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探討服務品質、價格公平、顧客滿意與再購意願之關
聯性－以越南零售商店為例

The Relationships among Service Quality, Price Fairness, Customer
Satisfaction and Repurchase Intention in Vietnam's Retailing Store

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A B S T R A C T

Customer satisfaction has been a subject of great interest to organizations and researchers alike. With regard to the competition from various retail stores which providing a variety of products and services, consumers have more opportunities to choose what store they are satisfied. Therefore it has become important mission for retail stores to manage customer satisfaction.

The purpose of the study is to test the relationships between price fairness, service quality, repurchase intention and consumer satisfaction on an integrated model. The questionnaires were developed from many previous researches. The data was collected from 471 people in Vietnam, especially in Hai Phong City. The result of this study showed that service quality and price fairness have relationship with customer satisfaction. Meanwhile, customer satisfaction and service quality have no influence to repurchase intention, and price fairness has significant effect on repurchase intention. Therefore, within this context, the retailing stores may enhance the customers' satisfaction by improving service quality and price fairness. Moreover, retailers maintain customer future purchase intention via set cost-effective. This research can be useful not only for existing retail stores in Vietnam but also for foreign retailers planning to enter Vietnam's modern retail market. Possible interpretations, limitations, and suggestions for Viet Nam retail stores are discussed.

Keywords: Service Quality; Price Fairness; Customer Satisfaction; Viet Nam Retailing store; Repurchase Intention.

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CHAPTER ONE

INTRODUCTION

1.1 Research Background and Motivation

The service industry, in particular, the retail market has been important to the world economy. Although under recent crisis and economic turndown period, the modern retail industry is booming across the world nowadays. Companies have relied traditionally only on the diversity of products and services to satisfy customers. However, due to the fierce competition from new competitors entering the market and imitation of new features, buyers have had more new choices and they have also become more price sensitive. According to Singh (2006), one of the important elements of a successful organization is that enterprise must take into account the needs and wants of purchasers more effectively than their competitors. Customer satisfaction with company's products or services is the key of a company's success and long term competitiveness (Thorsten & Alexander, 1997). Customer satisfaction could take place during various stages of the shopping process (pre, during and post), during purchasing of different kinds of products (Bassi & Guido, 2006), and in a traditional or online setting (Lee & Overby, 2004). Consumers have different level of knowledge about the product which affects their level of satisfaction. The realization of its value had led to an increase of research in order to understand this concept (Yi, 1990). For this reason, there is a need for continuous research in this area because satisfaction varies and changes among individuals.

Moreover, repurchase intention is also one of the main concerns for companies to increase revenue. Recently, researchers and practioners began to question the link between customer satisfaction and repurchase intention (Jones & Sasser, 1995; Stewart, 1997). Inspire of thorough researches on the relationship between customer satisfaction and repurchase intention, this construct appears to be complicated and not well understood. Sivadas and Baker-Prewitt (2000) found that satisfaction influenced the possibility of recommending a store as well as repurchase. In contrast, some researchers examined that the link between customer satisfaction and repurchase intention is weak (Kumar, 2002). Customers could be very satisfied with their experience and quality of the service, but will not repeat purchase due to difference reasons. Hence, with all this

confusing and inconsistent researches, additional explorations are needed to further the understanding of these items and their relationship.

Besides discussions regarding customer satisfaction, Parasuraman, Zeithaml and Berry (1994) stated that price's effect on consumer satisfaction was mentioned but was rarely investigated in previous studies (Patterson, 1997; Brown & Swartz, 1989; Parasuraman et al., 1985). When selecting a product or service, customers usually consider of pricing as well as cost effectiveness as one of the important criteria. However, there is existed fact that the price has received little attention when analyzing customer satisfaction. In term of price fairness, previous researchers focused only on seller side actions such as price increases and inferred seller's motives (Bolton, 2003; Campbell, 1999). The earlier studies on customer satisfaction investigated criteria that impact to it in various contexts (Oliver, 1997; Szymanski & Henard, 2001). However, it is surprising that little attention is paid to various aspects of pricing in customer satisfaction surveys (Herrmann, Wricke, & Huber, 2000), especially factors like price fairness has not received the attention paid to the antecedents and consequences of satisfaction. Previous authors when mentioned about price, they chose to examine dimensions of price satisfaction (including: price transparency, price-quality ratio, relative price, price confidence, price reliability, and price fairness), or simply focus on one dimension of price satisfaction only (e.g. the effect of price fairness on price perception (Campbell, 1999), the effect of the price-quality relationship (Fornell, 1992) or the effect of price perception on satisfaction and behavior (Varki & Colgate, 2001). The number of research studies that explored the effect of Price Fairness towards Satisfaction or Repurchase Intention is still limited in many countries with different service industries as well as in retail market in Viet Nam.

Although there are other factors such as price, product quality etc other than service quality that determine customer satisfaction (Wilson, Zeithaml, Bitner, & Gremler, 2008), service quality has been proven to be the best determinant of customer satisfaction when it come to service sectors. That is a reason why service quality has become a feature of customer satisfaction. In addition, providing quality services is one of the main targets when it comes to management with respect of customer satisfaction in the business environment of today. Although the concept between customer satisfaction and service quality has been used many times in the marketing literature in

western countries (Parasuraman et al., 1985; Wilson, 2008), the relationship between them still remains ambiguous in retail market in Viet Nam. Therefore, this research intends to study the relation of them.

In addition, Viet Nam jointed in the Association of Southeast Asian Nations (ASEAN) Free Trade Area (AFTA) in December 2005, and became a member of the World Trade Organization (WTO) in 2007. These significant events imply Vietnam's willingness to enter the world's economic playground, bringing both foreign investment to the country and fiercer competition for domestic companies (Mai, Bilbard, & Som, 2009; Meyer, Tran, & Nguyen, 2006). According to General Statistics Office of Vietnam, the retailing industry plays a crucial role in the overall economy of Viet Nam contributing 60-70% to GDP (2010). Despite the certain influences from recent crisis and economic turndown period, Vietnam is still considered as a tremendous potential market for the development of modern retail market. RNCOS- a professional industry research firm which specialized in providing analysis and business research reports has informed in Analysis of Vietnam's Retail Industry: "Retail market in Vietnam is developing at the impressive progress. This country received numerous investment from abroad, and the market is established firmly with the opening of many trading centers and larger stores". Nowadays, Vietnam's retail sector is growing rapidly and initially created position on the market to meet the needs of the people. The retail market in Viet Nam included several formats like department store, supermarket, commercial center, specialty store, convenience store...). Nevertheless, the development trend of Supermarket worldwide shows that the market share of supermarkets tend to decrease and specialty stores like furniture stores, electronics store, drug stores, etc... tend to increase in order to fulfill consumer's shopping demands. In generally, supermarkets format are gradually be replaced by specialty stores. Unlike prior studies that focused on service industry such as bank, healthcare, beauty etc, for this research, I considered that a retailing store (especially a specialty store) also represents fully product, price and service characteristics. In this context, I choose one of the top domestic specialty retailers name The gioi di dong (Mobile World) in Viet Nam to be sample.

