

The study on the Impaction of Customer Service Needs on Customer Behaviors in E-commerce Circumstances

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Abstract—Customer needs is always a hot topic in the marketing area. Under the force of competition, it is necessary for the companies to grasp the real customers needs After reviewing the classic theory models about customer needs, including Maslow hierarchy of needs theory, Herzberg's two-factor theory, McClelland Achievement Motivation Theory and Kano model, this study focuses on how customer service needs affect customer behaviors in the e-commerce circumstance. With the survey, the study finds out the construction of customer service needs in the e-commerce circumstance. Customer service needs compose of service attributes needs (SAN), social relationship needs (SRN), expectation needs (EPN) and exciting needs (EXN). Furthermore, this study also finds that exciting needs have a strong effect on customer satisfaction. In comparison, service attributes needs and expectation needs are the factors of customer loyalty. From the perspective of customer emotion, service attributes needs and exciting needs can arouse happy mood, but service attributes needs, social relationship needs and exciting needs contribute to improve wake-up emotions.

Keywords—E-commerce; Customer service needs; Customer behaviors; Customer emotion

1. INTRODUCTION

With the server competition, more and more companies realize the importance of service, and consider that the high quality service is one of effective methods to increase customer additional values and contribute to customer satisfaction and customer loyalty^[1]. The classic theories of marketing tell us that to satisfy customer real needs is one of important weapons to gain the customers^[2]. Customer needs can become one of measures to evaluate the companies competitive competences. In other words, the companies will gain and keep the competitive advantage^[3], which can offer and transmit effectively the products which can satisfy with

customer real needs^[4]. Besides, customer needs are one of effective methods to help companies to make the differentiation strategies. That means the service companies can find out the differentiation when they focus on the particular customers service needs^[5]. The abilities to meet customer service needs of service enterprises decide their service level and quality.

Based on Maslow hierarchy of needs theory, Herzberg's two-factor theory, Kano model, McClelland Achievement Motivation Theory, and the related needs theories^[6], this study deeply researches the construction of customer service needs and the functional mechanism of customer service needs on customer behaviors in e-commerce circumstances. This study contributes to deeply understand customer needs in the e-commerce circumstance, and increase the relative knowledge about customer behaviors and service marketing. The study reminds the service companies to pay more attention to the customer needs, and the results contribute the service companies to improve customer satisfaction and customer loyalty by creating more customer value.

2. LITERATURES REVIEW

Some researchers who care about customer needs have already come up the ideas with Maslow hierarchy of needs theory, Herzberg's two-factor theory, Kano model and McClelland Achievement Motivation Theory. The common view of these theories is when people are in shopping, there will be different levels of needs. When customers consume something or the staff is working, first they will have fundamental needs, when this need is satisfied, then another need will come out, the need which has been satisfied earlier

is not the incentive factor. People are in different states, the corresponding need is different. Higher needs of people are always about self-esteem, achievement and the ideal of life.

However, these theories are not completely same: Maslow hierarchy of needs theory mainly says the need which has been satisfied is no longer the incentive factor, people are trying to meet certain need, once it has been satisfied, another need occurs. Most people's need structure is complex, no matter when there will be behaviors which influence needs^[7]. Maslow divides the needs into lower needs and higher needs from the view of human existence. Lower needs include: physical needs, security needs and emotional needs. Physical needs are the most basic need of maintaining the lives. It mainly concludes the following needs: water, breath, food, sleep, secretion, physiological balance and sex. Security needs include: life safety, health security, the property, moral security, job security and family safe. The needs of friendship, love and sexual intimacy belong to emotion needs. These needs can be satisfied through external environment. Higher needs include: respective needs and the needs of the self-realization. The needs of respect include the following things: self-respect, confidence, achievement, respecting for others and be respected. While moral, creativeness, consciousness, problem solving skills, justice degrees and the ability of accepting the fact are belonging to needs of the self-realization. Those needs can be satisfied through internal environment. Only higher level of needs have the driving force^[8]. However, there are more ways in satisfying higher level of needs than in lower level of needs. At the same time one person may have some kinds of needs, but there is still one need in the dominant position and it makes the decisions for human being behaviors.

