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CUSTOMER SATISFACTION

Research for Kokkolan Veikot, Boxing Division

Thesis

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ABSTRACT

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1 INTRODUCTION

The aim of this thesis is to look at the basics of customer satisfaction. It is not only a matter of selling. There are many different things to look at before the whole seller-customer –relationship is over – if ever. First there has to be a product or a service that you are going to sell. Anybody can come up with some sort of a business idea, but to make it a good one that will last through different times, is challenging. You need to find a perfect niche. Once you have an idea, you have to make the idea into reality. First have a product / service, then find a facility that you need and then sell it. After the product or service is complete, it is time to start marketing. How do you get people interested in the product / service? You need to attract customers to come to your store, whether a physical or online store. Once the customer has made a purchase decision, and walks out of the store, you still need to keep this customer in mind. You need to provide possible spare parts, fixing, guarantee – keep the customer happy, to get him come back to the store for another round. Through different methods (e.g. questionnaire sent home, or e-mail, face-to-face) you need to find out how the product or service has worked for the customer. If there is something that needs to be changed, then that would come up with the feed-back that you get from the customer.

In this thesis, in addition to giving the basic information about customer satisfaction in theory, a customer satisfaction questionnaire was made, and given to all customers at Kokkolan Veikot Boxing Division. The purpose was to find out how satisfied the customers are. A two-page questionnaire was made, based on the theory presented in this thesis.

2 CUSTOMER SATISFACTION

Customer satisfaction may be defined as the individual's perception of the performance of the product or service in relation to his or her expectations. Satisfaction is directly linked to expectations that one might have of the product or service. A customer whose experience falls below expectations will be dissatisfied (e.g. used dishes not cleared quickly enough at an expensive restaurant, or cold fries served at McDonald's). If a customer's expectations are met, the customer will be satisfied. In case of exceeding expectations (e.g. by small samples of delicious food 'from the Chef' served between courses at the expensive restaurant, or a well-designed play area for children at a McDonald's outlet), the customer will be very satisfied or even delighted of the experience. (Schiffman, Kanuk & Hansen 2012, 8)

A widely quoted study has identified different types of customers, linked to customer satisfaction: loyalists, apostles, defectors, terrorists, hostages and mercenaries. *Loyalists* are the very satisfied customers, who keep purchasing. They keep coming back, because they enjoy the experience they get from the product or service. *Apostles* are the ones whose expectations have been exceeded, and who provide very positive word-of-mouth about the company to others. Because their expectations have exceeded, they are positively surprised and therefore will come back. *Defectors* feel neutral or merely satisfied, and are likely to stop doing business with the company. They come if it is convenient, but defectors do not feel passionate about the product or service, and might easily go to a competitor. Consumer *terrorists* have had negative experiences with the company, and usually spread negative word of mouth to others. They want everyone to know how bad the product was, or how they were mistreated. They might even feel revengeful and want to make sure nobody goes there. *Hostages* are the ones who are unhappy about being a customer to the company, but still stay, due to monopolistic environment or low prices, and are difficult and costly to the company because of their frequent complaints. *Mercenaries* are satisfied, but

not loyal; they may defect because of lower prices elsewhere or on impulse. The researchers propose that companies should strive to create apostles, raise the satisfaction of defectors and turn them into loyalists, avoid having terrorists or hostages, and reduce the number of mercenaries. (Schiffman et al. 2012, 8)

2.1 Customer Loyalty

There are two major approaches to defining and measuring loyalty. One is based on behavior, the other on attitude. From the company's point of view, the behavioral definition of loyalty is more attractive than the one measured from attitudes. After all, sales and profits come from actions, not attitudes. However, understanding the causes of weak or negative attitudes may help the company to identify barriers to purchase. When the company knows, what is standing in between customer and purchase, the issue can be dealt with, which will in return attract the customer to possibly make a purchase decision. (Buttle 2012, 44)

Behavioral loyalty is measured by reference to customer purchasing behavior. Loyalty is expressed by repeat purchases. There are two aspects of behavioral loyalty: Is the customer still active? Has the company maintained its share of customer spending? (Buttle 2012, 44)

Many direct marketing companies use RFM measures of behavioral loyalty. The most loyal are those who have high scores on the three behavioral variables: recency of purchases (R), frequency of purchases (F) and monetary value of purchases (M). The variables are measured as follows:

R = time elapsed since last purchase

F = number of purchases in a given time period

M = monetary value of purchases in a given time period. (Buttle 2012, 45.)

