski, 2001). On the other hand, development and expansion of colleges increase demands for academic products such foods. This results in better understanding in food officers in terms of students' foods needs and wants (Shoemaker, 1998).

On the other hand, selection and diversity are two most important elements of today's customers across the world. It is should be noted that students are not except from that rule and they are becoming as one of the main consumers and customers of foods stories (Shanka and Taylor, 2005), (Sutherlin and Badinelli, 1993). It results in more production motivation in the producers of goods and services. Diversity of purchase alternatives for students results in more revolution and flexibility in stories and restaurants. On the other hand, it is the main factor which motivates them to improve their marketing efforts consciously (Sutherlin and Badinelli, 1993). Also food officers of universities change and improve their policies and procedures through screening environmental conditions. The main interest in this area is motivating students to purchase their foods inside the university. Indeed, these officers attempt to create and improve positive experiences in students (Choi and et al., 2013). Based on the reports, primary students purchase foods inside the university. Indeed, cultural diversity, economic conditions, change in attitudes and consumption style are the main interests that university food officers facing them (Hurst, 1997). So, it is necessary for foods officers to acquire a precise perception of conditions (Choi and et al., 2013) and recognize target customers' needs and wants (Jafarimomtaz and et al., 201) in order to satisfy customers' needs and wants (Verhoef and et al., 2009) and thereby increase customers' satisfaction (Subramanian and et al., 2014), (Slevitch and et al., 2013) and make them loyal to the foods of universities (Buil and et al, 2013), Verhoef and et al., 2009),(Shanka and Taylor, 2005). This is why that the

present study was aimed to study the components of customer experience and present a model for this purpose. In other words, this study was determined to answer the question what “are the main components of customer satisfaction?” and “what is the role in customer satisfaction and actual behavior of customer?”

II. REVIEW OF LITERATURE

Generally, customer experience management refers to the cognitive, affective, social, and behavioral interactions of the customer and organization (Choi and et al., 2013). Such interactions create value for both organization and customer (Verhoef and et al., 2009). Customer experience management is one of the main issues which have been attended rather than customer relationship management during recent years (Jonfersa, 2008). Unfortunately, some researches and studies have been done in this area (Choi and et al., 2013) and the role of customer experience has not been recognized perfectly. Unlike to customer experience, other aspects of customer such as customer satisfaction and customer loyalty are the main concepts which have been studied by authors and researchers for many times (Subramanian and et al., 2013), (Kuo and et al., 2013), (Shaemi Barzoki and et al., 2012), (Afkhami and Torabi, 2011). Many authors have studied different aspects of customer satisfaction and loyalty for many times (Slevitch and et al., 2013), (Ziviar and et al., 2012), (Samadi and Eskandari, 2011), (Bandarian, 2011). Customer satisfaction refers to the customer’s overall evaluation of products and services (Choi and et al., 2013). On the other hand, customer loyalty is degree in which customer pay no attention to the competitors’ advertisement efforts and ignore them, have rare price sensitivity, and advertise the company and its products and services among his/her relatives and friends (word of mouth communications) (Ramaseshan, 2013).

III. RELATED STUDIES

Some of the past studies are presented in the following section. Segaro (2012) studies the effect of perceived service quality and communications quality on the customers’ satisfaction and loyalty. The results of this study revealed that customers’ satisfaction and loyalty are the main factors for organizations by which organizational survive will be secured. Choi et al. (2013) study the elements and concept of customer experience. They not only clarify importance of customer experience perception and improvement, but also examine the role of customer experience in customer satisfaction. The results of their study revealed that positive customer experience influences customer relationship and satisfaction positively. Sheng and Teo (2012) study the products characteristics and brand equity of mobile phones. They also investigate the mediating role of customer experience. They survey 262 mobile users and found that hedonic and utilitarian characteristics of products influence their brand equity through mediating role of customer experience. In other words, perceived ease of use, perceived usefulness, entertainment, and aesthetics may are not intrinsic characteristics of the products, but integration of those characteristics with customer experience results in more values for customers. Although the effect of perceived ease in creating brand equity is possible even without effect of customer experience, but the effects of other factors (perceived usefulness, entertainment, and aesthetics) on the brand equity is significant through mediating role of customer experience. Otnes et al. (2012) in their study “common language of market: the concepts of customer experience management” investigate the concept of customer experience. They indicated that customer experience management refers to the products exposure. They also found that the common language between businesses and customers is one of the main effective factors on creation and perception of customer experience. Verhoef et al. (2009) study the elements of customer experience. From their perspective, customer experience refers to a set of cognitive, behavioral, affective, and social reactions of consumers to services. In addition, the socio-psychological effects of customer experiences have been investigated in this study. Gentile et al. (2007) study the concept of customer experience and its value-orientation aspect. They also clarify the concept of customer experience with focus on value-creating competency for organization. From this perspective, it could be said that customer experience refers to the mutual interactions and reactions between organization and customers which create value for organization.

