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ANALYSIS OF CUSTOMER SATISFACTION OF A SPORT STORE
CASE: SPORTIA KT-SPORT KUUSANKOSKI

Bachelor's Thesis 2010

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APPENDIX 2 FINNISH QUESTIONNAIRE

ABSTRACT

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Business, kouvola

Dan Cui Analysis of customer satisfaction of a sport store

Case: Sportia KT-Sport Kuusankoski

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With the globalization of the world economy, sport businesses are becoming increasingly significant. There are many sport shops in Finland. Two big competitors are INTERSPORT and Sportia. How to survive under this environment is private ventures should consider about.

This thesis, from the perspective of the marketing point of view, is aim to attract more women and young customers to buy KT-SPORT (Kuusankoski) products after it joined the Sportia group. By collecting main points from customers, this thesis is to analyse the present situation and the existing problems.

The theoretical part is focusing on the knowledge of the service marketing, combining the service and the customer loyalty, making evaluation through the present situation, helping the store to find out the way to improve customer satisfaction and increasing customer loyalty for the purpose of earning more profits in the future.

1 INTRODUCTION

1.1 Research objective

The objective of this thesis is to find out the satisfaction of women and young customers on KT Sport services. This thesis also introduces the knowledge of customer satisfaction to figure out what are the benefits since KT-Sportcenter (Kuusankoski) joined the Sportia group. The main point of this thesis is researching and analysing the results from the customer satisfaction survey; base on those results, existing problem and change suitable for this store can be found out. Through customer's advice, the direction for Sportia KT-SPORT future development can be found out as well.

1.2 Structure of the thesis

This thesis is composed by three main aspects. Firstly, three questions are raised: how to increase customer flow, what is the advantage compare to the other competitors and how to improve their services. The second part emphasizes the main point of marketing services to define the customer's satisfaction and develop the loyalty customers. Base on the result from data collection of questionnaire and using the theory combined with the status quo, theoretical part illustrates and analysis existing problems.

1.3 Research question

The purpose of this study is to find out how KT Sport develops their service to satisfy women and young customer's needs. The result of research shows out real customers' thoughts after the merge of KT Sport and Sportia group and collects some important opinions from the research result for showing the managers from KT Sport the objective for the future development.

2. EFFECTIVE IMPLEMENTATION OF THE SERVICE MARKETING

2.1 The service marketing

Grönroos (1947) said that service marketing is the enterprise with full recognition of the consumer demand to satisfy consumer's need during the marketing process. Because the traditional marketing ideas are not suitable to the development of the enterprise, the service activities become frequent, the position increases rapidly and the service marketing becomes a method to improve the customer satisfaction and loyalty. It can be said that service marketing is an important way to spread the enterprise image.

Grönroos (1947) continuously stated that service marketing products is invisible. Customers are difficult to see the difference between quality and effect. The service production and consumption mostly happen in the same time. Service marketing is the interaction between service provider and customers, service as a kind of intangible product, not like the visible products can storage. The changeability of service products and services could make a variety of form through the service marketing personnel media reflect.

Through the service, service marketing enriches the marketing theory to satisfy the customer demand and shows the marketing essence. Service marketing is possibly to improve the added value of products and the competitiveness of enterprises. So the competition between enterprises has been transfer from the traditional price and quality to the additional products or services.

Manolis, Winsor, and Brooks (2001) stated that service marketing can increase enterprise's added value through the service marketing, concentrate to satisfy customer service demand, get the trust from customers and ensure the marketing position. Additionally, service marketing can increase enterprise comprehensive quality, set up the good enterprise image, attract people to join the enterprise, and improve the marketing personnel quality and the enterprise management level through the service marketing activities.

2.2 Service marketing strategy

Increase service awareness. Berry (1995) argued that today's consumers not only focus on the product itself and quality but also pay attention to the attitude of the service and after sales. Satisfying customers' needs base on their demand is becoming a serious try out for enterprises. Therefore, the enterprise should realise that the service is the essence of goods in the real service marketing and that product is rarely a service accessory. In sum, service awareness can make everyone understand the service marketing and try to improve the enterprise personnel service consciousness.

Improve the service marketing personnel's quality. Berry (1995) indicated that enterprise needs to walk out from the misunderstanding of the traditional service marketing. Service marketing mainly concentrates to the customer service in marketing activities. Therefore, the enterprise should change marketing idea, set up the correct method which can focus on the customers to provide high quality service and to satisfy customer's needs. Service marketing personnel is the main part of the service marketing. Service personnel's quality directly affects the enterprise image. Moreover, service personnel's quality needs to be improved to reach a high service professional level. A high quality service personnel can make up the short regret produced by consumers when buying the product.

Provide customized service. Berry (1995) suggested that when consumers realize their needs for some kinds of product and making sure the buying behaviour, they began to collect all the relevant information. The purpose of the collection is to find the best products to satisfy their needs. In order to attract more consumers, the enterprise must stand at the consumer's point of view, find their needs in time, and offer the difference compared to others.

Berry (1995) addressed that this kind of different service is reflected in the contents of services. The enterprise combines the service itself and the needs of consumers to

provide customers the service from pre-sale, to the sale, and after-sale service. The differentiation of the service can also be showed from the service quality, and the service activities are mainly through the service personnel to implementation. Therefore, the service quality has more subjectivity. The enterprise needs to formulate strict and specific service standards and to make its own quality standard transparent for winning the trust from customers through the commitment.