Attitude based loyalty is affected by beliefs, feelings and purchasing intention. For example, a customer whose moral standards require him or her to buy and use only ecological products is going to make purchases at a place where they are available. And if those moral standards were to change, the buying behavior could change as well and the customer could go elsewhere. Also, if the company decided to take ecological items out of their provided goods, the customer would go where they would be available. Then the customer's loyalty was not in the company, but in the specific products. (Buttle 2012, 45)

2.2 Realistic Expectations

To have customer's expectations met by the quality of the product or service, (thus creating a satisfied customer) the marketing manager has a real task of marketing the provided product or service in a way that creates realistic expectations, instead that of too high, and risk having a dissatisfied customer. The marketing manager must be able to balance enthusiasm for the product with a realistic view of the product's attributes. (Hawkins & Mothersbaugh 2010, 634)

Satisfaction is based on an assessment that pre-purchase expectations were fulfilled (Engel, Blackwell & Miniard 1995, 279). Imagine what would happen, if a customer was promised that fixing his or her car would all go into guarantee, only to find out that the guarantee-fixing was promised by someone who had no authority to do so, and therefore the customer has to pay. A company has a responsibility not to exaggerate the product' or service's attributes in advertising – the consumer might actually believe what you are saying and hold you accountable. (Engel, Blackwell & Miniard 1995, 279).

2.3 Providing Guarantee

One way to create a positive pre-purchase expectation, and hopefully to help make a purchase decision, is to provide guarantee for a product or service. It gives

more of a reliable image, if you are able to literally guarantee that this product or service will work. "Guaranteed results or money back!" Again, in marketing, you have to be careful not to promise something that you cannot deliver. Rather promise too little, and through that get more customers excited about how easy it was to get the promised results, creating 'apostles', customers whose expectations were exceeded, and most likely give positive word of mouth about the company.

2.4 Dissatisfaction

What happens, when a customer is dissatisfied? Customer has to decide whether or not to complain about the issue. It seems, that most customers do not confront the company, and therefore only have to live with the unsatisfactory situation. Deciding to be inactive is a function of the importance of the purchase to the customer, the ease of taking action, the customer's existing level of overall satisfaction with the brand or outlet, and the characteristics of the customer involved. Even if no external action is taken, it is very likely that the customer will have a less favorable attitude toward the store or brand. (Hawkins & Mothersbaugh 2010, 636)

Customers who take action in a case of dissatisfaction, generally pursue one of these five options:

- Complain to store or manufacturer. This choice is the most favorable from the company's standpoint, because then they can correct the error as quickly as possible.
- Stop buying that brand or at that store. In the customer's opinion, a boycott may be a good solution, but it does not let the company know, what is wrong, and also keeps them from addressing the problem.
- Negative word of mouth. Sometimes it is easier for the customer to just complain to friends, than to confront the company. However, this can do

more harm to the company than we know, since word of mouth can be a very heavy factor in making a purchase decision.

- Complain to private or government agencies. This is one way of getting justice, if a customer feels wronged by a company.
- Initiate legal action. Very strong stand against a company. (Hawkins & Mothersbaugh 2010, 636-637)

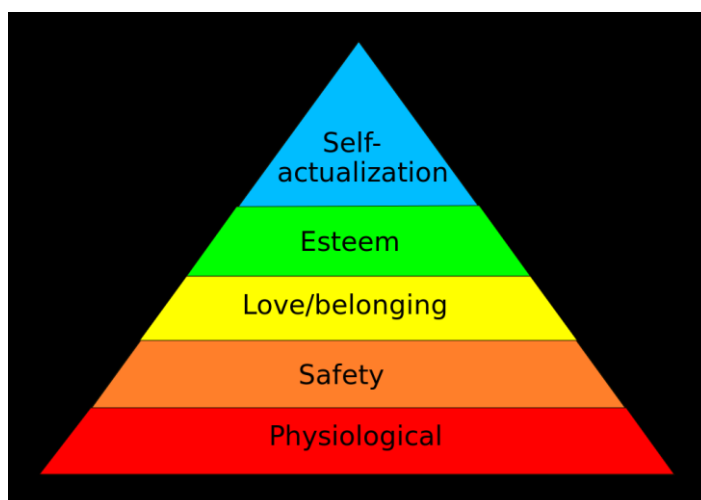
Surprisingly, the reason for customers to switch service provider is most often not in competitor actions, but in fact in perceived problems with their current service provider. Such problems are listed below:

