

Consumer Behavior of the Services of Very Small Craft Companies Faced with Satisfaction Tools

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Summary

Nowadays, it is not uncommon to see customers complaining about such and such observed phenomena that indignant them when returning from a shop, a workshop or a point of sale of some kind, especially in the very small enterprise (VSE) craft sector. The reasons for consumer dissatisfaction have been the same for several years, suggesting that companies have not yet responded satisfactorily to these recurring problems. This research, which aims to determine the essential tools that must base the overall satisfaction of the customers of small-scale service companies, is done through a methodology based on a quantitative analysis based on a structured questionnaire based on a scale of attitude of three levels administered to the 446 customers of VSE craft service companies. This research shows that in order to achieve overall customer satisfaction, it is necessary to combine tools such as: customer reception, the cleanliness of the workplace and the actors, the quality of the service; the speed of the service and the price of the service taken in that order. It also reveals that when a tool is used to the detriment of others, it leads to dissatisfaction.

Keywords. Tools, satisfaction, VSE craft service,

Introduction

Returning today to the issue of satisfaction seems out of date because today, attention is more focused on customer loyalty that provides the company considerable benefits not only in the market but also in relation to its profitability and durability. It is not uncommon to see customers complaining about such and such observed phenomena that outrage them when returning from a shop, workshop or any point of sale. The reasons for consumer dissatisfaction have been the same for several years, suggesting that companies have not yet responded satisfactorily to these recurring problems. When they are dissatisfied they do not return, unless the product or service is unique in the market, there are no substitute products, or points of sale or competing workshops . .and as Bailliard (2015) says, the inability to solve problems quickly continues to fuel consumer volatility, and few improvements have been reported for a long time because companies have not yet provided a satisfactory answer. to these recurring problems. This is why it is still necessary to discuss the position of the problem-satisfaction-client especially when it comes to service providers who are illiterate. Although customer loyalty is the major focus of research today, and many authors agree that all satisfied customers will not be loyal, one must first satisfy (Adankanhoundé, 2014). Because those who are not satisfied will never be faithful. Dealing with the issue is for a company a buoyage to introduce the question of fidelity now in force. We already know that customer satisfaction is an important indicator and the satisfaction scales have shown us how being "completely satisfied" can lead to a very positive word of mouth towards the company, the product or the brand tested. (Sauvé2005). Because a satisfied client is potentially faithful and diffuse around him his positive feelings (Collin-Lachaud, 2005), it is important, to understand what bases this satisfaction (Sohier, and Brée, 2014) in order to choose the appropriate tools likely to give the customer a great satisfaction The objective of this study is to highlight the essential tools and how to apply them in the sector of the artisanal TPE service, in order to fully satisfy the customers. To get there the following questions are worth asking. What are the essential tools to satisfy a customer in the case of the VSE craft service

This research attempts to answer these questions through a methodology based on a quantitative phase based on a structured questionnaire based on a three-level attitude scale (Sogbossi and Ogouyomi Orobi, 2013) administered to the clients of the VSE scraft. sewing, hairdressing and catering.