Provide effectiveness communication service. Berry (1995) demonstrated that service person needs to have the "intimate contact" with consumers; it gives consumers deep impression, makes a good service communication through the language and behaviour, understands and figures out the emotional reaction of consumers, introduces the advantages of product, provides different services e.g. the target service, and makes consumers get the information or service on time to achieve the expected benefits of satisfaction or to make unreasonable expected benefits.

Service innovating. Berry (1995) showed that enterprise should get the feedbacks after consumer buying the product, accept the critical suggestion, and discuss with consumers about the strategies and methods for improving the service to provide the real satisfactory service to customers.

3. CUSTOMER LOYALTY AND MARKETING STRATEGY ANALYSIS

3.1 Customer loyalty behaviour

Heskeet, Sasser, and Lenoard (1997) stated that customer loyalty can be defined as the customer behaviour of sustainability in business environment. The customer loyalty is perception, attitude, and behaviour. Generally, customer loyalty is generated by knowing and using a product, then satisfying the product, and thus generating regularly purchasing behaviour. The products, service quality, price, and many other factors influences the positive evaluation and comes out a certain emotions to this products and services as, causing a regular purchasing loyal attitude and behaviour. It is mainly showed in the length of the time when customer choosing and purchasing the product, the sensitive about the product price, competition attitude, product quality, etc.

Heskett, Sasser, and Leonard (1997) defined that the customer loyalty can be divided into behaviour loyalty, consciousness loyalty, and emotional loyalty. Behaviour loyalty is the customer actual performance of the repeat purchase behaviour. Consciousness loyalty is customers' possible purchase intention in the future. The emotional loyalty is customer's attitude to the brand of products or services, including clients positively recommended the products and services to other people. Loyal customers are the most precious wealth for enterprise and the core factors of sustainable development. In the strong competitive environment of the market, customer loyalty has great significance to keep old customer and develop new customer.

3.2 Between customer satisfaction loyalty and profitability

The world has passed to the service economy. The sales and services are closely connected. For instance, China, as the world's largest consumer market, its products and foreign products has intensive collision. The service factor in market competition replaces the product quality and price, becoming a new focus of competition. The advantage of the services has determined the advantage of the competition. Large profits come from the enterprise service.

Michael, David, and Beatty (2000) shows that the customer loyalty rate increased by 5%, the enterprise profits can increase 25% to 85%. Economists found out that in the world's top 500 strong enterprises survey, the customer loyalty, as the main source of profits, not only active and repeat purchase of products and services and save a lot of expenses for enterprise advertising and publicising but also recommend relatives and friends to become the enterprise part-time marketing personnel. In other words, the customer loyalty and the enterprise profitability have close relationship.

The quality of the service results depends on customer's evaluation. Customer is the most authoritative judge of goods and services. For instance, a satisfied customer will introduce the advantage of supermarket to three people, and a non satisfied customer will tell its disadvantage to 11 people. Satisfied customers are willing to put their feelings to others and to create effective and free effect. Bring satisfactory customers to loyal customers considerably benefits enterprises.

3.3 Conclusions

With the development of the economic globalization, market competition is increasing rapidly. Due to the science and technology, information delivery becomes faster; enterprise products and quality tend to homogeneity. The difference among products is no more obvious. Enterprise began to look for a new competitive advantage in the market.

Ittner and Larcker (1998) explained that because customers no longer meet the basic consumption and expect satisfaction with the return value, numbers of enterprises are concentrating to offer customers the high quality service. Therefore, people pay much attention to the service marketing, and the enterprise must be effective implementation to improve the competitive ability in the service marketing.

Anderson, Fornell, and Lehmann (1994) stated that customer satisfaction management is a very powerful tool to improve customer value and maintain customer loyalty in the retail industry, while the identification for customers' experience requirements is the precondition of loyalty. From the perspective of implementation of the strategy, improving customer loyalty is a core element of sustainable development of retail industry, and customer loyalty is the most valuable asset.

4 COMPANY'S DEVELOPMENT

4.1 KT-Sportcenter

KT-Sportcenter was established on 1985, after ten years development as a family business in Kuusankoski, it has become one of the major and leisure companies in Finland. They emphasizes different product groups include cycling and spare parts, sneakers, hiking, fishing, skiing, alpine skiing, skis, hunting, fitness, and shoes. But the main selling products are sport clothes and shoes, cross country ski, bikes, and ice hockey.

KT-Sportcenter has expanded to 1500m² in 2008 to meet the marketing and competition and opened nearly 20 extra spaces for sport marketing. Nearly 20 peoples work in KT-Sportcenter which includes logistics, maintenance, salesman, and management. They always provide sufficient equipment, high quality brands, and good services. Nowadays, the KT-Sportcentre has become the biggest sport and leisure trade centre in Kymenlaakso.

4.2 Sportia group

Sportia is a national sports store chain which includes 60 stores in different parts of Finland. Sportia provides high quality of international brands, and their retailer members have the sports background, strong experience, and know-how to ensure that Sportia stores are reliable and leisure in the sport field.