- Core service failure. Mistakes (booking an aisle rather than the requested window seat), billing errors, and service catastrophes that harm the customer (the dry cleaners ruined my wedding dress).
- Service encounter failure. Service employees were uncaring, impolite, unresponsive, or unknowledgeable.
- Pricing. High prices, price increases, unfair pricing practices, and deceptive pricing.
- Inconvenience. Inconvenient location, hours of operation, waiting time for service or appointments.
- Responses to service failures. Reluctant responses, failure to respond, and negative responses (it's your fault).
- Attraction by competitors. More personable, more reliable, higher quality, and better value.
- Ethical problems. Dishonest behavior, intimidating behavior, unsafe or unhealthy practices, or conflicts of interest.
- Involuntary switching. Service provider or customer moves, or a third-party payer such as insurance company requires a change. (Hawkins & Mothersbaugh 2010, 634-635)

2.5 Maslow's Hierarchy of Needs

Abraham H. Maslow (1908-1970) was a psychologist from the United States. He was originally from Russia, but moved with his parents to New York. He experienced some bullying because he was different from the rest of the kids in the neighborhood. He studied in New York, to become a psychologist, and after World War II he started to focus his career on finding out how other psychologists came to their conclusions, and adding his own findings about the human mind, which then lead to his new discipline; humanistic psychology. Because he was a married 33-year-old father of two, he was not eligible to join the United States Army for World War II. The war-time encouraged him to look deeper into the peaceful way of the mind, and led him to start his known study of self-actualized people. For this study, he followed and recorded the ways of two mentors that he admired professionally and personally; anthropologist Ruth Benedict and Gestalt Psychologist Max Wertheimer. This was also the foundation for the Maslow's Hierarchy of Needs. (www.wikipedia)

According to Maslow, people are motivated to fulfill certain needs. Once a need is fulfilled, comes a motivation to fulfill another need, and so forth. Maslow divided these needs into five (5) categories; 1. Physiological, 2. Safety, 3. Love / belonging, 4. Esteem, 5. Self-actualization. (www.simplypsychology.org)



GRAPH 1. Maslow's Hierarchy of Needs

Physiological needs are the most fundamental, basic human needs on this planet. These include needs such as breathing, food, water, sex, shelter, warmth, sleep. Without fulfillment of these needs, we would feel no need for any of the “upper level” needs. If a person feels hunger, there is no way that this person would put any energy or even a thought into, for example, having a video game. The only thought would in that case be, how to find food. (www.simplypsychology.org)

Safety comes after the basic needs are fulfilled. These safety needs include protection from elements, security (e.g. family, employment and health), order, law, freedom from fear. With a full belly it is nice to feel safe in one’s home. Also to know that the home is situated in a peaceful city in a peaceful country brings more safety. To know that one’s income is secured by being employed. Having a healthy body brings safety and comfort, knowing that without health things would be a lot harder. (www.simplypsychology.org)

Love / belonging is an important need for everybody. Everybody needs to feel accepted and loved. Without it the world would be a cold place. This level of needs include things like friendships, intimacy, affection and love; from work-group, friends, family and romantic relationship. This need, even thinking about the third-world countries where food is not always available and where water is dirty, is maybe, in my opinion, at the first level of needs. If there is no food, your stomach will not be feeling good, but a hungry child with a loving mother by his side, is most likely going to survive longer than a hungry child who has nobody to love him. (www.simplypsychology.org)

Esteem is the level where you can start expressing yourself. Esteem needs are things like self-esteem, mastering, confidence, self-respect, status, and also respect from others. When all the three lower levels of needs are fulfilled, it is time to aim higher. This could be to pursue your dream job by studying more. Making goals to work towards. Improving yourself to be better at your hobby. Making your home a nice place to live, not only to have warmth and comfort, but to put energy

into decorating, making a nice yard where the kids can play.
(www.simplypsychology.org)

Self-actualization is where you feel happy. Now all other levels have been fulfilled, and it is time to shine. This is where you feel most happy and satisfied, if it is humanly possible. This level of need is made of peak experiences, self-fulfillment, realizing one's potential, seeking personal growth. Some might call this level "enlightened". This is where everybody should aim for, but not many actually achieve this. Some know of its existence, but don't know how to get there. I believe it is all in one's mind; to let go of the need to "get there", and realize you are already there. It's all here, now. (www.simplypsychology.org)

It is important for a marketer to know what drives people into making a purchase decision. If it is based on the lower levels of needs, the very basic ones, then it is most likely going to sell. Whatever it is, people are going to buy it, if they actually need it. It is a different thing then, if what is being sold, is aimed for the upper level needs. Then it's essential to put a lot of energy and effort into the marketing, to make potential customers think that they *need* to make the purchase. When in reality it is only their *wanting* that is dominating the purchase decision. Of course some things are clearly to fulfill a wanting, and when the lower level needs are being met, then it is easier to start fulfilling the self-actualizing needs.