1. THEORETICAL APPROACH TO RESEARCH

1.1. Clarification of the concept of customer satisfaction

To define satisfaction Ndjambou (2018) proposes starting from four points: 1) cognitive state, 2) emotional response, 3) evaluation and 4) judgment on satisfaction associating cognitive judgment and emotional reaction. This shows that the perception of the satisfaction is different according to the individuals the circumstances and the products in presence and it can evolve in the time. Bloemer and De Ruyter (1998) propose to take into account the paradigm of non-confirmation of expectations and shows that "it results from a subjective evaluation during the confrontation between the expectations of consumers and the characteristics of the point of sale". (Bouzaâbia and Boumaiza, 2013). Satisfaction is therefore an emotional state that occurs as a result of a client's interaction with an institution over a period of time (Verhoef, 2003). It comes from a comparison between the perceived performance of a product's service with a pre-established standard. Trinquécoste, (1996) "there is satisfaction if the service delivery is greater than or equal to the client's expectations, and there is dissatisfaction in the opposite case" This definition shows that in the confirmation of expectations, there is necessarily a decisive element in customer satisfaction according to its perceived performance (Berry, 1999), and it is this element that dictates whether the customer is satisfied or not In any case, the defection related to the dissatisfaction of a consumer has negative effects. It deprives the company of one of its clients for an indefinite period (Boss 2004). Sauv  (2005) reports that customer satisfaction is an important indicator, and satisfaction scales have shown how being "totally satisfied" can lead to a very positive word of mouth about the company, the product or the brand. Tested. Koltler and Dubois (2000) informs that, satisfaction therefore appears as a mandatory passage, a necessary condition if not the gateway (Daniel Ray cited by Giordano 2006), in the loyalty.

1.2. Export of various essential tools of satisfaction

Several tools make it possible to satisfy the customers these include:

1.2.1. The quality

Quality can be defined as "the ability of a product to satisfy the need for which it was created. It is the set of properties and characteristics of a product or service that gives it the ability to satisfy expressed or implicit needs (Giordano 2006). This is what gives satisfaction to a customer. Quality is also presented as "the ability to meet the expectations and needs of a product, a service" (Tavoularis et al, 2007) that perceived means the level of quality of a product or service such as it is perceived by the consumer in a more or less subjective way (Bathelot

2016). Thus defined, it is not perceived in the same way by all consumers. Its perception is in relation to the references of people who appreciate them. A customer who is no longer satisfied with the quality of the product or service offered will become unfaithful; hence the need for the product to meet its expectations, a phenomenon that will depend to a large extent on the quality of the product or service offered. It should be noted that quality represents a competitive advantage for the company. We note that quality is the first factor of customer satisfaction and therefore the starting point of a probable partnership between the company and the customers

1.2.2. The price

From the conceptualization of early models of consumer behavior (Engel et al., 1968, Howard and Sheth, 1969), price appears as an important variable (Desmet and Zollinger, 1997). It has several roles and can be used as a criterion of choice and even as an element of post-purchase sentiment or judgment of satisfaction / dissatisfaction for the consumer. It is what is abandoned or sacrificed to obtain a good or service. It represents its monetary value (Zeithaml, 1988 cited by Desmet and Zollinger, 1997). It is not an isolated factor in the formation of satisfaction but will also depend on the variable quality of the product. It is for this reason that we often talk about the quality / price relationship and in this case, it can be used as an indicator of quality measurement by the consumer. The consumer will be too sensitive to a certain extent in price setting. Urbain (2000) mentions that, "in any way, the consumer's attitude towards money weighs on the evaluation of the exchange and its behavior in relation to the purchase and the price». It should be noted that the appreciation of the value of money is not the same in all individuals.

1.2.3. The waiting time

Time is considered as a cost (non-monetary) to be borne by the customer, in addition to the price to be paid. The approach of this time is legitimate for two reasons: on the one hand, time is comparable to a resource in the same way as money, and on the other hand the perception of time affects behavior. Many authors (Lapierre, 2000, Sirdeshmukh, Sing and Sabol, 2002) have worked to compile a list of different types of time that could contribute to this specific cost. But in the perspectives of this study the notions of time as an indicator of satisfaction to remember are waiting times to receive the service, and the time spent to pay or settle a dispute. Time is money, as a popular adage often says, and this unlimitedly available resource (Berry, 1979) should not be wasted for the simple reason that this lost time will never be overtaken by the same popular adage. According to the same sources, by creating a twenty-fifth hour, man will never have the pleasure of wasting a second of it; materializing the importance of the perception

of waiting time in consumer behavior (Bergadaà, 1990). In this case, waiting time has become a very sensitive variable and an important criterion of quality in the field of services (Durrande-Moreau, 1999, Phanel 2006 quoting Batsch, 2002), a company that will struggle to reduce the time spent waiting to receive a service and one dedicated to pay, would gain in the positioning of the service and the company. The attitude that a consumer will have vis-à-vis time will significantly affect his motivations, his choices, and therefore his behavior (Djelassi, and Ferrandi, 2006 quoting Graham, 1981)