Sportia is also an international partner of SPORT 2000 International GmbH. SPORT 2000 International GmbH is one of the leading procurement groups in the European sport retail industry with more than 3500 retail outlets in 25 countries and a turnover of more than 5.1 billion euro.

4.3 Sportia KT-SPORT

KT-Sportcenter signed a cooperative agreement with SGN Sportia Oy and joined the Sportia chain in autumn 2009. SGN Sport Ltd. is a marketing and purchasing organization that serves sports to develop the operation chains.

Before KT joined the Sportia group, it was independent and doing business well. However, the disadvantage of KT is that it has small number of companies which provide multiple brands for them and few discounts. It has decided to join the Sportia because it was a good timing to change. After joining the Sportia group, it has discount with price on every brand and then chooses the best brand they want to sell. For instance, after the joining, KT has 30% more brands and more discounts than before. In a word, the store is operating as usual, and it is bringing opportunities and benefits for the new change.

5 CUSTOMER SURVEY

5.1 Aims

The main point is to collect the customer's opinion and understand what the customer really needs to improve KT-Sport shop's future development by making a questionnaire. The questionnaire was made by two different languages which are English and Finnish, it will be easier to help and collect the feedback. There are 15 questions in this questionnaire which are based on the general information of the customer background, the main part of impression, and the advice.

5.2 Respondents

There are 246 copies were done between Kuusankoski and Kouvola area where are the location of the store. In Kuusankoski, the respondents are mostly coming from the KT-Sport, other stores from the walking street, and people who walk on the street in Kuusankoski centre. In Kouvola, the respondents are mostly collected from the students and teachers who come from Kymenlaakso University of Applied Sciences and some other sport places, for instance, swimming pool, gym area, etc.

This research is taking with different age groups. Young people and women are the main group, because this is what KT-Sport wants to know. They have stable male customers who are professions with different kinds of sport. In Finland, population of women is larger than man. Thus women are the potential group which KT-Sport wants to develop.

5.3 Statistics and data analysis

5.3.1 General information

It can be seen for figure 1 that based on the results of this research, there are 84% who have the shopping experience in Sportia KT-Sport. 65% are female which means the female customers are the main consumption group. Most of the customers come from the Kouvola area and also the people who come from other city to work or study in Kuusankoski and Kouvola.

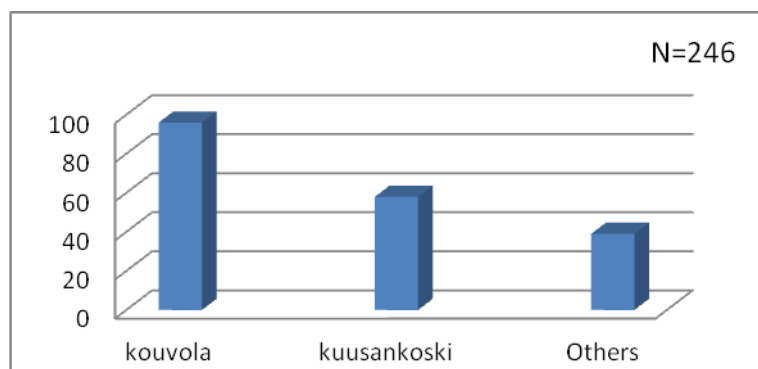


Figure 1 Living areas of the interviewees

Figure 2 shows that the age between 18 to 29's people are the potential buying group, which most of young customers are come from the sport centre. Middle age people are more likely to practice themselves, especially during the summer which many people try to loss their weight in that time. This also shows that people who live in Kouvola and Kuusankoski are more trends to study and work.

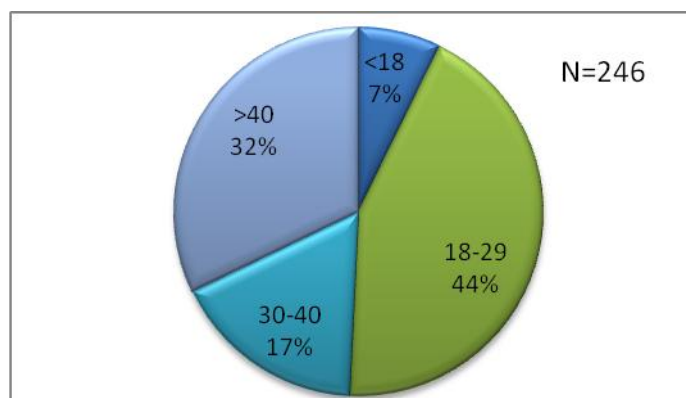


Figure 2 Age groups of interviewees

Figure 3 demonstrates that Finnish people like sports and they organize different ski competition during winter time. In this case, people who live in Kouvola and Kuusankoski area, they are favourite sports are swimming, skiing and running. And most of people are likely go to hiking, because there is one national park in Valkeala which nearby Kouvola. During this survey, some people are mentioned other sport items what they like, for instance, horse riding, biking, golf, gym, etc.