Specialty store is a very unique business because it is a mixture of products and services. Therefore, in order to satisfy customers, not only product quality, but services quality also has great influence in specialty store. Generally, products in specialty stores

are imported from the same suppliers; very few specialty stores in Viet Nam today developed its own brand. Therefore, electronics stores, cell phone stores, laptop, camera, grocery, etc..., most of them have the similar products. As a consequence, the fundamental difference between these specialty stores is not in goods but in services quality. The competition between specialty stores will also rely on the services quality. From above literature, to have further knowledge about service quality and identify the relationship between service quality and customer satisfaction are very necessary for the firms to attract buyers and compete with others. However, there have been very few studies on retail service quality in Vietnam (Nguyen, 2006).

On the other hand, domestic stores/companies have to face with the competition from international enterprises invested in Vietnam such as Metro, Casino (France), Parkson Shopping Center (Malaysia), Lotte (Korea)..., and all the world's largest corporations have continued to expand the market share with modern distribution patterns, advanced management. Therefore, it is essential for kinds of retailing stores in Viet Nam to understand customer's demands and expectations, then apply effective strategies to attract, maintain, satisfy customers.

Lastly, different countries create different perceptions on the importance of service and price fairness toward customer satisfaction and repurchase intention. Although there has been much in depth researches in countries such as US, South Africa, China and etc., research in Vietnam has remained limited. Consequently, in order to understand the relationship between satisfaction, repurchase intention, service quality and price in retail market in Viet Nam, an empirical study should be conducted.

1.2 Purposes of the study

This study was conducted to present a detailed overview among customer satisfaction, service quality, price fairness, repurchase intention and the relationship between them. This research hopes to find answers to these following questions:

1. What do shoppers consider important while shopping in a retail store in Vietnam?
2. What is the relationship between service quality, price fairness, customer satisfaction and repurchase intention in Vietnam's retail stores?

In a nutshell, as the important factors in the field of marketing, the main objectives of this study are to combine service quality, price fairness into one completed model, to examine the relationship between both of factors to consumer satisfaction and repurchase intention in retailing store in Viet Nam, whether propose solutions to improve the domestic retail businesses as well as foreign marketers in Viet Nam.

1.3 Significance of study

Firstly, in order to contribute to the research on Vietnam retailing market and retailer's perception towards the service quality, price fairness to attract and maintain customers. Next, knowledge of consumer's satisfaction, repurchase intention will enhance the practitioner's ability to develop more appropriate marketing strategies in the future and improvements to maintain, and attract the consumers for both domestic and international retailers on Vietnam market.

1.4 Structure of the Thesis

This paper is organized as follows:

Chapter one presented the Introduction (outlines the research problems, motivations, objectives and contributions of the study). The literature of service quality, price fairness, customer satisfaction, and repurchases intention are first reviewed to develop conceptual model for the present study. Next, chapter three will be the methodology of the research where the research design and research methods will be explained. This chapter begins with quantitative research approaches and continues with the research strategies and data collection techniques in order to undertake quantitative research. Additional discussion focuses on questionnaire design, data collection methodology, the sample, the measurement scale reliability and validity analyses. Then the empirical findings and analysis will be in chapter four. Chapter five will presents with discussions on the study results, suggestions for future research in this area, and several limitations of the study also were proposed. The structure of the thesis is illustrated in figure 1.

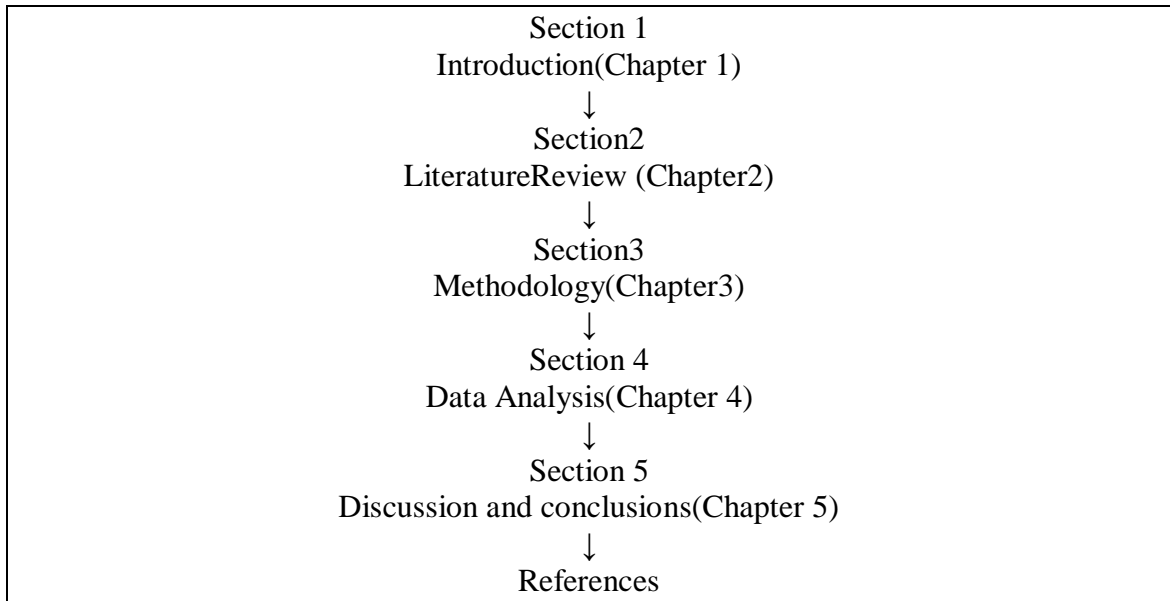


Figure 1-1 Research flow chart



CHAPTER TWO

LITERATURE REVIEW

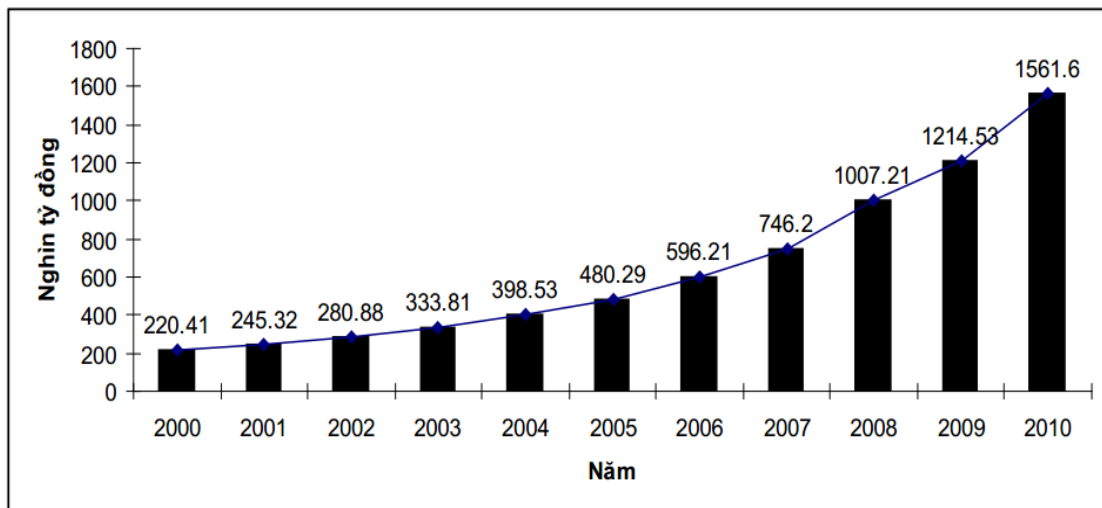
This chapter of the research is provided a theoretical background regarding customer satisfaction, service quality, price fairness and repurchase intention. This section is also described about one of the well known specialty store for selling electric stuffs (like mobile phone, laptop, etc.) in Viet Nam- The gioi di dong (Mobile Word).