The two factors in Herzberg's two-factor theory, separately refer to incentive factor, health factor and the core of it is that there is an incentive factor before we reach a satisfactory and health factors only remove people discontent, but don't bring satisfaction. Its theoretical basis is: to begin with, not all needs which have been satisfied can inspire the enthusiasm of people, only those which called incentive factors can inspire the enthusiasm of people. Secondly, when the health factors are not fully possessed, people will cause strong dissatisfaction, but when it is possessed fully, it will not arouse strong enthusiasm. What's more, incentive factors are the core of working, mainly occurs when people are in

the work. The two factors in Herzberg's two-factor theory are mainly for employees. Herzberg thinks the health factors are the lower levels of needs, which lead to dissatisfaction of employees, for example working environment and it is the inner satisfaction, which can make the person inspired from the external. While the incentive factors are the higher levels of needs, which lead to satisfaction of employees, for example working responsibility, performing opportunity. Only incentive factors can raise the enthusiasm of the employees^[9] and it is the external satisfaction, which can make the person inspired from the internal. Therefore, to arouse the enthusiasm of people, the enterprise must take efforts in satisfying customer service needs.

Kano model is for customer needs or with the classification of performance indicators. It is usually as the auxiliary research satisfaction model in the early days. The purpose of Kano model is to distinguish needs of customers through different processes and help enterprises to find out the point for improving customers' satisfaction. Kano divides customer needs into: the fundamental needs, expecting needs and exciting needs^[10]. First, enterprises should go all out to meet the basic needs of customers and cannot lose customers in this aspect^[11]. Expecting needs demand the service and commodities which have been offered better. For this kind of needs, enterprises should improve the quality of service and commodities and make them better than rivals^[12]. Exciting needs demand enterprises to supply service and commodities which make customers unexpected. Enterprise should mine this kind of needs and lead the rivals. Kao Model is in the actual operation, first enterprises should go all out to satisfy customer basic needs, guarantee the customer questions got seriously solved, let customers think the enterprise has the obligation to do things. Enterprises provide convenience to customers as far as possible. Then, the enterprise should try to meet the needs of customer expectation; this is the competitive factor in the quality. The enterprises provide customers of the extra service or product function and make its commodity better than the rivals'. They should have something in different and guide customers to strengthen the good impression on the enterprise. Lastly, the enterprises try to satisfy the needs which make customers excited and establish the most loyal customers.

On a great deal of research foundation, McClelland judges convincingly the relationship between the

achievement of demand and work performance. McClelland divides human higher needs into achievement needs, power needs and affinity needs^[13]. Achievement needs means our doing something in your best and make it succeed. The person who is for the achievement cares the process of struggling. A person's achievement has relationships with the economic, cultural, the government's development levels they are in; Power needs is a wish or driving force that influencing or controlling others. Different people have different desiring degrees for power. Power in Achievement needs include: personal power and position power. The person who is for the power needs likes asking subordinate to do things^[14], need timely feedback, tend to operate in person, accept the constraint consciously and get satisfaction from the experience of exercising power. The person who has affinity needs always thinking about others and they hope to establish close relationships. It is also the important condition to keep social communication and interpersonal harmony. McClelland Achievement Motivation Theory is very valuable in enterprise management. First, on the staff selection and placed, through motivation system enterprises can know how to assign the characteristics of working and arranging position. Then, because of the different needs of people^[14], there is different stimulation. Understanding the needs and motivations of the staff working can help the enterprises to stand up incentive system. What's more, McClelland Achievement Motivation Theory tells us motivation can stimulate through training. Therefore, the enterprise can train and improve the staff achievement and motivation to enhance productivity.

