

# THE IMPACT OF THE SERVICE PROCESS QUALITY ON THE CONSUMER'S BEHAVIOR AND PURCHASING DECISIONS



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## Introduction

The customer's role in shaping a company's market value was initiated by the era of 2.0 marketing, which popularised the idea of focusing on the client and his/ her expectations.

Consumer behaviour is a consistent set of reactions related to making choices with respect to satisfying individual needs in specific social, cultural and economic conditions. Increase in customers' expectations, as one of the key factors that drive the progressive trend in the area of quality requirements results from the fact that for the customers, quality is primarily the fulfillment of various groups of needs. The concept of quality is most often defined as features of a product or service which depend on its' capacity to satisfy specific needs

The purpose of the article was to present the impact and the role of sale personnel and the quality of service process on the customer's behaviour, processes of purchase decisions and building long-term market relations.

## Results

High quality of the service process carried out by competent sale personnel with which the customer met and which exerted significant impact on the image created in the customer's awareness, makes the customer attached to the brand and shapes the expected purchase behaviour. The key role in the process of creating experiences with the brand is played by every employee having any interaction with the customers.

The proper mode of customer acquisition is systematic building of the customer's loyalty through enhancement of customer service processes, as they form an important source of the competitive advantage.

The discussion on the research hypothesis has become an inspiration for preparing a scenario of improved conduct via efficient support of the sale personnel and development of pro-quality conduct procedures.

## Conclusion

A company that efficiently prepares and implements the high level of service process quality, receives a higher and more stable acceptance of its offer from the customers, reflected in benefits resulting from relationship marketing.

The major benefit is cost optimisation. Costs of procuring new customers are always high, due to the fact that a new customer requires intense and efficient promotion strategy, direct marketing and time to build commitment.

The higher the customer retention indicators, the more positive the revenue forecast, due to the attachment to the brand, which extends their purchase portfolio, because the developed trust also starts to encompass other product lines.

The decrease in operating costs, because the costs of service drop as partners are familiar with the principles of cooperation and the intense promotion strategy is no longer used.

A systematic development of customer capital: the customers, current and past, become positive ambassadors of the brand, recommending the brand on the market via buzz marketing and contribute to building the brand's good opinion.

The presented scenario of improved conduct is a tool to support managers of sale personnel, responsible for the management of the customer capital structure and growth of its' value.

## SCENARIO

Customer capital diagnosis	Knowledge about behaviour and functioning of customers allows for offering tailored solutions, which will be positively received on the market, favourably influencing the level of satisfaction derived from contact with the brand. The more such positive experiences, the greater the loyalty translating to competitive advantage.
Analysis of hitherto course of the service process	Collected observations, information and remarks will offer a basis for identifying real needs and expectations of customers, which will result in better deployment of resources - in places where they actually bring the expected profit.
Description of the ideal climate of cooperation	It is worth analysing the brand identity once again and creating a climate of cooperation fully compliant with it. It is necessary to talk about the objectives, vision of the future, market opinions, expected directions of development and challenges. In this manner, joint commitment allows for designing an improved concept of customer service.
Experience based scenario of the customer service process	Preparation of scenarios for the course of the customer service process taking into account hitherto experience, both positive and negative. Here, the key role is played by the personnel that is responsible for it. At this stage, assessment indicators to measure the growth of customer value may be proposed.
Popularisation of the improved concept of customer service	Popularisation of the improved concept among sales personnel and other employees, locating their role and significance in the process of company value management by creating the value of customer capital.
Implementation	Implementation process of an improved customer service concept, analysis of accomplishment of intended objectives on the basis of the constructed assessment indicators.

## Methodology

The article is a concept study based on the results of a literature search query, experiences deriving from cooperation with the sector of small and medium-sized enterprises and the author's own studies on the management of relations with customer capital in the sector of small and medium-sized enterprises

## Research hypothesis

The undertaken research problem focuses on the hypothesis that, H: the quality of the service process and the sale personnel may exert a significant impact on the customer's decision-making processes