1.2.4. Home

To welcome is to make a good impression. Reception is mainly associated with customer contact. For Sullivan (2012), Hospitality is the way to give customer service. It is the set of small gestures and attitudes that will make the client feel important, listened to, pampered in short that he will taste to return. It also implies that it represents the image of the company. Hospitality is therefore an integral part of the human dimension that can provoke a positive emotion for the consumer (Cinotti, 2009). A good reception gives the assurance that one is at the service of the customer.

1.2.5. The cleanliness

According to the French dictionary Larousse cleanliness is the "quality of someone who is careful of his person, clean in his manner of handling objects, who makes sure to keep his house clean" It appears as a primary dimension for consumers (Menvielle , and Menvielle, 2006), Goldin (2014) informs that "a clean building gives your company professional protection that illustrates your sense of organization, your productivity and your success". He informs that "When your business is clean, customers will be more likely to attend it; they will be more comfortable and will have more positive thoughts about it." This indicates the importance of caring for the workplace to attract looks and make customers want to come and stay there. It nevertheless allows the customer to get an idea of the care to bring to the service. It is more important in the restaurant sector because it considers the quality of what will be consumed. Since satisfaction is a state expressed by the consumer after consumption of a service or a product, all these tools will therefore not have the same weight. It is for this reason that we must adopt a reasoning in order to determine the tool that gives the consumer greater satisfaction. If the perceived performance on a tool increases, the overall satisfaction should increase.

I.3. Clarification of the concept of VSE craft service

The definition of the artisanal enterprise to see the Very Small Enterprise as well as that of the VSE c in general proves as delicate and arouses a lot of precaution. Because a definition of the VSE to see that of the VSE craft unanimously accepted does not exist (Paturel and Richomme-Huet 2007). In order to define the artisanal TPE, it is necessary to start from the characteristics of the TPE and then add the particularity that is the "business" foundation (Cognie, and Aballéa, 2010; Picard, 2000; Pacitto and Richomme-Hut, 2004; Polge, 2010). It is then a company whose activities are centered on the profession, concentrated mostly on one man, very small sizes, with intuitive and unformalized management strategies (Polge, 2010; Pacitto and Richomme-Hut, 2004). There are two types: VSE craft that offers products or objects of art. The customer buys these objects according to his taste and the beauty of the expressed object and the VSE craft service. It is used to materialize a memory to either or to a third party. But the VSE craft service that offers customer service unlike any other. They are more numerous. Given the importance of customer satisfaction in the loyalty process, the following questions will be addressed:

What is the tool that gives the customer a global satisfaction in the field of VSE craft service? Literature has allowed us to identify five main tools on which Beninese artisanal VSE craft rely to satisfy their customer. Thus, a hypothesis was formulated as part of this study.

H: no single tool gives the consumer overall satisfaction

2. METHODOLOGICAL APPROACH TO RESEARCH

2.1. Data collection method

To obtain the essential data, we first used the search for secondary data in order to clearly identify themes such as volatility, and traditional VSE hairstyling that has a scope in the trades 16, 6% (BAA, 2001) and take stock of the existing literature in order to analyze the observed phenomenon. This documentary research that we have borrowed does not depart from the so-called documentalist of Omar (1987).

Secondly, the primary data of this study were obtained thanks to a survey conducted on the basis of a questionnaire among 446 customers of the tailor-made VSE crafts service of sewing, hairdressing and catering in three largest cities then in three rural communes. These localities are chosen purely for convenience.