2.1 The current status of Viet Nam's retail market

2.1.1 Viet Nam's retail market situation

Retail involves in the sale of goods from a single point (malls, markets, department stores, specialty stores etc) to the consumer in small quantities for his usage purpose. In a layman's language, retailing is nothing but transaction of products between the seller and the purchaser as a single unit (piece) or in small quantities to satisfy the needs of the individual and for his direct consumption.

In recent years, retail market in Vietnam has developed remarkably through expansion in size and quality of the retail distribution system: increasing retail outlets, increasing in the form of modern retail formats including commercial centers, supermarkets, specialty shops, and convenience stores; reducing in the form of traditional business included small size retailing store (like a family) and markets. According to General Statistics Office of Vietnam, the retail sales contributed 60-70% to GDP (2010). The total of retail sales in the business until the end of October 2011 was up to 22.8% for the same period last year. According to the statistic of the Ministry of Industry and Trade, the country always ranked high level on the index of business development for sale retail (GRDI), in the top15 retail markets attractive foreign investment. The number of new stores during this period increased quickly with more than 20%. In general, the market share of modern retail formats accounted for 20% of total retail sales, has doubled since the first period.



Source: General Statistics Office of Vietnam. Retrieved from <http://www.gso.gov.vn/>

Figure 2- 1 Total retail sales of goods and services nationwide during 2000-2010

Total retail sales of goods and services in Vietnam increased gradually over 10 years. In 2000, total retail sales were 220.41 billion VND, after 10 years, the total sales increased to 1.5616 billion, that means grew up 7.1 times higher than in 2000. According to the General Statistics Office (GSO), the value of retail sales of goods and services nationwide rose by 16 percent in 2012 with a total of 2,324 trillion VND (110.7 billion USD). Hence, Viet Nam nowadays is assessed as a potential and attractive market in the world. As the retail market in Viet Nam included various of formats like department store, supermarket, commercial center, specialty store, convenience store...), in this study I just do research with specialty store - a case of The gioi di dong (Mobile Word) in Viet Nam.

2.1.2 Specialty store

Specialty store is small store which focuses on selling a particular product range and associated items. Most stores have an extensive depth of stock in the item that they specialize in selling, provide high levels of service and expertise, and usually at premium prices. They differ from department stores and supermarkets which carry a wide range of merchandise.

There are two kinds of specialty stores: one is selling product of one provider like Vinamilk company that selling milk only; the second is store that selling the same kind of products from many suppliers as Thegioididong.com (Mobile Word). This store sells electronic staffs (including smart phones, cell phones, laptop, etc.). At specialty stores,

customers have more chances to select a various of products of the same category presented here. Shoppers also will receive consulting and guidance from retailers. Buyers will be really impressed by store image, brand name, price, logo, products, service quality, a team of professional sales staff at these specialty shops. For this reason, Specialty Store in Viet Nam has become the first choice of people when shopping.

2.2 Service quality

There is a need of services for a company to reach the customers. These services depend on the type of products and it differs in the various organizations. Service can be defined depending on which area the term is being used. Kotler and Keller (2009) proposed service as an intangible offer by one group to another in exchange of money for pleasure. Quality can be defined as the totality of characteristics of a product or services that based on its ability to satisfy people's needs. It is evident that quality is related to the value of an offer, which could arouse satisfaction or dissatisfaction on users. Service Quality has three unique features: heterogeneity, intangibility, inseparability of production and consumption (Parasuraman et al. 1988). Firstly, customers can judge the quality of tangible goods such as cell phone, laptop, etc..., they are not able to evaluate the quality of intangible service product like acquiring the experience in a new mobile phone. Secondly, services involving high labor are heterogeneous: their performance differs from manufacturer to manufacturer, from shopper to shopper, and from day to day (Zeithaml, 1990). Lastly, production and consumption of most services are inseparable.

The definition of service quality may differ from individual to individual and from situation to situation. In words of (Parasuraman et al., 1988), service quality was “the differences between customer expectations and perceptions of service”. Another definition from Gronroos (1984), service quality as a perceived evaluation, resulting from an assessment process where customers compare expectations with the service they have received. Service quality in the marketing and management literature is the term to which customers' perceptions of service meet and/or exceed their expectations (Zeithaml, 1990). Therefore service quality can intend to be the way in which customers are served in a firm which could be good or poor. From these above definitions, service

quality is considered as an expression of the extent to which customers' demands and expectations are met.

According to Hong and Goo's research in 2004, service quality is more complex for buyers to judge than product quality. Hence, measuring service quality as the difference between perceived and expected service was a better way to classify whether the services are good or bad, whether the customers will or are satisfied with it, and make manager identify gaps to what they offer as services. Different ways have been suggested to measure service quality, and one of the best ways to measure the quality of services provided to customers is the SERVQUAL instrument.

In the creation of this model for the first time, Parasuraman et al. (1985) identified 97 attributes which were summarized into ten dimensions, namely: Tangibles, Reliability, Responsiveness, Competence, Courtesy, Credibility, Security, Access, Communication, Understanding. The first SERVQUAL model had 22 pairs of Likert-type items, where one part measured perceived level of service provided by a specific organization and the other part measured expected level of service quality by respondent (Kuo, 2003). Further investigation led to the finding that, among these ten dimensions, some were correlated. After refinement, these ten dimensions above were reduced to five dimensions. These five categories are considered as the main elements of service quality across a various services, and it consists of tangibles, reliability, responsiveness, assurance, and empathy (Zeithaml et al., 1990; Bresinger & Lambert, 1990; Crompton & MacKay, 1989). The five dimensions of service quality in the SERVQUAL instrument are presented in Table 2-1.

Table 2-1 Five dimensions of service quality in the SERVQUAL scale

Dimensions	Explanations
Tangibility	physical facilities, equipment, and appearance of personnel
Reliability	ability to perform the promised service dependably and accurately
Responsiveness	willingness to help customers and provide prompt service
Assurance	knowledge and courtesy of employees and their ability to inspire trust and confidence
Empathy	caring individualized attention the firm provides to its customers.

The five dimensions of service quality in the SERVQUAL instrument have appeared through a variety of services. According to these above researches, this scale measures service quality by the degree of distinction between customer's expectation for the service and their awareness for the provider's factual performances.

The SERVQUAL model was initially developed to assess customer perception of service quality in service (Parasuraman et al., 1988). This scale is designed for assessing customers who have some experience of the service. This model has good reliability, validity and can be used in a variety of service and retail situations effectively. It facilitates the service companies identifying areas where there is a need to improve service quality. The SERVQUAL scale has been utilized widely in a variety of traditional service sectors such as hotels and travel agencies, parks and recreation (Crompton & McKay, 1989), or in a number of industrial, commercial and not for profit settings. The analysis of the SERVQUAL data can take many forms: dimension by dimension, item by item, or a single judgment of overall service quality that relies on what the research hypothesis is. The published studies range from car servicing (Bouman & Wiele, 1992), retailing (Carman, 1990) to higher education banking (Varki & Colgate, 2001), hospitals (Babakus & Mangold, 1992) and especially the hospitality and tourism industries (Ryan & Cliff, 1997; Matzler, 2006). From the above theory, it was clear that the SERVQUAL model was a popular choice in both the academic and the practical field for evaluating service quality from the consumer's perspective. However, previous authors found that SERVQUAL model could not be used in evaluating service quality in all organizations (Brown, 1993), since during this past century, customers have changed their behaviors in ways that do not suit organizational behavior. This could mean that different industries might require different measurements for service quality.