3 CASE: KOKKOLAN VEIKOT, BOXING DIVISION

Suomen Lyseoiden Urheilijain Kokkolan osasto (Kokkolan SLU), established in 1912, was the original club of athletes, from which Kokkolan Veikot was established in 1921. At the time of establishment, they added 21 new names to the list of members. At the end of their first year, they had 50 members in their club. In 1923 they added their first female members to their club. In 1925 the club was recognized as a union. (Kokkolan Veikot, 2014)

The 1930's was a tough time financially, so the club had to do a lot of fundraising. This in mind, in 1932 KV established their own restaurant, Kilta. They had to sell Kilta, since in 1939 the law of prohibition came in play. Years 1939-1944 were slow and quiet due to the war. (Kokkolan Veikot, 2014)

Since KV needed a place from where to manage the club's different divisions, they started building a place for themselves. It was ready in 1950. It was then sold in 1964, when KV took part in building the sports-, and youth center in the city. Center didn't turn out as they would have hoped, they needed more space and different kind of facilities, so KV decided to buy a farm from Kälviä, about 20km from Kokkola. (Kokkolan Veikot, 2014)

Today KV has altogether over 600 members in the different divisions that it works with; track and field, skiing, bowling, fitness, boxing and weight lifting. KV takes part in the events that take place every year, Hippokisat and Venetsialais marathon. They help in organizing the events; e.g. timing performances, giving out water and sports drinks. (Kokkolan Veikot, 2014)

4 RESEARCH IN CASE COMPANY

The aim of the research, was simply to find out the level of satisfaction in the customers going to KV boxing. The provided questionnaire focused on the very basic functions of boxing: equipment, facilities, location, prices etc. The reason for doing this research specifically about the customers in boxing, is because the researcher goes there herself. A chance to get good amount of people answering the questionnaire, as they are familiar to the researcher. One-by-one boxers could be pulled aside to be interviewed.

4.1 The Questionnaire

To find out how satisfied the customers are at KV-boxing, a simple questionnaire was made. The first part was about the boxers background; their gender and age, and if they are members of KV or paying for a single visit. To get reliable “up-to-date” answers, a question about how many times they have come to training during this particular season was put in. For example, if someone had come to training for the first time this season, exactly on that day when questions were asked, this person would answer from previous experience, instead of focusing on this season. If the issue that was not so good last season had already been changed, but this person does not know it yet, since it is the first time, then the answer would not be reliable and “up-to-date”. That’s why the focus in the question is on this season August-December 2014.

Everybody has a different reason for why they have started training, and the aim was to find out a little bit about that. This information could come in handy when considering future marketing to get in new customers. As in this research expectations were looked at and how they are met in reality, it would be interesting to see what kind of expectations the customers have had, if any, and if they have been met. If they have not been met, then how have their expectations fallen short or been exceeded.

Tick-the-box - section was the part where different aspects of the training from start to finish, were looked at, and were asked to be evaluated by ticking the box between “dissatisfied”, “pretty satisfied”, “satisfied” and “cannot say / no experience”. The latter option had to be included, because for example, if someone has not experienced the issue at hand, then they are not able to give a reliable evaluation on it. To keep the questionnaire as simple as possible for the customers, to not mess with their heads, not too many options were given.

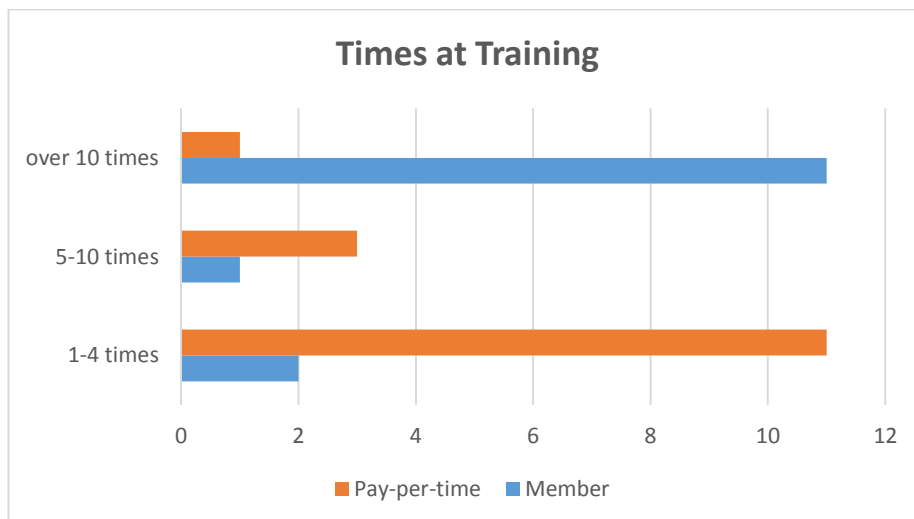
To get a feeling of how customers feel about boxing, they were asked if they would recommend KV Boxing to anybody. If they do, it means they are satisfied with it, and want others to come try it. If they do not, maybe they are not so happy with it, and would not even think about recommending it to others. This question alone says a lot. From the marketing point-of-view, they were asked where they first heard about boxing. Whether it was on-line, or from a friend, or a newspaper ad. This information is useful when thinking about marketing the coming seasons. If everything works well at boxing, and everybody is happy, then most likely the customers spread the good word to their friends. Maybe KV is focusing on on-line marketing or traditional newspaper ads, and customers have heard of them from there. It is good to know this, so KV is aware of where to put the focus on in marketing. The very last section of the questionnaire had lines, where everybody could write comments, suggestions, greetings or wishes to Kokkolan Veikot, Boxing Division.