2.2. Data analysis method

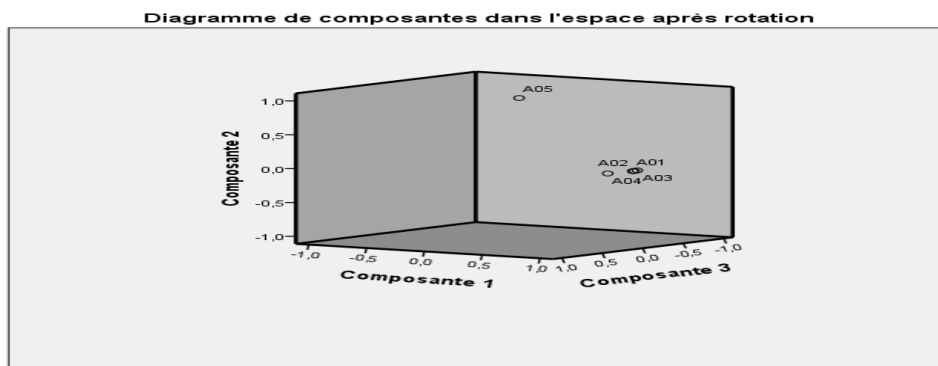
Our hypothesis highlights the tools used by VSEs craft to satisfy customers. The verification of the hypothesis is necessary by the confirmation of the importance of each of these tools taken only, then of their simultaneous importance in the overall satisfaction of the customers of small-scale service companies. To achieve this, five main tools are retained: the quality of the service; customer reception; the price of the service; the speed of delivery and the cleanliness of the workplace and the actors. A principal component analysis was first performed to see the behavior of each tool and the combination of the tools.

Then the variables were integrated into a logit modeling to perform a fit test to see the quality of the model. To ensure a high degree of certainty of confirmation, we calculated the Lroc statistic. If the Lroc, associated with the adjustment is greater than 0.7 so close to 1, this hypothesis is then confirmed.

3. RESULT

The analysis of the results after the principal component analysis reveals a grouping of the variables.

Figure 1: Component Diagram



Sources: Treatment of survey data

The representation provides a two-part grouping, where the combination of tools is closer to component 1 than the grouping of tools that look unique.

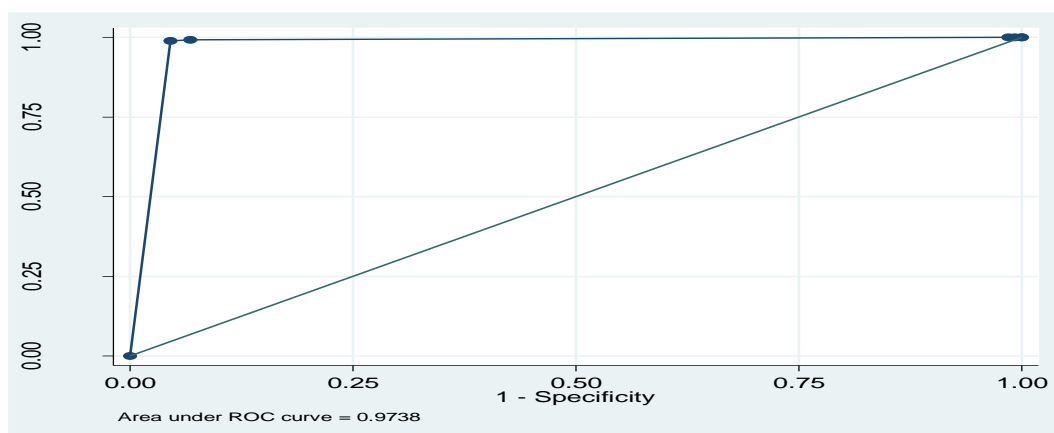
The presentation of the result confirm the principal component analysis and shows that the majority of customers do not agree that quality alone, good reception alone, good price alone, the time of the service or the cleanliness alone gives them a great satisfaction, they agree that the combination of all the tools give them great satisfaction. But it is after the Logit modeling test in STATA 11 that these analyzes will be confirmed or invalidated

Table1: Logit Modeling QUALIUNI*ACCUNI*RAPUNI*PRIUNI* PROUNI * COMBINAI
 Logistic regression Number of obs = 446