3. THE RESEARCH PROCESS

This study employs survey method. The questionnaire is designed after reviewing a large number of literatures. The questionnaire mainly contains three parts, which are the basic information of the sample; customer service needs in e-commerce circumstances, the customer purchased emotions and behaviors. Since the questions are related to the experience of shopping online, the study collects the questionnaires through the investigation website of "Questionnaire Stars", which is one of famous investigation websites in China, and the sample can cover this study.

4. THE RESULTS

This study issues 200 questionnaires and collects 164 efficient questionnaires. The rate of the efficiency is 82%. The study uses the describe analysis and frequency analysis

to scan the sample. The results show that most of responders are female, which stays in 65.2%. Majority responders are under 24 years old and they are nearly all the colleges students. Since the young people are the major customers of shopping online, the sample is effective to be used in this study.

The factor analysis and linear regression analysis are employed in this study to abstract the major factors of customer needs and to find out the functional mechanism of customer needs on customer purchased emotion and behaviors.

The results show that customer needs have four dimensions, which include service attribute needs (SAN), social relationship needs (SRN), expectation needs (EPN) and excitement needs (EXN). Service attribute needs compose of 16 items about service attributes in e-commerce environment, and they have close relationships with service quality. Social relationship needs involve five items about the interaction between e-commerce companies and customers. Expectation needs compose of 9 items about the service expectation, such as customized services and respect needs. Excitement needs refer to the needs which can arouse the exciting emotion, such as aesthetic needs and initiative needs.

The linear regression analysis reveals that the satisfaction of excitement needs contributes to customer satisfaction. However, in order to improve customer loyalty, service attribute needs and expectation needs should be focused. The satisfaction of the excitement needs and service attribute needs benefits for happiness emotion. In comparison, the satisfaction of social needs has the strongest effect on arouse emotion, as well as the exciting emotion and service attribute needs.

5. RESEARCH CONCLUSION

(1) This study finds that customer needs have a strong effect on customer emotion and behaviors in e-commerce environment. Furthermore, the study also finds that customer needs in e-commerce environment have four dimensions, which are service attributes needs (SAN), social relationship needs (SRN), expectation needs (EPN) and exciting needs (EXN).

(2) The results show that service attributes needs and excitement needs have a positive relationship with customer

happiness emotion. That means the well designed web-page, the detailed information about the commodities and initiative services to solve the problems of the customers can provide a happy experience for customers when they are shopping online. Therefore, the web-page should make people feel comfortable and beautiful. The design of the web-page should be clear and easy to visit. Customers have the rights to know all the knowledge about commodities, so that businessmen should keep telling customers of commodity information. They should answer customers' question as fast as possible.

(3) The study shows that social relationship needs and exciting needs can give the customers some surprise. If these kinds of needs are fulfilled, customers would be exciting. Since the relative literatures show that the exciting emotion contributes to keep customers retain, online companies should find ways to satisfy with customer social relationship needs and exciting needs. In detailed, the companies should employ the enough employees to provide customer services, and increase the communication with the customers. The other channels, such as the special forums and the own websites, are also important to increase the communication. In other words, they should not only concern on the quality of commodities, but also pay attention to customer emotion. The companies should build up a good relationship with customers and understand customers' emotion changing and have a capability to adjust customer emotion.

(4) The study suggests that the exciting needs have a significant positive effect on customer satisfaction. Since customer satisfaction is one of important influence factors of customer loyalty, the exciting needs can affect customer loyalty through customer satisfaction. In other words, the initiative services for customers contribute to the positive emotion, even though not to lead to the purchase decision directly. When the positive emotion is accumulated, it will have some effect on customer behaviors. On the contrary, the negative emotion will make customers leave. Therefore, the exciting needs become the health factors in e-commerce environment.

(5) This study finds that service attributes needs and expectation needs have the direct influences on customer loyalty. That means the shopping online customers pay more attentions to the quality of the commodities and the website. Customers would like purchase on the high quality websites

with the sound system and environment. They require the higher respect and customized services. Therefore, it is important for the e-commerce companies to provide the services which can fulfill customer special needs.

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