Janfarsa (2008) in his study “customer experience management as a step beyond customer relationship management” study the concept of customer experience management. They indicate that revolution of customer relationship management forced companies to use technology as an improvement factor in customer relationship management during past decade. Indeed, customer experience management adds two dimensions (emotions and innovation) and improves customer relationship management. On the other hand, classic customer relationship management considers such an interest rarely. In addition, they point out that all of the components of customer capabilities management (such as brand, marketing, business rules, processes, education, employees’ learning, and so on) are integrated to each other for improve customer experience. Moharamzade and Mohamadi Alagoz (2010) in their study “the relationship between customer experience management and organizational productivity in insurance agencies” investigate the concept of customer experience management. They indicated that marketing is one of the main methods of achieving organizational survive. They also believe that customer

relationship management is another important marketing issue by which many organizations have changed their structure and achieved many successes. According to Moharamzade and Mohamadi Alagoz (2010), customer experience management is another important concept in this area. They believe that customer experience management and customer relationship management are very similar to each other and it is hard to different them. Indeed, customer experience management and customer relationship management could be defined through a product and a certain technology. On the other hand, both customer experience management and customer relationship management include a set of technologies principle and analysis which focused on a central concept. But ration of customer experience management is different from customer relationship management perfectly and it is possible to understand their differences through comparing them. Indeed, the main idea of customer relationship management is this fact that every time customer interact the organization, that organization understands customers' characteristics. In the next step, the organization able to manage more profitability situations through studding, classifying, and analyzing their information. But customer experience has a different ration and states that customers learn about organizations in times of relationship. As a result, customer may change his/her behavior and influences his/her profitability. All in all, it is possible to create more profitable relations with customers through managing such experiences.

IV. RESEARCH METHODOLOGY

Generally, researches could be classified in different methods. A form of such a classification is presented in figure 1.

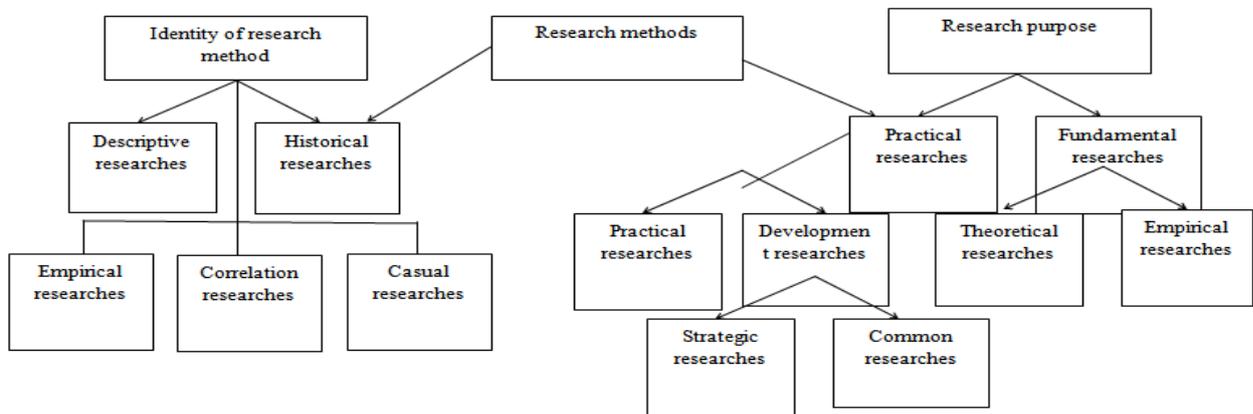


Figure 1: different methods of research (Hafeznia, 2012)

The present study is a practical research from purpose view and is a descriptive-survey research from research methodology perspective. In order to collect the research data, a questionnaire has been employed. In order to analyze the research data and test the research hypotheses, correlation coefficient method has been used.