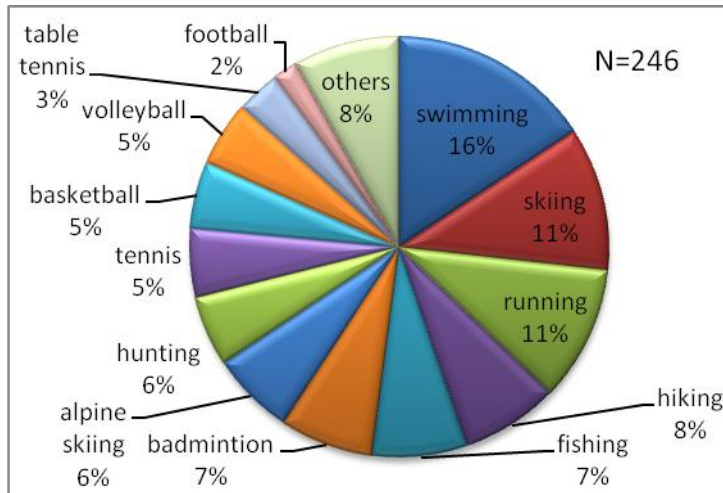


Figure 3 Favorite sports of interviewees

As the figure 4 shows, the people who visit this shop once per month can be defined as loyalty customers, they are about 39% in the whole group. The groups which visit this shop once in 3 months have about 29% which shows customers come for their demand, for instance, the weather, exercise, training, etc. The people who come to visit about once per half year can be recognized to come for the discount, season sell, new product show or price level information.

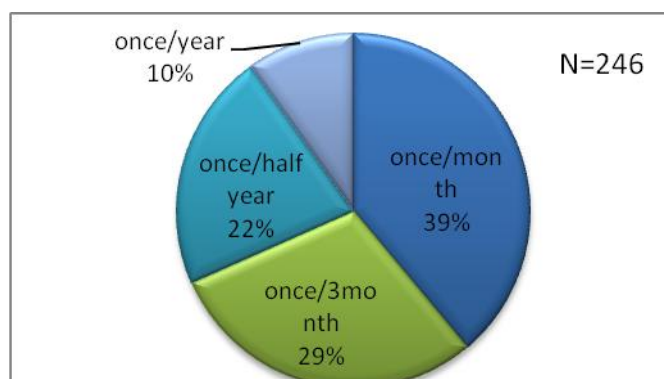


Figure 4 Buying frequency

As this bar chart (figure 5) shows, the price level of their products is not so high. Many customers can accept it, and are willing to spend less than 300 Euros to buy sport products and make them satisfied. Second column shows customers intend to spend more time to making exercise with high quality products. Third and fourth column shows KT shop can provide high standard quality products which make customers are willing to spend more costs to purchase their products in that shop.

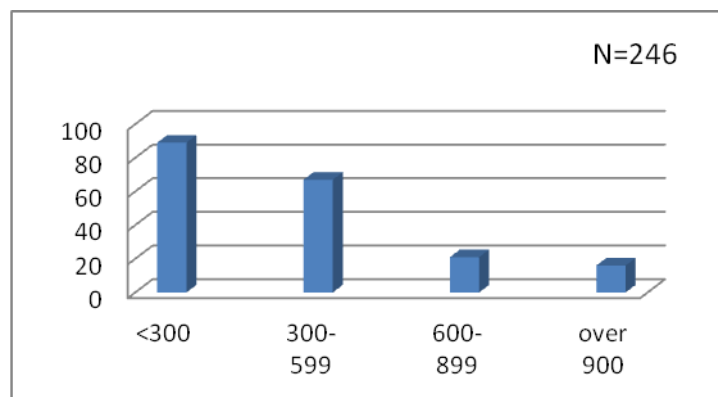


Figure 5 Monthly expense on sport equipment

This survey has 246 respondents, 85% customers have been visit KT Sport shop or have the shopping experience. The bar chart shows that there are 28% customers who visit KT Sport shop are regularly which can define that they are loyalty customers. But there are 20% customers who visit both sport shops and they are willing to have more selection choice and price comparison when they choose their products. Base on the result of respondent, there is little competition between sport shops and market. Customer has many choices to buy their product, and the price is always the strong advantage in the competition.

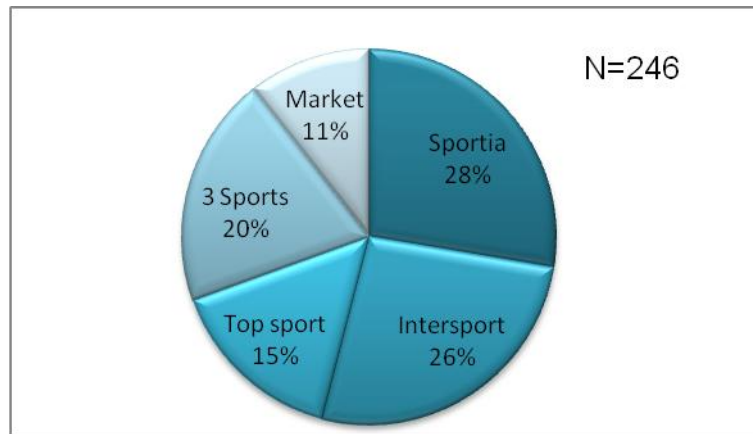


Figure 6 Competitors of KT

From figure 7, it can be seen that Sportia KT-Sport has a good promotion for their products: 61% people are attracting by their advertisement, they not only use the local newspaper – Kouvola Sanomat, but also through the internet - Facebook. For instance, nowadays there have about 2,449 people who are the friends of the Sportia KT-Sport's facebook, and every season sell, discount information or new products coming that they will put them on the web, also some attracting video to show their products. Especially for the local business, this is the best way to promote and attract people.