On the other hand, based on Finn's research in 2004, service quality in retail outlets is different from other product or service oriented organizations. This is because of the unique nature of retail organizations which offer both goods and services. To contextually fit the retail industry, Dabholkar (1996) developed Retail Service Quality Scale (RSQS). Dabholkar (1996) identified five dimensions important in a retail set up. These dimensions are: Physical aspects, Reliability, Personal interaction, Problem solving, Policy.

Table 2-2 Five dimensions important of Retail Service Quality Scale

Dimensions	Explanations
Physical aspects	store appearance and store layout
Reliability	evaluates how well retailers keep their promises and do the right things
Personal interaction	assessing the retail store personnel in terms of courtesy, helpfulness, and inspiring confidence in customers
Problem solving	the ability of retail store personnel to handle returns and exchanges, solve customer problems and complaints
Policy	covers on merchandise quality, parking, operation hours and credit cards

RSQS has been used by some researchers in measuring service quality in many types of retailers such as department stores, supermarkets and discount stores in Western and Eastern countries. On the application of SERVQUAL within retail setting, Wang (2003) noted that SERVQUAL fails to provide a correct and effective measure of service quality in retail settings such as discount stores and apparel specialty stores that offer a mix of goods and services. On the other hand, Kim and Byoung-ho (2001) conducted a study with U.S. and Korean customers of discount stores. The findings showed that customers' perceptions of service quality do not view service quality in discount stores as similar manner as U.S. and Korean customers. In other words, service quality is not universal across industries or across countries (Kim, 2001). Moreover, Mehta (2000) conducted a research on service quality in the contexts of supermarkets in Singapore. The results showed that RSQS was superior within the context of more good and less service environment. Studies using RSQS in Vietnam (Nguyen & Le, 2007) did not meet discriminant validity on two factors: the personal interaction and problem solving. Besides, the scale was refined to four component construct consisting of service personnel, physical aspects, policy and reliability. In line with this, Nguyen and Le (2007) caution the use of RSQS within the retail market and calls for its adaptation. As a consequence, when making a decision on an instrument to measure service quality, managers are required to think carefully about what issues are important or which

service quality instrument is most applicable in their specific environments. Therefore, based on the above review, in this context, RSQS will be utilized.

Another study underlines the phenomenon that service quality is an important indicator of customer satisfaction (Spreng & Mackoy, 1996). In the words of (Hong & Goo, 2004; Parasuraman et al., 1985, 1988), they said that service quality is defined as an antecedent of customer satisfaction. As the consequence, this study considers service quality as an independent factor and investigates its impact on consumer satisfaction and repurchase intention.

2.3 Price Fairness

According to research studies of (Kahneman, 1986; Zeithaml et al., 1988; Fornell, 1992; Anderson & Sullivan, 1993; Anderson, 1994; Cronin, 2000), the marketing literature emphasized price as an important element of consumer satisfaction, because whenever consumers assess the value of an acquired product or service, they usually think of price. In the word of Zeithaml (1988), price is the thing that must be sacrificed to achieve certain kinds of products or services from consumer's understanding.

Fairness was defined as a judgment of whether a result and/or the process to attain an outcome are reasonable, acceptable or just (Bolton, 2003). In fact, people know what is unfair when they see or experience it, but it is difficult to determine what is fair. Price Fairness might be a subjective perception of customer. Generally, consumer tends to make a comparison the price with past prices, competitor prices and cost of goods sold (expensive or inexpensive, fair or unfair, acceptable or unacceptable). This comparison has implication for various stages of the consumer decision making process (Matzler, 2006). Buyers realize an exchange as unfair if they find that other shoppers who are in an exchange relationship with the similar seller got a lower price for the same goods (Martins & Monroe, 1994). In the literature, it has been found that price fairness or unfairness is one psychological factor that if the customers consider the price is fair, then they feel more satisfied and will revisit store in the future. If shoppers feel a firm's performance unfair, consumers will likely have negative responses, and leading immediate attitudinal and affective responses include dissatisfaction (Oliver & Swan, 1989), lower purchase intentions (Campbell, 1999), and so on.

From these above definitions, in this paper, price fairness can be defined as a consumer's evaluation and associated emotions of whether the dissimilarity (or lack of difference) between a marketer's price and the price of other groups are reasonable, acceptable, or justifiable. Consumers are not willing to pay a price that is perceived as unfair.

Table 2-3 A summary of Price Fairness, definitions and descriptions

	Definition	Description
Price Fairness	Consumers' perception of whether the difference between the socially accepted price or another comparative party is reasonable, acceptable, or justifiable (Xia, 2004)	Correlation of price to the socially accepted price No abuse of market power in price setting No price discrimination

However, relative to previous customer satisfaction research, little published research has linked price fairness with satisfaction. Therefore, in this study, we will address this link. Prior researchers examined two components of price fairness that based on the social justice framework (distributive (i.e., outcome) – procedural (i.e., process)) as well as a consumer psychological characteristic (vulnerability) and examine their effects on satisfaction judgments. Distributive fairness specifies that individuals make fairness judgments based on the ratios of what they receive relative to what they sacrifice (Adams, 1965). Procedural fairness pertains to judgments of the fairness of processes based on societal norms and behaviors (Thibaut & Walker, 1975). Distributive and procedural fairness cannot be separated. It means that, in many situations people make a fairness judgment when they know the distribution of the outcome as well as the procedure that leads to the outcome. Nonetheless, according to Bei and Chiao (2001), the price has not been fully investigated in previous empirical studies, and especially there is little research that examine its influence in retail service industry. Until now, the topic of price fairness has received little examination, apart from one fundamental study by Kahneman et al. (1986), which approached the problem from a prospect-theoretical point of view.

As for the relationship of price to satisfaction, Zeithaml and Bitner (1996) indicated that the extent of satisfaction was subject to the factor of price. On the other hand, the vital role of price is well recognized as a determinant of purchasing as well as in post-purchasing processes. This gap in the literature shows the possible effect of price fairness on customer satisfaction which was also suggested by Voss, Parasuraman and Grewal (1998) and on repurchase intention as well. Therefore, this paper proposes price fairness as independent variable and to test its influence on customer satisfaction and repurchase intention.

2.4 Customer satisfaction

Those who buy the goods or services provided by companies are customers. When a customer is contented with either the product or services it is termed satisfaction. In the words of (Kotler & Keller, 2009), satisfaction can also be a result from comparing a product's perceived performance or outcome with expectations of customers. In reality, satisfaction is the result of customer's assessment about the ability of the service to meet the consumer's desires. In addition, satisfaction varies from one person to another because of utility and can be measured by client happiness towards the service quality and price in stores. Satisfied customers are more likely to choose the store again for shopping and share experiences with other people.

Customer satisfaction plays a vital role in industry especially service organization. Aaker (1995) suggested that one of the strategic aspects for a successful organization is through customer satisfaction. Cardozo (1965) was the prior author determined the customer satisfaction. Since Cardozo (1965) proposed the theory for marketing about customer satisfaction, different researchers come up with various definitions. Nevertheless, there exists fact that, there is no specific determination of customer satisfaction since as the year passes. According to Schiffman and Karun (2004), customer satisfaction was identified as the individual's perception towards the performance of product or services in relation to personal expectations. Customer satisfaction has also been determined by other authors as the extent to which product's perceived performance matches buyer's expectations (Kotler et al., 2002). In summary, customer satisfaction is defined by met or not the customer expectations. In this study, we focus on customer satisfaction and not on their dissatisfaction.

