

Customer Delight Concept to Practice

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INTRODUCTION

Customer delight – customer delight is the new level of customer service. The customer service can be practice on two aspects like having more profits and to avoid incurring losses. It is difficult to argue that which version holds true. How does we may present the difference between customer satisfaction vs. customer delight. May be, at one level of customer handling it is only a positive feed bank to customer may give satisfaction but if it is higher than the positive feed back it can go to customer delight we have been witnessing continuers change in life social science. The psychological state of mind be differ in satisfaction happiness and delight .The life is getting differ in the present era with comparison to old era. The individual and family all live to feel delighted as they are with comfort of life form of happiness or delight.

The companies may thought wheat her brands are operating in following manner or not :- 1) Customers feel that have received any additional value at fee time of transaction or not for delight. 2) Customers have expected some benefits for delight feeling. 3) Customers have received fee exclusive environment. 4) Whether customer feels that companies are trying to fulfill fee expected . The delight may be genuine or articulate that depends on how customer had generated the delight. The Oliver (1997) had advocated for the working of customer delight with behaviors intention. There is also a question wheat her we should delight fee customer or not. Oliver (2000) had written that it creates the exportations more the Satisfactions is different to delight .

Magnini (2011) had mentored about the distinction between satisfaction and delight. delight comes when customer receives positive retum which is higher than exportation the presence customer delight had a literature so the authors take this topic to further work on the other operating issues of customer delight. The delight can be expresses in many ways but how customer maintaining delight over the years this can be a remarkable phenomenon brands bring the satisfaction in life customers. Brands May bring the delight in the life of customer. Customers are having relationship with brands are the generations. Many brands are over 100 years old so they bring solutions and delight in the life of customer. The present paper will examine how brands may bring change in customer life and delight the customer over the years.

Conceptualization of customer delight

Delight has relation with exportation. Oliver (1980) and swan (1981) had stated the delight means over and above to the expectation. Customer experience is an indicator of behavior. Experience can also express the delight rust and baky (1987) has expressed the performance level with delight. The emotions live joy and pleasure can also display delight. Berman (2005) has demonstrated the effect. The delight can also be regard with customer delight. Parsuraman (1991) has mentioned about concept of service delivery which can generate delivery. The emotions are seemed to be the integral part of delight, plutonic () had presented the following variables of psychology in delight like as follows.

Joy

Acceptance

Fear

Sadness

Disgust

Anger

Anticipation

Gazdecki (2019) had deserved the customer delight comes when you give more than exportation to customer when customer. Feel surprise and support without much exportation. Basu (1994) had mentioned that dick

and customer can be promoted from satisfaction to delightful position. There is also a complex emotional position may be exist. Plutchik (1980) had mentioned the delight is complex emotion customer are suppose to go beyond satisfaction Hippiel (1993) had presented on this. The loyalty can be increased by extending product feature. Schneider (1988) had presented for product feature. Improvement. These published sources had proven the strong academic basis of customer delight. Consumers face first experiences with firms with frontline employees. The role of contact is important. Many consumers visit on each day for companies and industries. For example, Hospitals, Hospitality , Insurance , Entertainment etc. This way frontline people deals with consumers. The satisfaction develop with role of these employees and service. The customer satisfaction can vary from company to company. Kano's model explains that a company can get growth only when customer may get delightful experiences. Some companies understand doing more for customer is the way to generate emotion. Customers feel doing more promote bring attachment. This creates evaluation for pleasure of customer exposure. If the experience is unexpected pleasure oriented than it is highly valuable. This gives birth to long term loyalty. The satisfaction became smaller and lead for delight. The customers require more than traditional satisfaction and management. The market development can occur with customer delight. Reichheld(1993) had written for development approach to promote delight feeling. The companies can take delight in to profitability route. Marketplace development can go with combination of service and quality. Service and Quality can promote loyalty in strong manner. There is also the difference in happiness and delight. Rust(2000) had written about this. The purchase experience is an important factor. The more knowledge about the purchase experience will promote delight. Service elements play an important role. The evidence of service plays an important role. The evidence plays an important role for verification. The peripheral evidence and essential service both are the necessary requirement for an organization. Shostack(1982) had published about peripheral evidence and essential service. The author had also prescribed the molecular model. Molecular model involves service elements and product elements. Amini (2013) had mentioned the following elements in customer service

- Respect
- Understanding
- Listening
- Serving
- Responding

Service presents benchmark products, like as group of consultancy, accounting, financial services, training and maintenance. Customers can buy the services for a particular period. Specialization is an important point which require . People , value and place is also an important aspect.