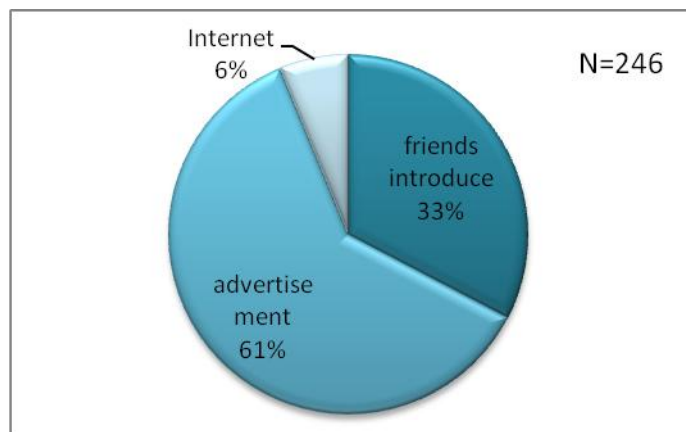


Figure 7 Promotion media for KT

5.3.2 Customer's impressions

For each retail businesses, location is very important. If you choose an appropriate location, it means you already in the half way of success of your business. But it does not mean that the stores or shops must be located in some gorgeous place, it should conforms to the populace expense market demand, for instance, traffic convenient, near the centre of city but do not have to be in the centre, like 10 -15 min by walk.

In this case, customers have two different ideas about the location of KT-Sport. For most of customers who have car, they think the store location is very good. KT shares the same building with one market, when people come to buy daily foods that they can make a quick visit. Additionally, KT was located in Kuusankoski, near the traffic road. There is bus station outside the store, you will see the store when the bus drive into Kuusankoski area. KT is like a sign, and the store are very easy to remember or notice, no matter sun shining day or cloudy day because there is so much green on it.

But for other customers who do not have a car. They think this store is a little bit far for them, they only come when the store have special offer or discount. Many people mentioned the parking area was so small, sometimes they have to park the car in the centre and walk to the store. Also they think about there is too much green, they could not see anything through the window when they driving or walking outside the store because the green cover. They only can see the product in newspaper or go inside.

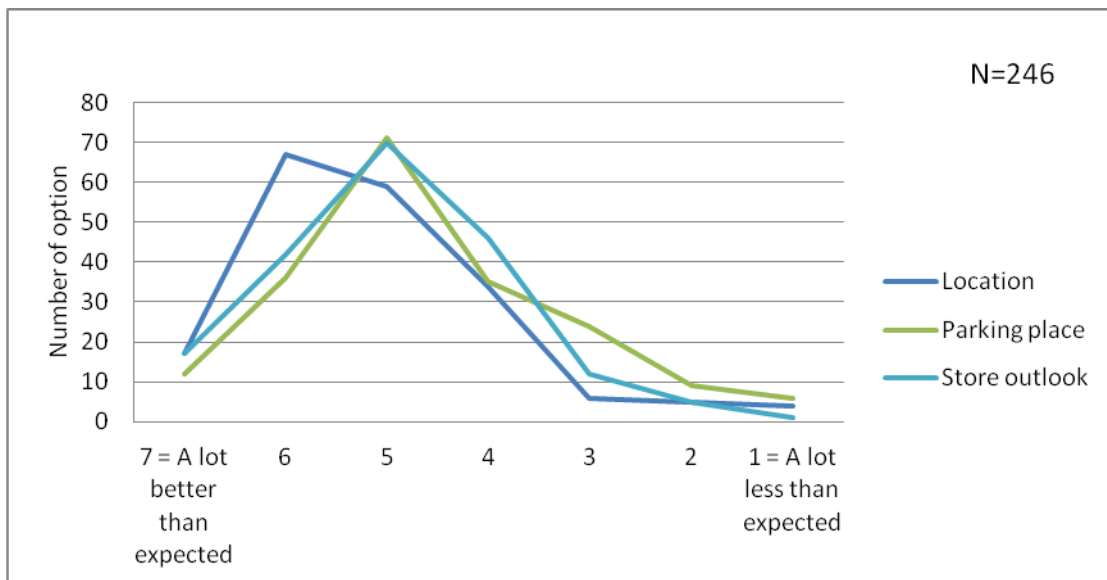


Figure 8 External condition

Figure 8 shows that there are 40% factors depend on the product display because it directly affects the sale. A good display can perfectly show the advantage of product, makes customers has the desire of buy. Base on different timing to display the product for attracting customers to make better profit, for instance, discount display, new product display, etc.

Some customers think that it is a little bit confusion in their products, especially for the skiing equipment part. In terms of the fresher, it is hard for them to differentiate the differences between some similar equipment. But for the people who visit often which they think KT-Sport has a clearly display for each product, they can easily to find which brand they want, and where is the new products. No matter when they go, the store always kept clean and fresh, and this is one of the most important parts to make customers feel comfortable. The number of minute for waiting are less than 5 min can be defined as fast service, it will raise the purchasing passion of customers and help the shop image.