4.2 Results of Research

The research gave 29 answers to the questionnaire, from an estimation of 40 boxers at KV Boxing, which is a good amount. Many good suggestions were given and they are going to be forwarded to Kokkolan Veikot Boxing division.

Women were more active in answering than men, as there are more women than men. 21 of the answers were from women and 8 were from men. There is a big

age-range amongst the boxers. The youngest ones are under 18 and the oldest ones are over 50. Most boxers though are in the age-groups of 19-29 and 30-39. One thing that surprised in the answers, was that altogether 15 were one-time-payers, and 14 were members of KV; the ones that have paid for the whole semester from August to December. This indicates that KV is really dependent on the one-time-payers, and would be very happy to also make them members. The variation between how many times they have come to training is often related to whether they are one-time-payers or members. There were 15 one-time-payers, and 11 of those had come to training only 1-4 times, so they are relatively “new” boxers. 3 out of the 15 had come 5-10 times, and only one had come more than 10 times. The 14 members were the other way around. 11 of them had come to training more than ten times, it makes sense to come to training, when you have paid for the whole season. Still, two had come 1-4 times and one 5-10 times. To demonstrate these numbers in a clearer way, see Graph 2 below.



GRAPH 2. Times at Training

The research wanted to know why they had started to come to boxing. Looking at Maslow's Hierarchy of Needs, and comparing it to the answers received, it seems like people are fulfilling needs from level 2 to level 5. Everybody has level one of the Hierarchy covered already, so they have come to fulfill other levels. Most common answer to this question was “fitness”. They want to get to a certain level of fitness, or maintain the level they are in. This “fitness” would come into play at

level 2, *safety*, in the Maslow's Hierarchy of Needs. It would mean health. A good healthy body needs exercise, and boxing is a great way of getting it. So amongst boxers, fitness was a major influence in motivation. Boxing is good for the upper body, shoulders, back, and that was also said to be a reason for starting. People work so much on computers, sitting around all day at work, in cars, that it has been taking a toll on the whole body, so there lies another motivation of coming to boxing. This would also go on the level 2 in the Hierarchy.

Level 3 in the Hierarchy of Needs, *love / belonging*, is surprisingly one motivation of coming to boxing. The group at boxing is great! They have so much fun while exercising! To some, boxing has become a way to take time for themselves, away from the everyday-life; kids, home, work, routine. They feel like they need boxing, so they can break away from the norm that has become their life. Socializing is a big part of boxing, at least in this group! And in the same time as they get a little breather for themselves, they also get good exercise. Some good friendships have also formed inside this group. It feels good to be a part of a group, where everybody does the same thing, at their own level of fitness. *Belonging* is good.

