

Full Length Research Paper

Customer satisfaction and innovative service science by marketing programs: A case study of Cliven products

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To meet the needs of modern society, each part of the world has its own different popular products and seasonal merchandise. Variety is necessary in order to achieve marketing aims to not only meet the needs of customers but also lead to the development of successful marketing programs tailored for the company. The customer also has some understanding of commodities, such as product features. These characteristics will affect the price of the commodity and customer satisfaction as well as, customer intentions to purchase other future products from this company. This study utilizes a questionnaire method to investigate customer satisfaction with Cliven products and services, and uses the SPSS (software for statistical analysis) system to calculate the results, the reliability and the validity. The purpose of this study is to forecast future social trends, bring attention to customer needs, and improve service quality and customer satisfaction in future.

Key words: Internet shopping service, customer value, human factor, Taiwanese enterprises, Cliven.

INTRODUCTION

As times change, it has brought a high degree of economic development in this era of consumer goods and services, product image, and competitive pricing. The activities of different retailers are designed to affect consumers' will to buy. Consumers are gradually placing more emphasis on consumer convenience which affects the industry, as does the impact of globalization, major changes in the world economy and global market competition (Ambe and Weiss, 2010; Amini and Vahdani, 2008; Beer, 2008).

Taiwan's rapid economic growth in recent years has seen the growth of supermarket chains which provide great convenience in everyday life. Consumers have moved from the early grocery stores and traditional markets to modern convenience store chains and discount stores. In response to our constantly changing lifestyle, convenience stores need to be able change to cater to people's lives. They must provide a variety of services 24 h a day and under all weather conditions. As the industry moves towards more chains, we will see them develop even more rapidly in the future. Similarly, in the convenience store market there is intense

competition. In order for companies to make a profit and stay in business, the convenience and quality of services must be seen as necessary conditions. The expectation consumers hold for goods do not just include appearance and product quality, but the consumer must be satisfied with the most basic traditional design, purchase parts, production process, marketing problems, service and overall image quality (Lin and Chen, 2010; Lin et al., 2009; Malaga, 2007; Malaga, 2010; Yuksek, 2008). Furthermore, in terms of the logistics for the process of shipping products, it is necessary to handle products carefully throughout the entire process, such that consumers can feel that the quality of service is met. Enterprise competition is definitely the best weapon for survival. Examination of the service quality, logistical services, product donation and customer preferences using the Cliven products as an example is the motivation for this study.

RESEARCH DESIGN AND METHODOLOGY

The remaining part of the manuscript is organized as follows. First,

Table 1. Survey statistics.

Questionnaires issued	Questionnaires returned	Invalid questionnaires
54	51	3

we discuss the research topic, and the related literature. Secondly, the influential factors related to consumer behavior, data collection and reading of the relevant references are detailed. Then, problems developing the questionnaire are discussed, and data analysis using the SPSS software and integration from a series of data given. Finally, we offer some conclusions and recommendations for improvement and future development.

The history of the Italian Cliven brand

The Laboratori di Chimica Applicata srl (L.C.A) produces a line of cosmetics, make-up and personal care items with the brand name CLIVEN™ and it has been one of the greatest Italian chemistry companies in the cosmetics field since 1958 (Figure 1). Its premises are located in Italy, in the town of Limbiate, North of Milan. Its offices and production establishments cover an area of 30,000 sq.m of which 15,000 sq.m are indoors. It has access to the most modern production technologies and the potential of its highly automotive structures make L.C.A. the center of cosmetic production in Italy. Its products are highly varied and include the fullest range of items for personal care. L.C.A. cosmetics are the result of constant research and testing. They are formulated using strictly controlled raw materials and active principles with full regard of the most demanding standards of purity and in total observance of strict Italian and European standards and laws. Cliven's Research and Development Laboratory is fully equipped for chemical-physical and microbiological analysis and is the basic support of the whole operation, both for the development of new products and for quality control in daily production. Every product regularly undergoes tests of efficacy and is controlled by the Laboratory in order to ensure the best quality and stability over time. All cosmetics are clinically tested in cooperation with the most prominent Italian universities and with the officially recognized Institutes of Control. From the commercial point of view, for the last 15 years L.C.A. has devoted itself to enlarging and developing its presence in the international trade markets. The CLIVEN™ brand name is now well established in 50 Countries operating through a network of exclusive distributors with which it holds agreements of strict cooperation in regards to distribution, marketing and promotion.