Based on the research of (Erevelles & Leavitt, 1992), there are many approaches to measure the factors influencing customer satisfaction. However, to evaluate customer satisfaction might be such a difficult thing because we have to access people's feelings. Previous researches suggested three ways to measure customer satisfaction: doing a survey where feedback of customer can be transformed into measurable quantitative data; to carry out a focus group or informal discussions that undertook by a trained moderator reveal what customers think; or start informal measures like reading blogs, talking directly to customers.

Asking everyone a number of questions actually has both advantages and disadvantages. Firstly, the positive side is the store will know more details about customer's perception, and the opposite side is wasting long time and money because of collecting information from each person. Hence, the National Business Research Institute (NBRI) suggested possible methods that can use in measuring customer satisfaction, like: quality of service, speed of service, pricing, complaints, the closeness of the relationship with contacts in your firm, other types of services needed, your positioning in clients' minds... Churchill and Suprenant (1982) designed three stages of customer satisfaction. The pre-sales stage included the expectations for the benefits, price and the availability of product. The sales stage consisted of the environment, goods, the type of service and, quality. The after-sales contained the support or advices, the replacement of product or the return of sum, repairs and processes of charges. In addition, Oliver (1981) introduced the expectancy disconfirmation model for studies of customer satisfaction in the retail and service industry. Consumers were asked directly to give their evaluations, using a "worse than/better than expected" scale.

Customer satisfaction is a central element because of the undoubted contributions to the success of service stores. Moreover, customer satisfaction is believed to influence consumer purchase intentions (Cronin & Taylor, 1992, 2000) and repeat purchase behavior (LaBarbera & Mazursk, 1983; Reichheld & Sasser, 1990). Similarly, several authors asserted that, satisfaction is positively associated with repurchase intentions which is linked to increasing ones likelihood of recommending a product or service, profitability. According to Reichheld (1996), if customers received exactly what they expected, customers are most likely to be satisfied. In the words of

Parasuraman et al. (1994), these authors suggested that the influence of satisfaction by several factors like service quality, product quality, and price.

2.5 Repurchase intention

A number of researchers have paid attention to the concept of repurchase intention and the items impacting it (Mittal & Kamakura, 2001). In order to gain more insights into the concept of repurchase intention, it is necessary to explain the difference between a pre-consumption situation and post-purchase situation. According to Patterson and Spreng (1997), in a pre-consumption situation, customers are more likely to be influenced by external elements as brand image, price, store name, and market communication. In contrast, in post-purchase situations, the customers now have the utilization experience and are already familiar with those indications, therefore the buyers are less likely to make a purchase decision under the effect of those extrinsic factors. In general, the customers in post-purchase situations make a purchase decision on the basis of their own satisfaction/dissatisfaction judgment.

Repurchase intention is the repeated process of buying goods and services from a particular store (Hellier & Rickard, 2003). According to Hume, Mort and Winzar (2007), repurchase intention is defined as the customer's decision to engage in future activities with the retailer. Therefore, companies instead of attracting new customers which might impact to financial situation of enterprises, they still can retain the previous customers with less cost. The term repurchase intention has been described as a behavioral component that shows willingness to purchase a product or service (Mittal, Ross & Baldasare, 1998). The majority of consumer's purchases are potential repeat purchases (Peyrot & Doris, 1994). For this reason, repurchase intention can be understood like the individual's judgment about buying a designated goods/service from the company again in the future. While there is little research that has examined the satisfaction-repurchase intentions linkage in retail market Vietnam, there was an overwhelming body of literature that indicated the positive relationship between satisfaction and repurchase intention in western countries (Bolton & Drew, 1991; Bitner, 1990; Cronin & Taylor, 1992; Rust & Oliver, 1994).

In the words of Zeithaml, Berry and Parasuraman (1996), repurchase intention of customer was measured by a customer's intent to stay with an organization. Zeithaml

et al. (1996) divided two forms of repurchase intention namely: the intention to repeat purchase and the intention to engage in positive word of mouth and recommendation. In general, this intention represents a promise by the customer to purchase more products and services from the firm, and also to promote positive word-of-mouth recommendation.

Current literatures supported satisfaction as a reliable predictor of repurchase intention (Bitner, 1990; Patterson & Spreng, 1997; Tian-Cole, 2002). Tian-Cole (2002) found that visitor's future behavioral intentions were expected to be influenced positively by both service quality and satisfaction. Since repeat purchasing is essential to a continued stream of profitability (Oliver, 1997), it is necessary to examine the relationship among the construct of service quality, customer satisfaction, price fairness and repurchase intention for retail service environment to obtain a competitive market advantage. In this context, I proposed repurchase intention as dependent variable, and to test its relationship with three independent variables: price fairness, service quality and customer satisfaction.



CHAPTER THREE

RESEARCH METHODOLOGY

Chapter three describes the construction of scales measuring the Customer Satisfaction to Service Quality and Price Fairness in the retailing store (The gioi di dong - Mobile World) and each feature's effect towards Repurchase Intention; and also provides a justification of the research methodology. Moreover, based on the exploratory nature of this study, this chapter begins with quantitative research approaches and data collection techniques in order to undertake the quantitative research. Additional discussion focuses on questionnaire design, data collection methodology, the measurement scale reliability analyses.

The purpose of the chapter is to explain the research methodology, to discuss how the study is conducted, the procedures used to gather and organize the data, and the methods that are used to analyze these data. Relationships among the proposed variables are presented.

3.1 The Conceptual Model

The purpose of this study is to integrate relevant literature and develop a research model of the influence of service quality, price fairness on customer satisfaction and repurchase intention, and repurchase intention as consequences of satisfaction to identify the interrelationships among relevant research constructs. Based on the above literature review, this study develops a research model as shown in Figure 3-1:

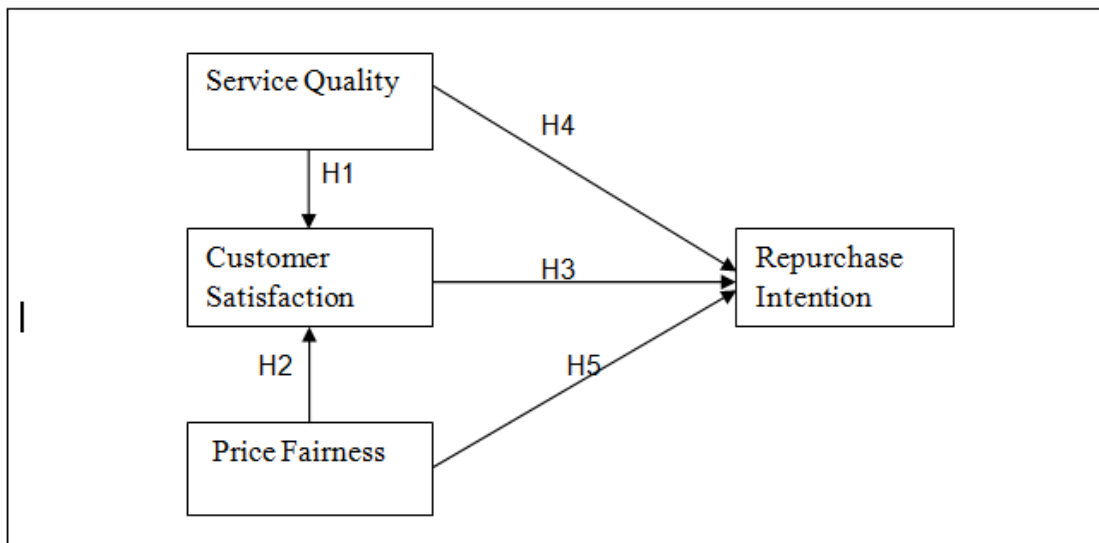


Figure 3-1 Research Framework

This model is based on satisfaction model proposed by Zeithaml et al. (1988), Wilson (2008) and Parasuraman et al. (1994). This conceptual model incorporated the key variables discussed above such as service quality, price fairness, customer satisfaction and repurchase intention. Arrows in the model indicate causal directions. Several important features areas follow.