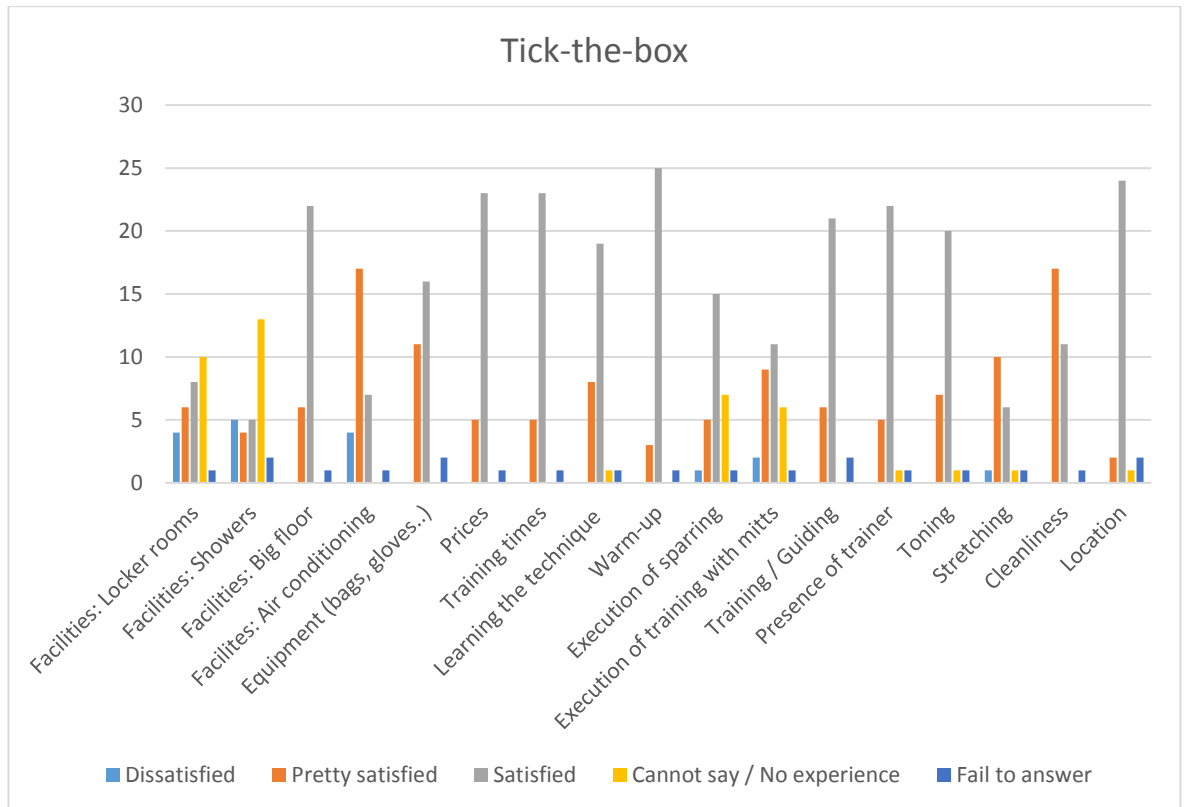
In level 4 of the Hierarchy, *esteem*, one can also find some reasons for why some have started boxing. They are interested in self-defense sports, or want to get better if they have already known boxing from before. Some want to challenge themselves with a new interesting sport. It might be the image of boxing, which brings people in; they want to experience it for themselves, see if it really is what they thought it would be. And also, if they would be any good in it. Then there are those, who come to express themselves fully, want to compete; be the best they can be. They are on the level 5 in the Hierarchy of Needs; *self-actualization*. In the group there is one Finnish Champion from 2010. So it is very much possible, if you have the right mind-set, the drive and motivation for it.

What kind of expectations did they have, before coming to boxing? Like the question above, the main expectation was "fitness". That the level of fitness would

increase, or maintain. They expected it to be sweaty, which in reality it is. Some were expecting to socialize. One humoristic man said his expectation was to become the Heavy Weight Champion of the World. One answer stood out more than others, it was interesting. It said: to find passion again, it did not say specifically to what. It is very important to stay passionate to whatever, that is how you keep yourself going. Expectations towards boxing are pretty much all created by the media and movies. To some, it could feel intimidating even thinking about going to boxing. When thinking of boxing, you could think of big, scary men, and beautiful, toned women.

The next question asked, if the expectations above have been met. Everybody said that it has been what they had expected and some said even more! "Reality has been better than expectations". "Positive surprise". "I'd never thought I'd go for boxing! Effective and fun. Nice to be in a group, still working out in your own fitness level".

The questionnaire was two-sided. There was one person, who had missed the whole back of the paper, so the answers to this page was total of 28. The second page had a tick-the-box section, where they were asked to evaluate different things, from their own perspective. Options from "dissatisfied", "pretty satisfied", "satisfied" and "cannot say / no experience" were given. Afterwards a column called "fail to answer" was filled in. In a few parts the box was not ticked, so it was added to "fail to answer" column.