Upholding the concept of putting the customer first, Cliven aims to ensure that its products can be found everywhere. One can clearly see that, wherever one prefers to buy, Cliven products show signs of consideration of customer convenience. When Cliven makes special offers, posters are put up to allow customers to quickly see what specials the company presently offers, and what the most recent Cliven products are, clearly emphasizing the concept of speed and efficiency, saving on the time it takes for customers to choose which products to buy.

According to Su (2002) of all domestic franchise systems, convenience stores are the largest and fastest growing. As long as there are franchises, there will be similar stores. Competitors have changed a lot, which makes the marketing strategies such stores employ very important. The first step in marketing is to be able to correctly grasp the needs of the local customers, and then to introduce a suitable marketing strategy for the area. Understanding customer needs and then meeting these needs is part of Cliven's strategy so that a region can be successfully integrated into one of the strategies. Thus, not all stores employ the same marketing approach. Appealing to the needs of different customer

groups is a policy that allows the company to win the hearts of its customers.

Lee (2004) discusses service level and service quality. Similar to the concept of service level is the concept of providing services tailored to the interests of the customer, to ensure the implied degree of quality, which is divided into desired service quality and understanding service. We suggest that the behavior of service consumers and service quality are related to each other, and service quality will ultimately determine whether the customers choose to buy the product. If the service is to reach a satisfactory for a company to reach a level of commercial success, and acquire the projected amount of customers, they must narrow the gap between expectations and perception which will determine the level of consumer service satisfaction. Service quality and earning customer satisfaction and loyalty is always the primary goal, while gaining a competitive advantage is also key to business growth.

RESEARCH ANALYSIS

In this study, the following data analysis methods are employed: we extract a sample for statistical validity, and then recorded the results of statistical analysis.

For factor analysis, we must obtain the relevant values, which are grouped together and better integrated. These factors are primarily divided into five parts, the main type of analysis is a method of extraction, with the commonality of values, characteristic value and variance value of the variable composition accounted for to make a better analysis of relevant factors (Dumon, 2008; John et al., 2007; Joran et al., 2010; Lee, 2010; Lee et al., 2010; Lee and Lin, 2011; Liang, 2004; Lin et al., 2009; Lin and Shih, 2010).

For reliability testing, a similar series of repeated measurements are made to determine the value of the results obtained, and these results are similar in degree. Most often the Cronbach's alpha coefficient is used to measure whether the degree of sameness, whether the behavior remains consistent within the same project. If the coefficient is too low, it indicates that the value of this series is not very relevant; if the value is high, this means that this series of problems is reliable. Validity and reliability analysis is based on the result of the factor analysis. If the validity coefficient is good, then we can write a questionnaire to measure the features and functionality available.

RESEARCH RESULTS

From Table 1, we can see that a total of 54 questionnaires were sent out and that we received 51 valid questionnaires (3 were invalid). The questionnaire survey was conducted on a class of students for analysis of Cliven marketing, logistics and issuing of gift ware. Analysis of sample responses to Cliven information as seen in Table 2 shows that the 51 questionnaires returned were analyzed using the spss1.0 analysis software. We perform descriptive analysis of the sample structure in order to understand the structure of the questionnaire sample, the structure of the sub-systems

Table 2. Structural analysis of samples.