Prob> chi2 = 0.0000	LR chi2(4) = 437.43				
Log likelihood = -41.588166	Pseudo R2 = 0.8402				
GrandSat	Coef.	Std. Err.	Z	P> z	[95% Conf. Interval]
QUALIUNI	-15.93546	1909.032	-0.01	0.029	-3757.57 3725.699
ACCUNI	-29.9457	2699.779	-0.01	0.047	-5261.524 5321.415
PRIUNI	-10.9975	1979.032	-0.01	0.012	-3752.632 3730.637
RAPUNI	-14.9379	1826.166	-0.01	0.028	-4534.724 5341.206
PROUNI	-18,3547	1968.712	-0.12	0039	-4852.678 523.105
COMBINAI	4.937965	1226.166	4.03	0.000	2.534724 7.341206
cons	-4.111203	7129.926	-5.77	0.000	-5.508643 -2.713763

Sources: Treatment of survey data

The coefficient on the combination of tools likely to cause a great satisfaction among the customers is significantly different from zero at the threshold of 5%. This coefficient is positive (4,937,965) therefore when we combine together; 1% of tools likely to cause great satisfaction among customers, satisfaction increase by 4.93%. Let us remember that the tools taken individually influence customer satisfaction because the respective probabilities 0.029; 0.047; 0.012; 0.028; 0.039 associated with quality, only hospitality, price only, speed only and cleanliness only are significantly different from zero at the risk of 5% error. But the coefficients are respectively negative. This means that when you only pay variable to the detriment of the other the customer is negatively influenced.



The Lroc is greater than 0.7 so 97.38% of the tools likely to lead to customer satisfaction explain the great satisfaction.

Referring to the probabilities it appears that the perceived order to combine these tools is as follows: reception (29, 0457), cleanliness (18, 3547), quality of service (15, 93), time waiting (14, 93) and finally the price of the service (10, 99)

Discussion and conclusion

From these results, it should be concluded that the isolated tools provide the client with different satisfaction according to expectations. The customer will have great satisfaction that if the actors of the company combine the tools from where the confirmation of the hypothesis which stipulates that all the five tools (the quality of the service, the price of the service, the reception in the company, the time of delivery and the ownership of the company) are simultaneously necessary to provide a great satisfaction to the customers of the artisanal VSE Beninese. This result is due to the fact that each tool gives the customer a satisfaction different from that provided by the other. Although the customer's main concern is the quality of the service, it is preceded by certain complements such as the reception, the time of delivery of the service, etc. The reception is perceived as the starting point of a perception of the relationship and announces an image of the company. It testifies that the customer's concerns will be well received, perceived and treated. It puts the customer at ease and allows him to rest his desire for service with complete peace of mind. Regarding cleanliness, which comes in second place, it allows the customer to get an idea of the care to bring to the service. It is more important in the restaurant sector because it considers the quality of what will be consumed. Then, comes the quality that makes it possible to judge a posteriori satisfaction expectations expressed a priori. Poor quality is perceived as a waste of time, price and extreme desolation. The respect of the delivery time meanwhile, allows the customer to use the service at the required time. For a delivery period not respected or waiting too long, the service can become irrelevant for the expressed need (the case of sewing) and cause nuisance to the customer (restoration). And finally the price, it is an indicator of quality. However, too high a price is perceived as an indicator of flight, especially for the large category of customers with low purchasing power; similarly, for a price too low, the customer may doubt the quality of the service.

This article theoretically highlights not only the essential tools to use and the method of their use to achieve a global satisfaction of the customers but also the weight of each of the tools in the process of the satisfaction especially in the sector of the VSE craft service. In a more practical way this study reveals the essential tools to develop and their importance in order to give a more satisfactory answer to the customers' concern to get excited after ordering a service.

It allows trainers, supervisors and professional associations to build the capacity of artisans to improve their services to meet consumer expectations.

It would also be good to complete this study to calculate the probability that a customer will be really satisfied after the essential tools combined are developed by a craftsman

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