Customer outrage is a unpredictable factor. This can come at delivery time this go for the non converter the product.

Loyalty also chances the different levels. Schneider (1999) had presented needs based modal and expedition modal the three needs convert in this research are :

- Security
- Justice
- Self esteem.

The customer should have security in service the fair justice must be considerable in the deal.

The self esteem of customer should be boosted in service delivery. Metzger (1994) had presented the importance of presenting surprise to customer way fulfilling customer expectation.

Customer feels delighted when expectation fulfill without demanding .The customer expectation plays an important role in this regard for success in the market. The marketers should also have a knowledge about

how to delight the customer?. The core service failure go for the add in to customer outrage. Verma (2003) had mentioned the need for the customer focused staff .There may some care factors for meeting customer expectations. Barnes(2011) had some important factors have direct linkages to customer expectations they are as follows

Employee affect	-	Gives Reliability
Employee effort	-	Give Relaxation
Employee skill	-	Handle the problem
Time issue	-	Punctuality
Core product	-	Superiority
Service failure recovery	-	Give confidence

Expectation is present in a strong academic manner in past research material There can be a surprise between delight and expectation. Kim (2013) had advocated the stand between customer delight and expectation. Surprise is also having cognitive dimension. EK man (1975) had explained about this Customer experience and delight competitive advantage an important aspect. Companies may go for competitive advantage on customer centricity. Schumann (1994) had written about customer experience can bring delight

The customer participation is also an important factor. Whether compares invite the customer or not?. Bowden (2009) had written about how customer experience.can bring customer delight through customer experience?. Some time experience may suggest that delight is a risky aspect. Kumar (2001) had written that product and service may bring delight. customer experience can be difficult to explain, Meyer (2007) had explained the difficulties between experience and delight

Companies rectify the quality and service measurement as per customer experience. The customer experience may talk about actual status of customer experience. Nicholson (2008) had explained the fact that actual experience can bring delight.

Inter personal experience may give an idea to bring satisfaction and delight. Ambition can motivate organization to bring delight, loyalty and advocacy. Mosley (2007) had mentioned the role of infer personal experience in bight of customer delight. ()

Product and service quality may be corrected into experience quality. Caruana (2007) had raised the point to develop superior quality in to quality experience

Customer tolerance plays an impotent role tolerance can coring service experience which will impart customer delight. Finn (2005) had explained –customer service can improve led emotion in to good emotion which latter on can be converted in to customer experience. Weaven (2001) read mentioned about the customer delight can convert loud emotion in to good one.

Originations can improve their performance. Customer delight can bring unwanted and unexpected satisfaction to customer. Magnini (2011) had explained the fact that customer loyalty programmed may bring some delight or had de mand on loyalty stats Bowden (2011) had written about this

Employee can be useful food for increasing delight employee can go for interaction with customer. Dugar (2011) had Advocated This can bring Knowledge about customer and can boost up the customer experience. Customer experience can give understanding about emotional aspects and other drives of delight. Oriental (2007) had mentioned about the drive through which delight comes

Dragena (2014) had written about that customer delight through product experience, Relation ship marketing can develop the customer satisfaction in to customer delight. Pay nee (1994) had written about how relation ship marketing can develop customer delight.)

The published literature proves the existence of customer experience.

Emotion and customer delight.

Customer delight has a impact of emotion. Emotion may boost or down the delight. Companies may take care of emotional aspect. Amico (2003) had advocated about the role of emotion in delight. Vurki (1997) had spoken about emotional items.

Emotional reaction gives promotion to consumption Levy (2010) had given emotional aspect a boost. Customer tries to emotionally affect with products and can be connected to customer's mood. The employee behavior plays an important role. Perceived value, service quality and satisfaction work with emotion and converted into delight Hume (2010) had presented the relationship on this.

These literature reviews present the existence of emotional concept in customer delight

Products strategy and Branding for delight

Attributes plays an important role. Product purity and functionality are the reasons to be work in business. Companies work on repeat strategy. Bames(1999) had written about it.. Product attributes can add on delight. Evans (2001) had defined the product. strategy with expectation.. Products which gives high result to hedonic wants and deliver promotion boost customer delight. Mahajan(2008) had written about this. The product or service which give amazement bring delight. Customer can be happy with new launching. Companies may take emotional route for this. Ostrom(1994) had described the fact. Product can bring change in subconscious mind. This can promote positive stimulate in the customer mind. Johnston(2001) had presented this fact in significant manner. , customize and personalize approach of products designing plays a big role in Nike's \$7 billion online sales.