Parameter	Variables	Definition	Percentage
Characteristic	Gender	Male	58.8
		Female	41.2
	Age	16-19	2.0
		20-23	94.1
		23-26	2.0
		26-29	2.0
	Education	States (including) the following	0
		High School	0
		College	0
		University	100
	Job	Students	100
		Workers	0
		Free trade	0
		Army Catholic	0
		Housewife	0
Other		0	
Average monthly income	below NT 10000 dollars	82.4	
	NT 10000-20000 dollars	13.7	
	NT 20000-30000 dollars	3.9	
	over NT 40000 dollars	0	
Level of agreement on the logistics	Logistics services to the store, usage value is high	Very Agree	7.8
		Agree	51.0
		No comment	41.2
		Disagree	0
		Strongly disagree	0
Level of agreement on the logistics	The cost of logistics services for Cliven products is very reasonable	Very Agree	3.9
		Agree	25.5
		No comment	70.6
		Disagree	0
		Strongly disagree	0
Level of agreement on the logistics	Service logistics company that will not accept overly time-consuming tasks	Very Agree	0
		Agree	58.8
		No comment	41.2
Views on the gifts and future development	You have collected Cliven series giftware.	Disagree	0
		Strongly disagree	0
		No comment	41.2
	You have collected Cliven series giftware.	Yes	54.9
		No	45.1
		Yes	19.6
		No	41.2
	If Cliven were to offer your favorite giftware, would you spend beyond your budget?	Depends	39.2
		Others	0
		Collect	27.5
Send to a friend		13.7	
Follow-up treatment of giftware received after the purchase	Aside	58.8	

Table 2. Continued.

	Other	0
	Good texture	35.3
	Cute	45.1
You would collect giftware because they have what quality?	Functional (magnets, calendars, decorations, etc.)	19.6
	Other	0
	Not premium factors	0
	77-99	27.5
	100-149	0
	150-177	0
If the products are unchanged but the price increased, how much would be an acceptable increase?	No difference	17.6
	I would not accept the increased price	54.9
	Yes	59.8
Would you buy a Cliven product at a discount?	No	41.2
	Yes	49
Increase may affect your purchase of selected drinks from Cliven	No	51
Satisfied with marketing strategy	Very satisfied	11.8
	Satisfied	33.3
	General	54.9
Feeling	Exclusion	0
	No special feeling	0

and the percentage of the questionnaires returned.

Personal information showed that in relation to gender, men accounted for 58.8% of the whole while 41.2% were women. In terms of age, most respondents were in the 20 to 23 age group (94.1%), and the remaining three made up 2.0%. All students (100%) had the same level of education (that is, University) and occupation (that is, student). Average monthly income was 10,000 NT dollars. We were informed that the distribution of the questionnaire to students was completed fully. The second part is related to the next level of agreement on logistics: logistics services to store. It is generally agreed that value of use is high, accounting for 51.0% and that the cost of logistics services for Cliven products is reasonable, with 70.6% agreeing. Service logistics companies that do not accept overly time consuming jobs also agreed on this, accounting for 58.8%. The third part is related to gifts and future development. Those who have a collection of Cliven series gifts account for 54.9%, with the remaining 45.1% having none. As to the question of which series of Cliven gift ware is one's favorite, too many segments are not particularly fond of the highest share of 23.5%. For the question of whether one would spend beyond one's budget if Cliven offered one's favorite giftware, those who would not exceed their budget accounted for 41.23%, and those who might make up 9.2%. For the question of what style of giftware respondents hoped Cliven would launch next, cartoon characters made up the highest percentage of 42.2%.

Gifts received after the follow-up treatment made up the highest proportion of 58.8%. This means collectable gifts. Whether the participant would collect giftware because they had good texture accounted for 35.3%, with those who would collect them because they are cute making up 45.1%. As to the question of whether spending NT 77 dollars or more would be too expensive, 58.8 said the price must be below 77 NT dollars per item. The next question was If the items were unchanged but the cost was increased, what would be an acceptable range for the increase? Those who could not accept an increase accounted for 54.9%. Subsequently we asked about satisfaction with marketing strategy. Those who would purchase a Cliven product sold at a discount made up a 59.8% share; those who would not buy it accounted for 41.2%. The amount of the increase may affect one's purchase of selected Cliven products, the ones who chose that it would affect their purchase accounted for 49%. Those who chose that it would not made up 51%. Those who felt that way on the marketing tactics of Cliven generally accounted for 54.9% of the general number. The following analysis shows the breakdown rate for each account number.

