

Chapter 1

Marketing Management in Retail Customer Satisfaction: Opportunity and Challenges

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ABSTRACT

Marketing management is the process of establishing, maintaining, and improving customer satisfaction, assumed to be highly relevant, supporting the idea that companies can maximise their profits on customer satisfaction in retail. With the rapid introduction of new technologies, we have seen a change in consumer lifestyle, demographics, and desire for convenience. Technological progress and environmental advancements have led to the introduction of solutions. Thus, this study aims to identify research trends in the area through a systematic bibliometric review of literature on marketing management research on customer satisfaction in retail. The review includes 57 articles published in the Scopus® database, presenting up-to-date knowledge on the topic. The results indicate that marketing management offers multiple opportunities and benefits that facilitate the creation, maintenance, and improvement of customer satisfaction programs in retail.

INTRODUCTION

Marketing management refers to creating, planning, and implementing marketing strategies that help achieve wider organizational goals, such as increasing brand awareness, profit margins, or entering untapped markets. It can also involve establishing, maintaining, and improving customer satisfaction to achieve the desired business goals. While customer satisfaction is critical for all businesses, retail involves selling products and services directly to the end consumers (Qomariah et al., 2020). This means that the success of a retail outlet is hugely dependent on its ability to meet customer needs and create quality experiences that result in high satisfaction and long-term purchases. For example, to boost its profitability,

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a company must build and maintain strong relationships with existing and potential customers. Recent changes associated with technological advancements, such as the growth of eCommerce and social media, have significantly influenced consumer needs, lifestyles, demographics, and desires for convenience (Biscaia et al., 2017). These changes have increased competition in the business environment, prompting companies to evaluate their marketing and customer relationship management processes. As a result, it has become increasingly important for retailers to enhance customer satisfaction to increase competitiveness and build loyalty and long-term relationships that further reinforce their status in the industry.

Multiple factors determine retail customer satisfaction. For instance, consumers approach a certain retail outlet with specific expectations which may result from previous encounters, perceptions based on exposure to a company's marketing activities, and experiences shared by other customers (Biscaia et al., 2017). After an exchange, the customer compares performance experiences with these expectations. If the experience meets or exceeds their expectations, they will be satisfied and more likely to return. However, if the experience does not meet their expectations, they are dissatisfied and may never buy from the retail shop again. As a result, retailers must anticipate customers' expectations and match their services and products to build a loyal customer base and ensure business continuity (Fernandes & Pedroso, 2017).

Other factors influencing customer satisfaction include service quality, price, and the retail store atmosphere. However, enhancing customer satisfaction can be challenging for most, especially due to customers' varying needs and perceptions of quality (Qomariah et al., 2020). For example, the retail environment can be comfortable for some customers but not others, resulting in different experiences and satisfaction levels. Therefore, this systematic bibliometric literature review provides insights into customer satisfaction in retail, hoping to provide information that can help businesses anticipate and understand their customer needs for better performance.

METHODOLOGICAL APPROACH

The researcher conducted a systematic bibliometric review of the literature (LRSB) to identify, summarize, analyze, and synthesize data from multiple high-quality sources. Recent years have seen a massive increase in the number of journal articles published in numerous outlets and academic disciplines, including marketing. As a result, Linnenluecke et al. (2020) note that the quality of academic knowledge published has significantly decreased due to the increasing number of predatory journals that publish high volumes of poor-quality research.

A systematic review helps overcome these quality issues by empowering the researcher to identify a smaller set of studies that fit the inclusion criteria and inform the research agenda in a pool of publications. This research approach helps ensure that the sources selected and integrated into a systematic literature review are quality and relevant to the study topic. Given the significance and popularity of the customer satisfaction topic in marketing, it is notable that enormous research has been published on the topic. Thus, the LRSB helped filter the most relevant and quality sources for analysis and reporting.

Consequently, the methodology can be used to decipher and map cumulative scientific knowledge and emerging variations of a well-established topic (Rosário & Dias, 2022, 2023; Rosário, et al., 2021).

Thus, the use of bibliometric analysis can help understand its development and adoption in businesses to identify potential challenges. The use of the LRSB review process is divided into 3 phases and 6 steps (Table 1), as proposed by Rosário (2021); Rosário and Dias (2022, 2023); Rosário, et al. (2021).

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