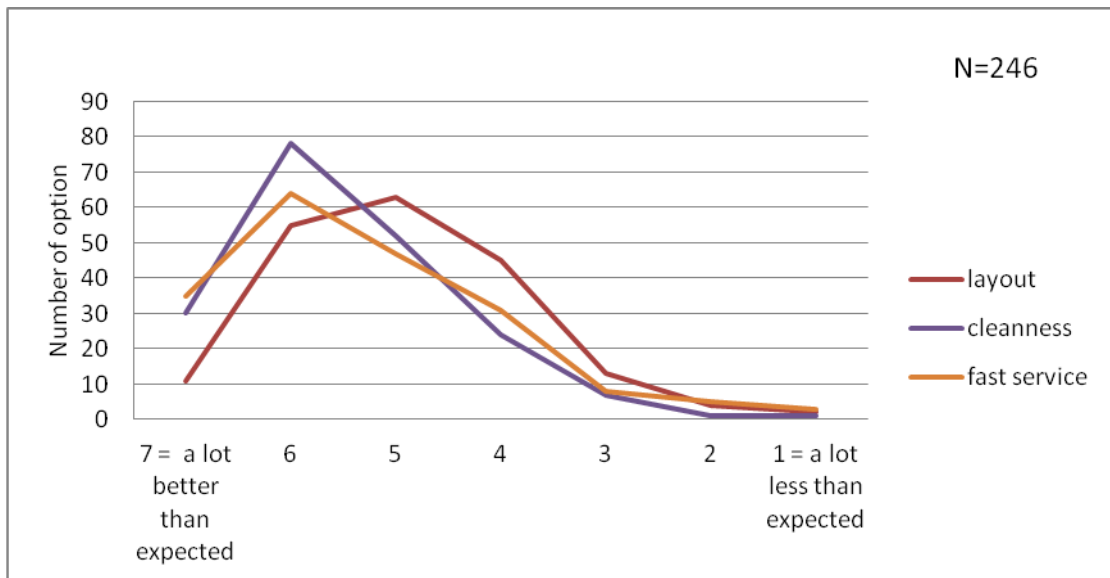


Figure 9 Internal conditions

Although salespersons were considered as not being active in approaching customers, they were really friendly when engaging with the latter. There was 25% customers think the staffs are not so friendly. However, the rest felt very comfortable when talking with them.

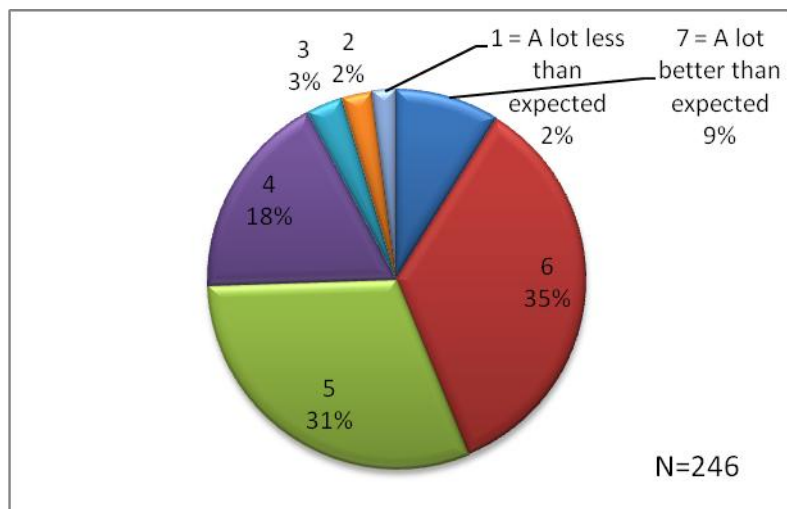


Figure 10 Service Warmness

KT-Sport owns a very good knowledge sales team in term of skiing equipment and other products as well. 86% of customers agreed that they had good and excellent knowledge of their selling products. The rest thought was ok and no one had bad impression.

Figure 11 shows that most of the language used by the salesperson is Finnish. The average of the level of English proficiency is poor. They lack enough English skills. Kouvola is near Russia, and Finland is an international country where many foreigners come here to study or work. So the store should have some people who have better English, it is good for communication with more customers and improving their service and selling techniques.