3.2 Hypothesis to be tested

3.2.1 The relationship between Service quality and Customer satisfaction

Cronin and Taylor (1992) said that service quality was the antecedent of customer satisfaction when they examined four service industries of banking, pest control, dry-cleaning and fast food to investigate the relationship of service quality to customer satisfaction. The same conclusion also appeared in other studies in this area (e.g., Anderson & Sullivan, 1993; Cronin, Brady & Hult, 2000; Fornell, 1992; Oliver & Desarbo, 1988). In the words of (Parasuraman et al., 1985; Zeithaml et al., 1988), they revealed that most researchers mentioned about high service quality resulted in high customer satisfaction. According to Cronin, et al, (2000); Parasuraman, et al, (1994), many researches in conventional retailing have concluded that service quality has positive effect on customer satisfaction. A review of extant literature suggests that service quality and customersatisfaction share a close relationship (Brady, Cronin, & Brand, 2002; Sureshchander & Anantharaman, 2002; Ranaweera & Neely 2003; Chau & Kao, 2009). To crown the fact that customer satisfaction and service quality are

important variables in business research on customers, Chau and Kao (2009) investigated the link between service quality, value, satisfaction and behavioral intentions in a public sector bank in India and one of their results states that “Service quality was found to significantly impact on customer satisfaction”. As the consequence, this study considers service quality as an independent factor and investigates its impact on consumer satisfaction. Therefore we have this below assumption

H1: Service quality is positively related to Consumer satisfaction

3.2.2 The relationship between Price fairness and Customer satisfaction

In words of Turel (2007) usage adoption decision is dependent upon the price offered, social, emotional and quality offered by service provider. Anderson, Fornell and Lehmann (1994) also emphasized price as an important factor of customer satisfaction, because whenever consumer evaluates the value of an acquired service, they usually think of the price. Consumer usually judges price when shopping, then generate their satisfaction or dissatisfaction level. However, price fairness has not received the attention paid to the antecedents and consequences of satisfaction. Previous authors when mentioned about price, they chose to examine dimensions of price satisfaction (including: price transparency, price-quality ratio, relative price, price confidence, price reliability, and price fairness), or simply focus on one dimension of price satisfaction like the effect of price perception on satisfaction and behavior (Varki & Colgate, 2001). The number of research studies that explored the effect of Price Fairness towards Satisfaction is still limited in many countries with different service industries as well as in retail market in Viet Nam. Therefore, this study proposes the following hypothesis:

H2: Price fairness has effect on Customer satisfaction.

3.2.3 The relationship between Customer satisfaction and Repurchase intention

A direct positive relationship between customer satisfaction and repurchase intention is supported by a number of researchers (Anderson & Sullivan, 1993; Bolton, 1998; Cronin & Taylor, 1992; Fornell, 1992; Oliver, 1980; Patterson & Spreng, 1997; Rust & Zahorik, 1993; Selnes, 1998; Swan & Trawick, 1981; Taylor & Baker, 1994; Woodside, 1989). Oliver (1981) carried out an exploration that satisfaction is positively

associated with future intention, both directly and indirectly through its effect on attitude. These studies establish that customer satisfaction with a service is strongly associated with the behavioural intention to return to the same service provider. It is important to note that if customers are highly satisfied with their experience, they are more likely to be repeat visitors, and circulate positive word-of-mouth communication to others (Tian-Coal, 2002).

Basically, consumers who are less satisfied complain more and are less likely to repurchase the product. Customers with high satisfaction will have higher repurchase intentions, and willing to spend more funds for the service and product, and will suggest others to others to become future customers. Customer Satisfaction has been regarded as an antecedent of repurchase, but today such a traditional belief has begun to be challenged as counter arguments arise that higher Customer Satisfaction does not necessarily result in higher repurchase (Jones & Sasser, 1995; Stewart, 1997). The link between Customer Satisfaction and Repurchase Intention seems to be more complex than expected (Srinivasan, 1996; Soderlund, 2002). Customers could be very satisfied with their experience and quality of the service, but will not repeat purchase due to difference reasons. Findings on the repurchase intention and satisfaction relationship have also reported mixed results. Hence, with all this confusing and inconsistent researches, the purpose of this study is to figure out whether or not the relationship between customer satisfaction and repurchase intention. Therefore, there is this below assumption:

H3 :Customer satisfaction has relationship on repurchase intention.

3.2.4 The relationship between Service quality and Repurchase intention

The basic findings published in recent research provide some evidence that customer satisfaction and service quality perceptions positively affect behavioral intentions of a customer. Cavana (2007) carried an exploration that some dimensions of service quality such as responsiveness, empathy and assurance have significant relationship with repurchase intentions, another dimensions like convenience and reliability were not much relevant to the issue. Substantial empirical and theoretical evidence in the literature suggests that there is a direct link between service quality and behavioural intentions (Bitner, 1990; Bolton & Drew, 1991). Among the various behavioural intentions, considerable emphasis has been placed on the impact of service

quality in determining repeat purchase and customer loyalty (Jones & Farquhar, 2003). As pointed out by Bolton (1998), service quality influences a customer's subsequent behaviour, intentions and preferences. When a customer chooses a provider that provides service quality that meets or exceeds his or her expectations, he or she is more likely to choose the same provider again. Previous studies suggest that customers' positive repurchase intentions come from their satisfaction, while satisfaction is the result of good service quality. In addition, in the service context, service quality has often been examined as an antecedent of repurchase intention (Bitner, 1990; Bolton & Drew, 1991; Cronin & Taylor, 1992). Therefore, we have this hypothesis:

H4: Service quality is related to repurchase intention

3.2.5 The relationship between Price fairness and Repurchase intention

The previous studies were focused on consumers' pre-purchase evaluations, in which consumers purchase decisions were based on their perceptions and estimates. These factors may induce consumers to modify their perceptions of price fairness and consequently influence post-purchase behaviors such as complaints, word-of-mouth communications, and future purchase intentions. Furthermore, when consumers are aware of that the price of a service or product is reasonable, it is possible for them to display the intention of repeat purchase behavior. On the other hand, if consumers do not feel that choices are right, they may not make the purchase again, even they are satisfied with the quality of product or service (Bei & Chiao, 2001). Previous research indicates that unfairness price perceptions reduce consumer purchase intentions and increase negative word-of-mouth communications (Bolton, 2003; Campbell, 1999). Existing research has shown that fairness perceptions are an important driver of current and future purchase intentions (Bolton, 2003; Campbell, 1999). With this in mind, the following hypothesis is proposed:

H5: Price Fairness is associated with Repurchase Intention.