2.1. Data-collection instrument

Data-collection method in behavioral and social sciences includes both library and field study methods (Rastegari, 2008), (Abotorabi, 2008). In the first method, the research attempts to collect both primary and secondary data (Khaki, 2013). In the present study, survey method has been used for collecting the research data. Also library method has been used for reviewing literature. In order to collect the research data, the questionnaire of Choi et al. (2013) has been employed.

2.2. Statistical population and sample

The statistical population of this study includes students of University of Isfahan (as consumers of the university's fast foods and restaurants). In order to define sample size, a sampling table has been employed. It should be noted that survey researches need to 100 respondents at minimum level. For this purpose, 356 sample members have been selected and then were asked to indicate the questionnaire. Finally, 300 students answered the questionnaires perfectly. The reliability and validity of the questionnaire have been examined and confirmed. The method of examining validity is examining its content validity (Faryabi et al., 2011). For this purpose, validity of the questionnaire has been examined through content validity and then the questionnaire was reviewed and modified by experts. On the other hand, Cronbach's Alpha Coefficient has been employed for examining reliability of the questionnaire. The coefficient was 0.856 for our questionnaire by which reliability of the questionnaire was confirmed.

V. FINDINGS

The findings of this study have been presented in two parts including descriptive and inferential findings.

Descriptive findings

The results of descriptive analysis revealed that 140 (46.7%) respondents were male and 160 (53.3%) ones were female. On the other hand, 156 respondents (52%) had 18-22 years old, 118 ones (39.3%) had 23-27 years old, 19 ones (6.3%) had 28-32 years old, and 7 ones (2.3%) had had more than 33 years old. From marital status perspective, 260 members (86.7%) were single and 40 respondents (13.3%) were married. From educational perspective, 130 respondents (43.3%) were B.Sc. students, 60 ones (20%) were M.A. students, and 110 ones (36.7%) were Ph.D. candidate.

Inferential findings

The results of hypotheses of this study are presented in this section. As indicated previously, t-test and regression analysis have been used in the SPSS 21.

First hypothesis

H0: customer experiences do not influence customer satisfaction significantly.

H1: customer experiences influence customer satisfaction significantly.

The results of table 1 revealed that t-value of the test is 15.73 and its degree of free (df) is 298 (sig: 0.000). Based on the results of this table, H0 is rejected and H1 is supported. As a result, it could be said that customer experiences influence customer satisfaction significantly.

Table 1: the results of t-test for testing customer experience and customer satisfaction

Customer experience	Frequency	Standard deviation	Average	t-value	df	Sig
Positive or desirable	160	3.214	0.204	15.73	298	0.000
Negative or undesirable	140	3.214	0.204			

Second hypothesis

H0: customer satisfaction does not influence customer actual behavior significantly.

H1: customer satisfaction influence customer actual behavior significantly.

Table 2: the results of t-test for testing customer satisfaction and customer actual behavior

Customer satisfaction	Frequency	Standard deviation	Average	t-value	df	Sig
Positive or desirable	180	1.306	0.086	15.105	298	0.000
Negative or undesirable	120	1.306	0.092			

Based on the results of table 2, it could be said that t-value of the test is 15.105 and its degree of free (df) is 298 (sig: 0.000). Based on the results of this table, H0 is rejected and H1 is supported. As a result, it could be said that customer satisfaction influence customer actual behavior significantly.

Third hypothesis

H0: customer experiences do not influence customer actual behavior significantly.

H1: customer experiences influence customer actual behavior significantly.