GRAPH 3. Tick-the-box

The different stages that take place at training, was put under one question, where everyone can mark down how satisfied they are with them. The majority was satisfied with most of them. Some issues did come up, in which people are hoping for some updating. The first thing asked was about the facilities. It seems to be a more common thing at boxing, that most people do not use the locker rooms or showers. Therefore they cannot give an opinion about them. The ones that could give an opinion, said they were anything from unsatisfied to satisfied with locker rooms and showers. The votes were very close to each other. Maybe some people are happier with less, where others need more luxury. The big floor where most of the training takes place, got good votes. 22 were satisfied with it, whereas 6 were only pretty satisfied, 1 failed to answer. Air conditioning makes most boxers pretty satisfied, but there are some who feel that it is poor. When you walk in, you can smell the years old sweat, which is fine, it is a part of the training, but sometimes it does get really hot and heavy in there. That is when a good air conditioning would be useful.

Boxers are either pretty satisfied (11) or satisfied (16) with the equipment, such as gloves and bags. Some of the equipment is old, but KV also invests in new equipment, so there is circulation, 2 failed to answer. Mainly everyone is happy with the pricing of training. One season is 75 € and one time is 4 €. Not much to complain there. The training times got actually the exact same response as the pricing. 5 were pretty satisfied, and 23 were satisfied, 1 failed to answer. There are so many different options regarding to training times during a week, that there should be at least one good time for everyone. Learning the technique is important when you go boxing for the first time. That is where you learn the right way to stand, the movement of hip when punching, and of course how to punch. The observation is, that when there is a new face in the crowd, the trainer usually takes them aside after warm-up, and shows them the proper technique. Unfortunately it does not happen every time. This may be due to lack of trainers, and one trainer can only be in one place at a time during training. Still, people seem to be satisfied with the learning of technique.

Warm-up normally consists of jogging in a circle on the big floor, some shadow-boxing, making sure the upper body as well as the lower body are warmed-up properly. Sometimes, for variety, some ball games for warm-up are played. It is usually a welcome change for the jogging. As can be seen from Graph 3, the majority of boxers are happy with the warm-up. Asking about sparring gave many kinds of answers. Mainly due to the fact that not everybody has even done it. So those would have to bow out from this, and just say they do not know, there were 7 of those. There was one person who was dissatisfied with sparring. Hard to say why, because there was no additional explanation. 5 were pretty satisfied, and 15 said they were satisfied. One failed to answer. Some just do sparring, because they want to keep their fitness level. Maybe some people have tried sparring somewhere else, than with KV, and compare KV sparring to that other experience. The same thing came up with training with mitts. That is where the boxer hits the mitts in trainer's hands. It seems to be very popular. And because it is popular, then the execution of it might divide opinions. Two said they were dissatisfied with it, 9 are pretty satisfied and 11 were satisfied. 6 could not say, maybe because of

lack of experience, and one failed to answer. There were many wishes regarding this subject, mainly about the frequency.

A question was about satisfaction with the overall training or guiding, and most leaned on the satisfied column. Some were pretty satisfied. There was one who could not decide between the two, so in that paper the space in between was ticked. This answer was put in the fail-to-answer column. Presence of the trainer is not always so good, since he might be busy with sparring in the ring, while rest of the boxers are training with bags. There are about 20 boxers in one night, and only one trainer. That is why the researcher wanted to ask about this. Still, the majority of boxers were satisfied with the presence of trainer, and one even wanted to give a smiley face.

At the end of the training, some toning is done to build up some muscles. 7 were pretty satisfied and 20 were satisfied with that part of training. One could not say, and one failed to answer. Toning is good to have at the end, to squeeze all that is left in the body, and push it to the limit. After toning comes the stretching part. Usually it is done in a circle on the big floor, where turns are taken in showing one stretch, and then someone else shows the next stretch. Very seldom is it changed and done in pairs for example. There was one person who was dissatisfied with the stretching, 10 were pretty satisfied and 6 were satisfied. Seems like the stretching part could use an update, according to these answers. One could not say, and one failed to answer. Cleanliness is one thing that clearly popped up from the first time when looking at the answers, 17 were pretty satisfied and 11 were satisfied. One failed to answer. It is sometimes a bit uncomfortable to lie down on the big floor, and see it from close range. It is suggested that the cleaning should be somehow improved. The final question was about location. The location is on the side of the city, but this does not seem to bother boxers, because most of them were satisfied with it.

One very self-explanatory question was, if they recommend boxing to anyone. Aside from the one person, who did not answer on this page, all of them said yes. That means boxers are happy with KV Boxing.