KMO and Bartlett testing can determine whether there is a correlation between variables. The KMO value is 0.524, which is very close to the middle value, so the questionnaire did not determine whether the change is very appropriate question. Bartlett test show a spherical distribution of the approximate chi-square 149.816,

Table 3. Factor analysis.

Element	Question	Commonality	Eigenvalue	Variance	Cumulative explained variance
Element 1: Customer service quality	The use value of logistics services is high	0.691	2.677	17.849	17.849
	Logistics services, fees	0.662			
	Marketing feeling	0.714			
Element 2: Preferences in gifts	Collection Cliven series giftware	0.738	1.783	11.885	29.734
	Cliven offers a series of giftware	0.744			
	Cliven offers favorite gifts, would you indulge in extra-budgetary spending	0.682			
Element 3:Future direction	What style of gifts should Cliven launch next	0.711	1.723	11.487	41.220
Element 4: Increase the purchase of discount received gifts	Will you collect giftware	0.700	1.421	9.471	50.692
	Purchase Cliven merchandise at a discount	0.613			
Element 5: Subsequent development of gifts	Follow-up treatment of gifts after purchase	0.727	1.322	8.811	59.502

df105, at a significance of 0.003. This indicates that the survey questions are not highly relevant.

Factors are used as variables for the 15 subjects of the 15 questions, not including personal information. The results of factor analysis are shown in Table 3. The results table is divided into five parts: the first component is related to customer service quality, the preferences for giftware serve as the second component; component three relates to future trends; the fourth component deals with a discount to increase premiums and the amount purchased; the final component is the development of giftware as the difference between the follow-up. Since the questions are not designed very well, the values extracted are not high, thus these survey questions are not very relevant.

Cronbach alpha reliability is indicated by the elements of a: the quality of customer service with

a reliability of 0.6968. The reliability in this part of the questionnaire is acceptable. Results of analysis out of the mean and standard deviation are different, as can be clearly seen by the fact that males and females each emphasize different aspects; preferences are also different.

We have enumerated on the chart of the results of analysis of the existing Cliven products, the characteristics of the goods, and the preferences of customers. There are many who basically seem to be crazily in love with the purchasing of commodities, whenever new Cliven goods are released, whether advertised in posters or on television. This multi exposure method of advertising, of course, has a lot of appeal. More importantly, will combine some of the season Cliven or some of the more special as the main characteristics of goods. Cliven marketing and consumers have been slow to reach a consensus.

Today, Cliven stores are developing more and more channels for purchasing. Even on the outer islands many stores have been opened, giving consumers easy access to goods. The stores send items to and from the Cliven logistics center. A small chain of stores may make it difficult to find the desired item quickly, but using the logistics center, products can still quickly reach the consumer's hands (Boyd and Ellison, 2007; Cegarra and Hoc, 2008; Chang et al., 2008; Ding, 2010; Dou et al., 2010).

This series of activities in an integrated marketing approach to help Cliven inform the public so, on the simplest mode of operation, it is possible to reduce the threshold for understanding each activity, which are critical success factors. Cliven can use this series of activities to create a good track record for their stores. From the very beginning this activity seems to have defeated a

lot of the competition, and the morale at stores has been affected after competitors have also launched similar programs, although Cliven is not among the competing businesses that were defeated. Instead, Cliven has been able to introduce more types of giftware, an indication of Cliven success.

Conclusions

Modern enterprise management methods have changed considerably with the evolution of the times. Using the individual enterprise as a competitive basis, focus has been placed on the integrity of the structure of the supply chain formed by the competition. Gradually in recent years, with the rise of consumer awareness, the requirements for quality products and services have likewise increased. It is necessary to understand the needs of the consumer and provide the required products and services. This can not only reduce costs but also increase customer value. Cliven has integrated marketing activities in the easiest way to inform the public of new products and lower the threshold of cognitive activities, which are critical factors for success.

The results of these activities enable Cliven to continue improving its products and defeat has a number of competitors. Future studies can increase our understanding of Cliven logistics in the industry to discuss relevant issues, and the trend of overall service quality and satisfaction, allowing for rapid improvements in service evaluation.

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