3.3 The measurement of variables

The design of the questionnaire was primarily based on multiple-item measurement scales taken from previous research. Thus, the usage of existing questions enables the current research results to be compared with the results of the previous research.

The questionnaire contains two parts. The first section is the perception of service quality, price fairness, customer satisfaction and repurchases intention. The second part is concerned with personal background information. To collect these data, we used closed-ended questions in a structured questionnaire. The apparent advantage of closed ended questions is that response rate is increased, time-saving for respondents and decreasing waiting cost for the surveyor. Obviously, respondents usually feel reluctant to take part in the interview if they are required to answer many open questions due to time limitation and inconvenience.

3.3.1 Service Quality

This research adopts the scale designed by Dabholkar (1996) to measure the respondent's perception about service quality in Viet Nam retail store. This study contains a set of 28 items based on RSQS. All of the statements are formed positively in a five-point Likert-type scale ranged from strongly disagree to strongly agree (i.e., 1= "strongly disagree", 2= "disagree", 3= "neutral", 4= "agree", 5= "strongly agree", respectively).



Table 3-1 The questions of Service quality

Items	Citation sources
<p>Physical aspects</p> <ol style="list-style-type: none"> 1. This retailing store has modern-looking equipment and fixtures. 2. The physical facilities at this store are visually appealing. 3. Materials associated with this store's service (such as shopping bags, catalogs, or statements) are visually appealing. 4. This store has clean, attractive, and convenient public areas (restrooms, fitting room). 5. The store layout at this store makes it easy for me to find what I need. 6. The store layout at this store makes it easy for me to move around in the store. <p>Reliability</p> <ol style="list-style-type: none"> 7. When this store promises to do something by a certain time, it will do so. 8. This store performs the services right the first time. 9. This store provides its services at the time it promises to do so. 10. This store has merchandise available when I want it. 11. This store insists on error-free sales transactions and records <p>Personal interaction</p> <ol style="list-style-type: none"> 12. The employees of this retailing store have the knowledge to answer my questions. 13. The employees of this retailing store are never too busy to respond to my requests promptly. 	<p>Dabholkar et al., (1996)</p>

Table 3-2 The questions of Service quality (Cont.)

Items	Citation sources
<p>Personal interaction</p> <p>14. I feel safe in their transactions with the employees of this store.</p> <p>15. I receive enough individual attention from the employees of this retailing store.</p> <p>16. The behavior of employees in this store instills confidence in customers.</p> <p>17. Employees in this store tell me exactly when services will be performed.</p> <p>18. The employees of this retailing store are willing to help me at all time.</p> <p>19. The employees of this retailing store are consistently courteous with me.</p> <p>20. Employees in this store treat me courteously on the telephone.</p> <p>Problem Solving</p> <p>21. This store willing handles returns and exchanges</p> <p>22. When I have a problem, this store shows a sincere interest in solving it.</p> <p>23. The employees of this retailing store are able to handle my complaints directly and immediately.</p> <p>Policy</p> <p>24. This store offers high quality merchandise.</p> <p>25. This store provides convenient packing for me.</p> <p>26. This retailing store has operating hours that are convenient to me.</p> <p>27. This store accepts most major credit cards.</p> <p>28. This store offers its own credit card</p>	<p>Dabholkar et al., (1996)</p>

3.3.2 Price fairness

In my survey, respondents are asked to directly evaluate the price in this retail store. Price Fairness was measured with four point items of Fair-Unfair-Acceptable-Reasonable. We adapted this measure from previous research (Campbell, 1999).

Table 3-3 The questions of Price fairness

Items	Citation sources
1. I think the prices I paid for the product in this retailing store is Unfair 2. I think the prices I paid for the product in this retailing store is fair 3. I think the prices I paid for the product in this retailing store is reasonable 4. I think the prices I paid for the product in this retailing store is acceptable	Campbell (1999)

3.3.3 Customer satisfaction

A direct performance appraisal is chosen to measure the customer satisfaction as suggested by Bloemer and de Ruyter (1998), Cronin et al. (2000). Consumer's satisfaction level towards this retailing store is coded from 1 to 5 representing (i.e., 1= "strongly dissatisfied", 2= "dissatisfied", 3= "neutral", 4= "satisfied", 5= "strongly satisfied", respectively).

Table 3-4 The questions of Customer satisfaction

Items	Citation sources
1. I am satisfied with the services quality of this retailing store. 2. I am satisfied with the price in this retailing store. 3. I am satisfied with my purchase decision. 4. My choice was wise 5. Based on all my experiences with this store, I am really satisfied. 6. Compared to other stores, this store confirms my expectations 7. Overall, I am quiet satisfies with the shopping experience in this retailing store.	Bloemer and De Ruyter (1998); Cronin et al., (2000)

3.3.4 Repurchase intention

This study referred to the repurchasing intention scale designed by Jacoby and chestnut (1978). All of the statements are formed positively in a five-point Likert-type scale ranged from strongly disagree to strongly agree (i.e., 1= “strongly disagree”, 2= “disagree”, 3= “neutral”, 4= “agree”, 5= “strongly agree”, respectively).

Table 3-5 The questions of Repurchase intention

Items	Citation sources
1. I will keep visiting this retailing store when I need to buy electronic stuff (cell phone, computer...). 2. I will shop at this store within next month 3. The next time I shop electronic stuff (cell phone/computer...), I am likely to shop at this store	Jacoby and chestnut, (1978)

For each of these questions, the respondents were requested to choose only one response from the given alternatives.

3.4 Sampling Plan

The survey was carried out over a period of three weeks in August, 2013, start from 1st August until 21st August in Viet Nam, especially in Hai Phong City. Hai Phong citizens who possessed more than one shopping experience at The gioi di dong (Mobile Word) were invited to complete the questionnaire. The survey took approximately 10-15 minutes of their time to complete. Most respondents who were asked to participate in the study indicated a high willingness to fill in the questionnaire.

I selected Mobile Word because I want to test the relationship between customer satisfaction, repurchase intention, price fairness and service quality in a specialty store in Viet Nam.

Mobile World Joint Stock Company was founded in 2004 and is based in Ho Chi Minh City, Vietnam. Mobile World is known as the most prominent mobile phone retailer in Vietnam. Now it has operated 239 outlets nationwide in 2012. The Company operates a chain of branded outlets, specializing in mobile phones, other mobile devices such as laptops and tablets and other related products. The Company is the leading

retailer in the market with approximately 20% market share. Mobile World is a leader in quality, service style and has received several awards as consumers as well as partners voted in many years. Some typical prizes such as: Top 500 best performing retailers in the Asia-Pacific region by Singapore's Retail Asia Magazine 2010; Top 5 fastest growing vendor in Asia-Pacific 2010; Top 500 Fast Vietnam 2010 (Thegioididong.com in the top 4); The most trusted retailers 4 consecutive years 2007, 2008, 2009, 2010 (Vietnam Mobile Awards).

As the competition has grown more intense, retailers direct their focus to differentiation strategy as a way to compete against other players. Mobile World have provided a new kind of format– the “mobile phone supermarket” equipped with professional staffs and good customer service– the warranty process was a corporation's attention, they try to improve their services to attract more customers and it has the reward (Euromonitor International, 2011). The Mobile World was set customer-centric strategy and based on research-base approach, also has expanded their online retailing on their Website (MC, 2012).