When it comes to marketing the question was where people had first heard of KV Boxing. Most of them said through friends, or co-workers. Only one person said she had read about it in the newspaper. Positive word-of-mouth is a more effective way of advertising, and everyone has recommended KV Boxing. The very last part of the questionnaire had open lines, where people could write their greetings, wishes, comments. Many had something mentioned. If not words, then at least there was a few smiley faces. Training with the mitts is very popular, so many had wished for more of that. Also some wishes for teaching the right technique came up. Even if they teach people on the first time, just to refresh the memory and making sure people got it right would be good. Somebody was not happy about Monday's training time. It is the latest time of the whole week, starting at 19.00 and ending at 20.30. Somebody said boxing is the best thing you can do on a wet November day! Many thanked the group, how fun it is.

5 CONCLUSION AND RECOMMENDATIONS

This thesis has found that customer satisfaction is how the customer perceives the product or service, in regards to expectations one might have had about the product or service. For a company it is important to know how the customers feel about their services. It can give valuable information to the company if they do research about their customers' wants, needs and preferences. In this thesis was also learned about the different types of customers, and what they can do to the business. Loyalists, apostles, defectors, terrorists, hostages and mercenaries are the different types, and they all play a part in the lifespan of a business. Since customer satisfaction is all about expectations meeting reality, it is of much importance how the product or service has been marketed. After all, the image that customers have about a product is mostly created by the marketers and brought to us via media. The marketer has to be able to control the enthusiasm towards the product, so the advertising does not promise too much. Of course, the image can also be shaped by the opinions of others, who already have experience with the product. A good way to give a positive image, is to provide a guarantee. It says to the customer, that the company truly believes in what they sell – otherwise they wouldn't guarantee their product. If a situation occurs, where a customer isn't satisfied with the purchase, the company has to provide various ways in which the customer can express the dissatisfaction. Most cases slip away, due to the fact that majority of customers let the situation slide. They do not say anything to the company, but silently just accept the situation. This does not give the company a chance to make things right. Therefore, it is important to create a trustworthy relationship with the customer, so that the customer feels comfortable enough to say what is wrong. There are also the types of customers who shout it out loud, if they feel wrongly treated in any ways. It is up to the company to provide a way in which customers can communicate to them, without, hopefully, doing damage to the company.

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Elisa Järvinen

Englanninkielinen liiketalouden koulutusohjelma

CENTRIA ammattikorkeakoulu

Kysely on osa opinnäytetyötä, jossa selvitetään Kokkolan Veikkojen nyrkkeilyjaoston asiakkaiden tyytyväisyyttä. Vastaukset käsitellään luottamuksellisesti.

ASIAKASTYYTYVÄISYYSKYSELY

1. Sukupuoli

☐ Nainen

☐ Mies

2. Ikä

☐ 18 tai alle

☐ 19-29

☐ 30-39

☐ 40-49

☐ 50 tai yli

3. Asiakkuus

☐ Jäsen

☐ Kertakävijä

4. Montako kertaa olet käynyt KV:n nyrkkeily-treeneissä tällä kaudella?

☐ 1-4 kertaa

☐ 5-10 kertaa

☐ yli 10 kertaa

5. Kerro lyhyesti miksi aloitit nyrkkeilyn

6. Millaisia odotuksia sinulla oli nyrkkeilyn suhteen ennen aloittamista?

7. Onko todellisuus vastannut odotuksiasi? Jos ei; miten todellisuus eroaa odotuksista?

KUINKA TYYTYVÄINEN OLET SEURAAVIIN ASIOIHIN:

	Tyytymätön	Melko tyytyväinen	Tyytyväinen	En osaa sanoa/ Ei kokemusta
8. Tilat: Pukuhuone	—	—	—	—
9. Tilat: Suihkut	—	—	—	—
10. Tilat: Sali / Tatami	—	—	—	—
11. Tilat: Ilmanvaihto	—	—	—	—
12. Välineet (säkit, hanskat..)	—	—	—	—
13. Hinnat	—	—	—	—
14. Treeniajat	—	—	—	—
15. Tekniikan oppiminen	—	—	—	—
16. Alkulämmittely	—	—	—	—
17. Sparrin toteutus	—	—	—	—
18. Pistarin toteutus	—	—	—	—
19. Ohjauksen toimivuus	—	—	—	—
20. Valmentajan läsnäolo	—	—	—	—
21. Lihaskunto	—	—	—	—
22. Venyttely	—	—	—	—
23. Siisteys	—	—	—	—
24. Sijainti	—	—	—	—

25. Suositteletko KV-nyrkkeilyä tutuillesi? __ Kyllä __ En

26. Mistä olet kuullut ensimmäisen kerran KV-nyrkkeilystä?

KOMMENTTEJA, TERVEISIÄ, EHDOTUKSIA, TOIVOMUKSIA...

KIITOS VASTAUKSISTA!