The results of table 3 revealed that t-value of the test is 9.137 and its degree of free (df) is 298 (sig: 0.000). Based on the results of this table, H0 is rejected and H1 is supported. As a result, it could be said that customer experiences influence customer actual behavior significantly.

Table 3: the results of t-test for testing customer experience and customer actual behavior

Customer experience	Frequency	Standard deviation	Average	t-value	df	Sig
Positive or desirable	160	0.911	0.100	9.137	298	0.000
Negative or undesirable	140	0.911	0.102			

Multi-variable analysis

In order to explain and predict variance of customer experience through its effective factors, simple multi-variable regression model is used. On the other hand, simple multi-variable regression model is used for explain and predict customer actual behavior through its effective factors.

Multi-variable analysis of customer experience

As indicated in table 4, multiple correlation coefficients are 0.78, its coefficient of determination is 0.62, and also adjusted coefficient of determination is 0.61. So, it is possible to predict customer experience through its effective factors.

Table 4: the results of multi-variable regression analysis of customer experience

Multiple regression coefficient	0.78
Coefficient of determination (R^2)	0.62
Adjusted coefficient of determination (Adj R^2)	0.61

In order to develop multi-variable regression equation, the following formula was used.

$$\text{Equation 1: } Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 \dots + b_nX_n$$

The multi-variable regression equation of customer experience is presented in the following section. Based on the multi-variable regression equation, it is possible to consider every variable autonomously and then compare them simultaneously.

Table 5: the results of partial regression coefficient of customer experience

Variables	unstandardized coefficients		Standardized coefficients	t-value	Sig
	B	Standard error	Beta		
Fixed value	0.19	0.30		0.63	0.000
Price	0.08	0.003	0.11	2.77	0.006
Services	0.14	0.02	0.36	7.20	0.000
Product	-0.04	0.01	-0.12	2.4	0.016
Health	0.15	0.01	0.59	11.7	0.000
Sig: 0.000		F: 121.456			

The results of table 5 revealed that the F is significant. In other words, there is a significant direct relationship between research variables. Indeed, the relationship between customer experience and its effective factors could not be random. This means that as least, one of the factors is effective on the customer experience. However, all of the relations were tested through t-test. The results of table 4 revealed that all of the effective factors on customer experience is significant. Based on the results of table 5, price is the first factor. The t-value of this variable is 2.77 and its significance level is 0.006. Service is the second factor. The t-value of this variable is 7.20 and its significance level is 0.000. On the other hand, product is the third factor. The t-value of this variable is 2.40 and its significance level is 0.016. Finally, health is the fourth factor. The t-value of this variable is 11.70 and its significance level is 0.000. The multi-variable regression model is presented based on Beta in the following section. Customer experience: 0.11 (price) + 0.36 (services) – 0.12 (health) + e_i

Based on the results of multi-variable regression model, which is presented in this section, multi-variable regression model of a factor is the main condition of entering model. This is why that research variables are entered to the model at multi-variable regression model. Based on the model it could be said that health is the main effective factor on the customer experience and services, price, and product are the second, third, and fourth factors relatively.

Multi-variable regression model of customer actual behavior

In order to explain and predict customer actual behavior, multi-variable regression model is used. The results of this model are presented in the following section.

Table 6: the results of multi-variable regression analysis of customer actual behavior

Multiple regression coefficient	0.80
Coefficient of determination (R ²)	0.64
Adjusted coefficient of determination (Adj R ²)	0.63

As the results of table 6 revealed, multiple correlation coefficient is 0.80, coefficient of determination is 0.64, and adjusted coefficient of correlation is 0.63. This means that about 0.64 of dependent variable variances could be explained through independent variables. The results of regression model are presented in table 7.