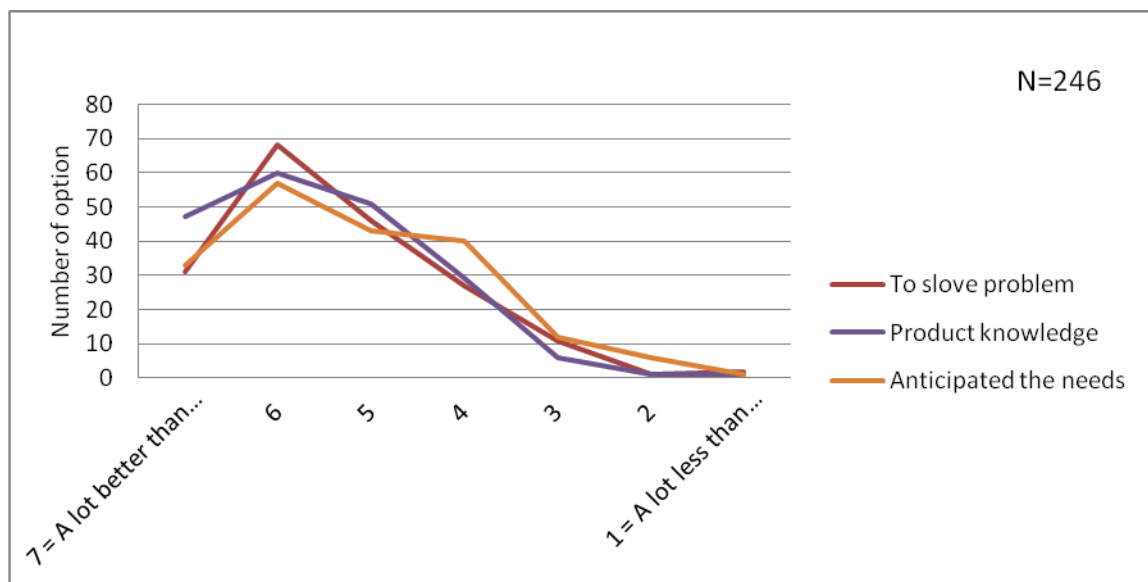


Figure 11 Knowledge of the sales person

The sport shop should consider about which brand could bring more profit for the shop, and added them as the specific items. The result shows PUMA, Adidas and NIKE has the highest percentage of sale. Because there are many students live in Kouvola and Kuusankoski area, and those brand are suitable for the younger generation consumption groups which age from 15 to 25.

HALTI is the main sport product in KT-Sport. Named after Finland's highest peak, it has been synonymous with quality and technical innovation in the field of sporting equipment for over 30 years. Finnish people love outdoor sport. Many customers said that they can enjoy the outdoors in almost any kind of weather by choosing HALTI.

Figure 12 shows that Asics is the product suitable for professional player or sport fans, not the ordinary consumers, because the price is higher than any other products. Asics has some customers from sport school or exercise place come to KT-Sport to buy such brand products.

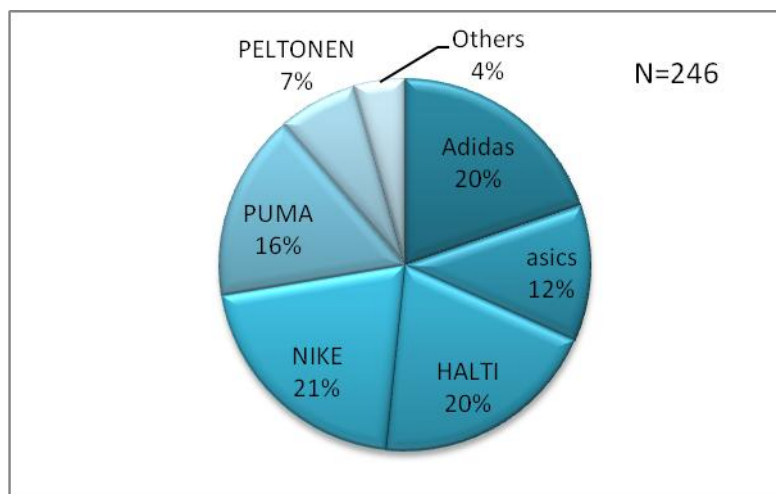


Figure 12 Brands preference

5.4 Evaluation of my own study

Finland is located in the northern Europe and nearly half the years belongs to the ice and snow in winter, so the Finnish people loves the outdoor activities and indoor sports to keep the body strong.

Surveys show that in outdoor activities, the Finn's favourite sport is walking and riding bicycles. In indoor sport, they like all kinds of exercise. Young people are more activities in taking part in sports than the elder people. However, in sixty years or older, people take part in various fitness activities, of which the interest increases again. Data shows that Finns are likely to participate in various sports, for instance, 39% of the people are consideration of health, 18% of the people want energetic, 15% of the people in order to enhance physical strength, 10% and 9% are respectively in order to maintain the ability to work and have a good feeling.

6 CONCLUSIONS

6.1 Summary of the major results

During this survey, most of customers notice the change of KT Sport. It seems the price goes little bit down, multiple choice of the products, more brands shows up, services has improved. But on the other hand, there are some customers thinking that the price is going up compare with INTERSPORT and Top Sport, making customer come to KT Sport only to check the price.

Quite many customers says that KT-sold sport products is too professional, and products update not often, sometimes cannot separate the difference between new products and outdate products. Young customers think that KT Sport products are not sufficiently fashion and the price were a little bit high for them. Result of the research shows that younger generation consumption groups are willing to buy the sport products under 300 euro.

During this research, the problem shows the location of the store is little bit less than expected, and the service people should have more passion to dealing with customers. Some sport products prices are higher than competitors. There are still some customers do not know KT Sport, so they should have stronger promotion skills to face the future development.

Nowadays, the social productive grow up rapidly, social demand structure and people consumption ideas have a great change, and it makes the market growing competition. The essence of market competition is essentially for the customer. It can be said that no customers, no market. With customer oriented, and strive to meet customer needs and expectations, the pursuit of customer satisfaction and loyalty in the management of the new concept has been gradually form and develop rapidly.

Customer satisfaction analysis is based from the customer's point of view with the questionnaire and the form of chart. It has the special effect to truly understand and grasp of the customer's requirements and expectations, knows the customer's object evaluation on the product quality and service quality.