This can be outcome as customer delight . Folse (2016) had presented the fact in this regard.

Pleasure and enjoyment route can bring in customer mood. Presentation of product with joy can infuse delight in customer. Jordan (1997) had presented factual research on this. Products helps in customer retention also.

Farquhar(2003) had presented this research. The retailers also motivate the customers for particular product. The customer buying attitude may impact company strategy. This may bring delight. Zbojca(2006) had presented this research.

The retailers also face competitive environment. Farris and Ailawadi,(1992) had done the research on this aspect.

Strong products get good customer loyalty. Potential customer pay premium prices, d brand power due to high product power and service launches. Companies try to go thorough understanding and following of consumer beliefs, attitude, attributes of product or service , and competitors.

Customer provide value the relationship to brand ownership. The marketing agents also play key role. The companies also manage the relationship. Alexander(2002) had written about this. Brand identity is also an crucial factor. Point of differentiation should also be in to action. Brand knowledge is also an important factor. It is a personal obligation It may store in customer memory in descriptive and evaluative nature. Keller(2003) had described this fact. Awareness, attributes, benefits , images thoughts , feelings, attitudes and experiences are the key for understanding between brand and consumer. Customer may always be updated on these variables. A branding exercise may be around tourist place can play attract ional role. Self service role can be supporting role for and customer delight. The creation of customer -brand linkage has been center of branding. Consumption feel brand delight after customer brand interaction. Zehir(2011) presented these facts. Merrilees(2013) had presented core values, corporate branding, internal branding, employer branding, brand leadership are the key determinants for 'customer delight.' Weinstein (2016) written about great companies which can creat customer delight. It all proves that branding is present in customer delight.

This give us Hypothesis

H1 – Branding has impact on Customer delight

Competitive pricing

Competitive pricing affect customer delight. Pullen(2001) had mentioned about this. If customers are loyal then companies require less expenditure but customers are sensitive so price work as tool. Estelami(2000) had presented research on this. Value based pricing plays an important role. The cost and price is a tool to affect.

Hinterhuber(2008) had presented research on this. Customer repurchase intention are important aspect. Competitive pricing is an important aspect. Sohal(2003) had presented findings on this. Customers are always influenced in long term by pricing. Davis(2009) had presented facts on this. Often companies may have to reduce the price for retention. Hess (2006) had mentioned this fact. Strategic goal may be to attain competitive advantage which can done through the low price. Hoffman (2013) had presented on this fact.

Customer delight may work as self-esteem factor. The competitive pricing can play affect delight factor. McNay (1995) had presented this fact. Combination of price and quality also bring result. Rozemeijer(1996) had presented the fact.

Competitive pricing is existing in Customer delight. The Hypothesis can be developed in following manner.

H2- Competitive pricing impact the customer delight.

Promotion

Informational processing plays an important role. BJ and Stemthal, B. (1981) presented information processing theory to design marketing strategies with promotion. Customer relationship management can develop customer delight. Seth(2005) had worked on it. Promotion can create communication of positive feeling for customers. Promotion can be done through had reducing customer complains. Mensah(2012) presented research on this. consumer characteristics like innovation in purchasing. Baumgartner and Steenkamp,(1996) had done research on this. Price Bundling is also an important factor. This work as promotion tool. Tellis(2002) had done research on this. Sales promotion also give customer delight. Hamidi(2015) had done research on this.

The hypothesis comes in to existence

H3- Promotion impact the customer delight.

Method

The study was based on the development and administration of a self-administered survey. Sample was randomly drawn

from the population of consumers who reside within the metropolitan area of a large city in Istanbul.

Random sample includes consumers who may lie anywhere on the transactional-relational continue with the global brands.

A primary research was planned to study and examine the research hypotheses. The proposed study focused mainly on brand and product experience on happiness and delight relationship spectrum. The challenge was to measure and confirm the research construct and hypothesis.

Thus, the appropriate measurement of these constructs was the focus of this research. Data collected through designed questionnaires, An extensive and intensive literature review was conducted to know the impact of brand experiences under given variables like branding, competitive pricing and promotion to analyze customer delight. The constructs in the research were developed by applying measurement scales used in previous studies. All constructs are measured using five-point likert scales with anchors

strongly disagree (= 1) and strongly agree (= 7).