Table 7: the results of partial regression coefficient of customer actual behavior

Variables	unstandardized coefficients		Standardized coefficients	t-value	Sig
	B	Standard error	Beta		
Fixed value	0.76	0.19		-3.86	0.000
Customer satisfaction	0.20	0.022	0.49	9.34	0.000
Customer experience	0.04	0.07	0.36	6.85	0.000

Sig: 0.000 F: 264.784

The results of table 7 revealed that the F is significant. In other words, there is a significant direct relationship between research variables. Indeed, the relationship between customer actual behavior and its effective factors could not be random. This means that as least, one of the factors is effective on the customer experience. However, all of the relations were tested through t-test. Based on the results of table 7, customer satisfaction is the first factor. The t-value of this variable is 9.34 and its significance level is 0.000. Customer experience is the second factor. The t-value of this variable is 6.85 and its significance level is 0.000. Based on the results of regression analysis model, it could be said that customer satisfaction is the main effective factors on customer actual behavior and customer experience is the second factor. The multi-variable regression model is presented based on Beta in the following section.

Customer actual behavior: 0.49 (customer satisfaction) + 0.36 (customer experience) + ei

Final model of the study is presented in the following section.

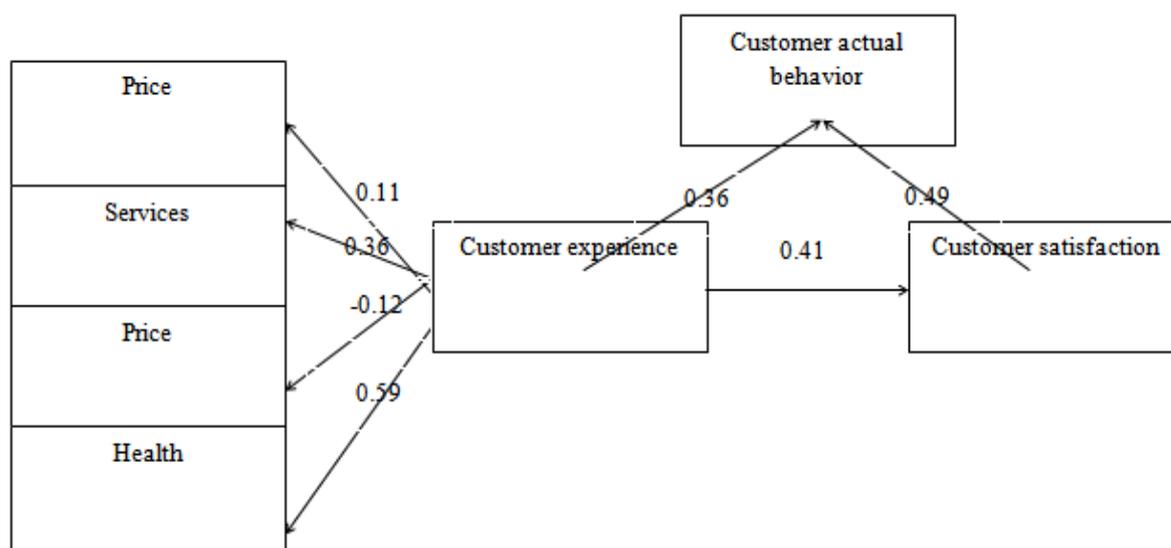


Figure 2: final model of research

4. Conclusion and empirical suggestions

The purpose of this study was to investigate the components of customer experience and present a conceptual model of customer experience, customer satisfaction, and customer actual behavior. For this purpose, customer experience components were identified and then a questionnaire was developed for this purpose. The results of this study have been presented in table 8.

Table 8: the summary of hypotheses status

Hypotheses	Sig	Result of hypotheses
Customer experience-customer satisfaction	0.000	Supported
Customer experience-customer actual behavior	0.000	Supported
Customer actual behavior-customer satisfaction	0.000	Supported

The results of this study are supported by previous findings such as Chio et al. (2013). On the hand, components of customer experience have been examined. The results of regression analysis revealed that health is the most important factor which predicts customer experience. On the other hand, services, price, and product are the second, third, and fourth effective factors which predict customer experience. Based on another part of this study, customer satisfaction is the main factor which predicts customer actual behavior. Also customer experience is another factor in this area. Finally, a model has been developed and presented. There are some limitations in our study which limit its generalization. This is why that the authors of the present study present some suggestions. It is suggested that the future authors select a bigger population. Also it is suggested that the future authors compare results of the study with others findings. Finally, it is suggested to develop new model based on the different cultures and needs.

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