Facing competitive business environment today, fully meeting the customer's demand, taking customer as the centre, realising the customer satisfaction and related to the business activities not only can earn the trust from customers and promote the market in the long term but also can try to do the best in the opportunity and the challenge of parallel today.

6.2 Managerial implications

There is a regular pattern of sports population, for instance, on the top of the pyramid is professional player, next is sports fans, then comes the ordinary consumers. The sport shop should think about what is the direction of the development, and consider the environment of sport business. In Finland, KT should adjust the marketing strategy for better profit.

Also KT needs to ensure variety of products and the new products arrival speed. On time processing of the unsalable products and constantly updated products, catch the consumer's psychology to keep the freshness of consumers.

Then KT needs to keep the price advantage, sale different kinds of brand of products, accept different preference from customers. Nowadays, there are many sport shops in Finland, and the sport Shoppe in different market, for instance, Prisma, City-market, etc. if the shop sell products with high price then people would not come second time, that is why business needs to pursue a reasonable profit, not the biggest profit.

6.3 Future research

This thesis mainly concentrates to the customer survey, to find out the customer's satisfaction for the shop. For the future study and research, students should be able to pay more attention to the competitive situation of sport business in Finland. There are two biggest sport chains, INTERSPORT and Sportia. They organize many sport competition inside Finland, it is worth to earn attention from customers. Also there are some individual sport shops, for example, stadium, etc. which they only sale their own products. Finnish people like sport, so students need to find out how these shops can survive under such big competition situation.

And the prices are always the advantage if the shop can use it in the right way. For instance, season sale, Christmas discount, etc. This survey shows that customers not only go to one shop to buy their products, but also they visit many different shops to compare the same quality product's price. People want to spend less money to buy the good quality products. Thus students need to find out how the sport shops can attract more customers by using their price strategy which are not harmful to their own profit to make the win-win situation.

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Appendix 1 English questionnaire

Sportia KT-Sport Market survey questionnaire

1. Where do you live?

- Kouvola Kuusankoski Others _____

2. Your gender

- Female Male

3. Your age

- Under 18 18-29 30-40 Over 40

4. Which sports do you like? (Multi - choice)

- Swimming Fishing Skiing Alpine skiing
 Running Hunting Hiking Football
 Table tennis Tennis Basketball Badminton
 Volleyball Others _____

5. How often do you visit sport shops?

- Once per month Once per 3 month
 Once per half year Once per year / more seldom

6. How much do you spend money to buying sport goods per year?

- Under 300 300-599 600-899 Over 900

7. Which shop you most often buying the sport goods?

- Sportia KT-Sport Kuusankoski Intersport
 Top-Sport ANTTILA
 K-Citymarket / Supermarket PRISMA
 Others _____

8. Do you have shopping experience in Sportia KT-Sport?

- No Yes

9. Which reason makes you not buying sport goods in Sportia KT-Sport?

- Product quality Brand of products
 Service quality Products price

- c. The staff's product knowledge
- d. The staff anticipated my needs

13. Which sport brands do you prefer?

- | | | |
|---------------------------------------|--------------------------------|-----------------------------------|
| <input type="checkbox"/> Adidas | <input type="checkbox"/> Asics | <input type="checkbox"/> HALTI |
| <input type="checkbox"/> NIKE | <input type="checkbox"/> PUMA | <input type="checkbox"/> PELTONEN |
| <input type="checkbox"/> Others _____ | | |

14. Do you like the change after KT-sportcenter joins the Sportia group? Why?

15. Could you please give your opinion to help Sportia KT-sport improve their future development?

Appendix 2 Finnish questionnaire

Sportia KT-Sport Market**kyselylomake**

1. Missä asutte?

 Kouvola Kuusankoski Muut _____

2. Sukupuoli

 Nainen Mies

3. Ikä

 alle 18 18-29 30-40 yli 40

4. Millaisesta liikunnasta pidätte? (valitkaa yksi tai useampi)

 Uiminen Kalastaminen Luistelu Laskettelu Juoksu Metsästäminen Patikointi Jalkapallo Pöytätennis Tennis Koripallo Sulkapallo Lentopallo Muut _____

5. Kuinka usein käytte urheiluliikkeessä?

 Kerran kuukaudessa tai useammin Kerran kolmessa kuukaudessa Kerran puolessa vuodessa Kerran vuodessa tai harvemmin

6. Kuinka paljon rahaa käytätte urheilutuotteisiin vuodessa?

 alle 300 300-599 600-899 yli 900

7. Missä urheiluliikkeessä käytte useimmiten?

 Sportia KT-Sport Kuusankoski Intersport Top-Sport ANTTILA K-Citymarket / Supermarket PRISMA Muut _____

8. Oletteko asioinut Sportia KT-Sport:ssa?

 Ei ole. On

9. Miksi ette osta Sportia KT-Sport:ssa?

 Tuotteiden laatu Tuotteiden merkki Palvelun laatu Tuotteiden hinta

- h. työntekijä ymmärtää hyvin, mitä tarvitsen

13. Mitä tuotemerkkejä arvostatte?

- Adidas asics HALTI
 NIKE PUMA PELTONEN
 Muut _____

14. Miten suhtaudutte siihen, että KT-sportcenter liittyi Sportia groupiin?

15. Mitä neuvoja haluatte antaa Sportia KT-sport:n tulevaan kehitykseen?