Measurement

Customer delight has been measured in previous research, A Finn(2005) has done its measurement. The instruments have been developed in the earlier research like Keiningham(1999). DeSarbo et al.' and

Estelami's (1994) scale has utilized 4 items in the measurement of customer delight. Westbrook (1980) has utilized 7 scale in this measurement.

The branding has been also measured by past research studies. Tsotsou (2012) studied on this. Schnebelen (2016) had also studied this. I Khan – (2016) had studied 22 items for this. Saari (2008) had applied 8 items.

Competitive pricing had been studied by Lassar, (1995). Matzler (2006) had also studied. The 20 items have been taken. Study has been done on Promotion by Sachdeva (2015). Yoo and Donthu (2001) had also developed the scale on this.

Data collection

The data was collected with the questionnaire. The questionnaire began with a basic statement that communicated respondents to present own responses. This was initiated by information for demographic information and the constructs for measures. The sampling frames were selected on a random basis 375 customers. The study was managed on a self-administered survey and conducted in Jabalpur and Indore of Madhya Pradesh (India).

Sample

Sample was selected on a random basis from the population of customers who had been living in Indore and Jabalpur. Table 1 presents the description of respondents. The respondents were asked to report their demographic information, including gender, age, marital status and education. The respondents were predominantly males (75%), females amount to 25%. Age group 15 to 25 (37%) and 40+ (23%).. 90% are Graduate. 10% are post graduate

Demographic Profile

S.N	VARIABLES		
1	Age	15-25 years	135
		26-36	200
		Above 36	40
2	Gender	Male	275
		Female	100
3	MARITAL STATUS	Married	280
		Unmarried	95
4	Education	Graduate	300
		Post Graduate	75

Primary source

Regression Analysis

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.074 ^a	.006	.003	1.14598	.006	2.076	1	373	.150
a. Predictors: (Constant), VAR00002									

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.632	1	4.632	3.541	.061 ^b
	Residual	487.944	373	1.308		
	Total	492.576	374			
a. Dependent Variable: VAR00001						
b. Predictors: (Constant), VAR00004						

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3.236	.198		16.309	.000			
	VAR00004	.098	.052	.097	1.882	.061	.097	.097	.097
a. Dependent Variable: VAR00001									

MODEL Explanation

R Square-6%

F value-3.54

Sig. value is .061 which is higher p value(.05). Model is not significant. A Variable Branding has the coffecient value .098. This has high degree of contribution. The Promotion has a significant value .061 which is higher than ,05. The Branding variable is not statistically significant. The Null Hypothesis can't be rejected

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.074 ^a	.006	.003	1.14598	.006	2.076	1	373	.150
a. Predictors: (Constant), VAR00002									

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.727	1	2.727	2.076	.150 ^b
	Residual	489.849	373	1.313		
	Total	492.576	374			
a. Dependent Variable: VAR00001						
b. Predictors: (Constant), VAR00002						
a. Dependent Variable: VAR00001						
b. Predictors: (Constant), VAR00002						
Model Explanation						
R square value is 6%. The F value is 2.076. The significant value is .150. Which is higher than .05 The Model is not statistically significant. The Variable is Branding . The coefficient of Branding is .075. The significant value is .150 which is higher than .05 The variable is not statistically significant the Hypothesis can't be Rejected						

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.049 ^a	.002	.000	1.14780
a. Predictors: (Constant), VAR00003				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.165	1	1.165	.884	.348 ^b
	Residual	491.411	373	1.317		
	Total	492.576	374			
a. Dependent Variable: VAR00001						
b. Predictors: (Constant), VAR00003						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.766	.195		19.359	.000
	VAR00003	-.048	.051	-.049	-.940	.348
a. Dependent Variable: VAR00001						

Model Explanation

R square value is 2%. The F value is .884The significant value is .150. Which is higher than .05 The Model is not statistically significant. The Variable is competitive pricing . The coefficient of is competitive pricing .048. The significant value is .348which is higher than .05 The variable is not statistically significant the Hypothesis can't be Rejected Discussion

The research was initiated by using a theory framework based on past studies. In Conclusion, this paper has communicated that how practically branding, competitive pricing and promotion can impact customer delight. Marketing managers can operate on these variables .All variables are now theory and practically useful for corporate to work on Marketing strategies.The brand managers can go for further research. The variables are always give directional approach to Marketers. The customer delight has been given importance over customer satisfaction in various Conditions.

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