3.5 Pre-test

A pre-test is an exploratory phase which aims to identify and eliminate problems before the full questionnaire survey is carried out. This study is conducted to a small sample of Vietnamese.

As the survey is undertaken in Vietnam with the sample all native Vietnamese, therefore, a questionnaire in English would be difficult to administer. Since, English is still not a common language in my country and an English questionnaire might make the respondents misunderstand the meanings of the question. The survey was undertaken in a Vietnamese version. In order to establish evidence of content-based validity, the questionnaires were translated by English-Vietnamese bilingual professional. This procedure aims to improve the reliability and validity of the questionnaire and also eliminating bias or misunderstanding. The two translated questionnaires in Vietnamese and English were determined to maintain the same meaning. In other word, the translated questionnaires were regarded as representative of the original questionnaires.

At this section, the data was collected with 30 people who possessed more than one shopping experience at this store to further ensure the clarity of the translated questionnaires. For this purpose, the pre-test sample should be selected in exactly the same manner as the final survey. The subjects of the pre-test were selected using simple random sampling as planned for the final data collection and they were asked to provide responses on survey. Meanwhile, the participants were asked to answer a list of questionnaire and then two more questions:

- 1) Do you think these elements are accurate and appropriate?
- 2) Moreover, would you like to suggest other factors which you consider as important antecedent of satisfaction and repurchase intention?

Furthermore, the respondents were asked to recommend any grammatical weaknesses, and not well understood terms, as well as being asked to suggest statements that may have been more appropriate. After pre-test, one industry experts and one academic scholar in the field of marketing who provided suggestive feedback on survey items. Cronbach's coefficient alpha was used to determine the internal reliability of the instrument after the final data were collected.

3.6 Data Analysis Procedures

In order to test the hypotheses, this study used SPSS 18.0 software as major tools to help us analyze the collected data. To test the hypotheses, the following data analysis methods adopted.

3.6.1 Descriptive Statistic Analysis

To better understand the characteristics of each variable, descriptive statistic analysis used to illustrate the means, and standard deviation of each research variable.

3.6.2 Factor Analysis and Reliability of the Measurement Variables

To verify the dimensionality and reliability of the constructs, some data purification processes are conducted in this research including factor analysis and coefficient alpha analysis. In this study, measurement items with factor loadings greater than 0.6 will be selected as the member of a specific factor.

Item-to-total correlation measures the correlation of each item to the sum of the remaining items within one factor. Items with a low correlation (e.g., lower than 0.5) will be deleted from further analysis.

Cronbach's alpha (α) will be used to test the internal consistency of each factor. If α is greater than 0.7, it means that it has high reliability and if α is smaller than 0.3, then it implies that there is low reliability.

3.6.3 Multiple Regression

For a better understanding of the relationships between all the variables, multiple regressions analysis will be used to analyze the relationships between a single dependent variable and several independent variables. In this study, multiple regression analysis method are used to figure the relationship between each research variables which are service quality, price fairness, customer satisfaction and repurchase intention.



CHAPTER FOUR

RESULTS AND DISCUSSIONS

This section provides results of the analysis on the described variables. This will be followed by subsequent analyses of the relationship between price fairness, customer satisfaction, service quality and repurchase intention.

The data analysis was carried out using SPSS. The first section is the descriptive analysis of the respondents and basic characteristics of the research variables. Descriptive analysis of the respondents involves the data collection and the attributes of the respondents. Then the reliability tests of measurement scales, consisting of item-to-total correlation evaluations, principal components factor analysis, and Cronbach's alpha, are included. Finally, regression analysis was conducted to test the relationship between customer satisfaction, repurchase intention, service quality and price fairness.

4.1 Descriptive Analysis

4.1.1 Characteristics of Respondents

Respondent demographics were measured by gender, age, education levels and personal income. The respondents interviewed comprised 231 females and 240 males. 51% of the respondents were males and 49% were females. 38.6% of respondents for the sample were between the ages of 18 - 24, 28.7% were between the ages 25 - 31, 23.6% were between the ages of 31- 38, and 9.1% were above 39 years old.

4.1.2 Education levels

Regarding education level, 18.9% of the respondents less than bachelor, 58.8% had an undergraduate degree, 18.7% had a Master degree, and 3.6% had a doctoral degree.

4.1.3 Personal income

As for Personal income, 24.8% of the respondents had personal incomes less than US\$146. 25.9% had personal incomes between US\$147- US\$241, 20.6% had personal incomes between US\$242- US\$336, 13.2% had personal incomes between US\$337- US\$430. 15.5% had personal incomes over US\$431.

Table 4-1 shows the characteristics of respondents. These include the four major items in this study: (1) Gender, (2) Age, (3) Education, and (4) Income.

Table 4-1 Characteristics of Respondents

Question(Demography)	Frequency	Percentage (%)
Gender		
Male	240	51%
Female	231	49%
Age		
18 – 24	182	38.6%
25 - 31	135	28.7%
31- 38	111	23.6%
Above 39 years old	43	9.1%
Education level		
Less than bachelor	89	18.9%
University	277	58.8%
Master	88	18.7%
Doctoral	17	3.6%
Personal Income (USD)		
Less Than US\$146	117	24.8%
US\$147- US\$241	122	25.9%
US\$242- US\$336	97	20.6%
US\$337- US\$430	62	13.2%
Over US\$431	73	15.5%

4.2 Measurement Results for Relevant Variables

Table 4-2 provides descriptive statistics with respect to each of the research variables for 471 respondents, including mean values and standard deviations. These research variables included 28 items of Service Quality (contained of five components), 7 items of Customer Satisfaction and 3 items of Repurchase Intention. Price Fairness is designed as Dummy variable.

Table 4-2 Descriptive Analysis for Questionnaire Variables

Item	Description	Mean	SD
Service Quality (five-point Likert scale)			
Physical Aspects			
PA1	This retailing store has modern-looking equipment and fixtures.	3.6412	1.02559
PA2	The physical facilities at this store are visually appealing.	3.6136	0.91984
PA3	Materials associated with this store's service (such as shopping bags, catalogs, or statements) are visually appealing.	3.6837	0.92468
PA4	This store has clean, attractive, and convenient public areas (restrooms, fitting room).	3.5287	1.00780
PA5	The store layout at this store makes it easy for me to find what I need.	3.7028	0.95247
PA6	The store layout at this store makes it easy for me to move around in the store.	3.7028	0.95470
Reliability			
RE7	When this store promises to do something by a certain time, it will do so.	3.5117	0.98465
RE8	This store performs the services right the first time	3.5372	0.97969
RE9	This store provides its services at the time it promises to do so.	3.5945	0.96265
RE10	This store has merchandise available when I want it.	3.3652	1.01812
RE11	This store insists on error-free sales transactions and records.	3.4607	1.02835
Personal Interaction			
PI12	The employees of this retailing store have the knowledge to answer my questions.	3.4310	1.02678
PI13	The employees of this retailing store are never too busy to respond to my requests promptly.	2.8896	1.19597

Table 4-2 Descriptive Analysis for Questionnaire Variables (Cont.)

PI14	I feel safe in their transactions with the employees of this store.	3.4586	0.99887
PI15	I receive enough individual attention from the employees of this retailing store.	3.5372	0.99263
PI16	The behavior of employees in this store instills confidence in customers.	3.5117	1.01236
PI17	Employees in this store tell me exactly when services will be performed.	3.5202	0.97583
PI18	The employees of this retailing store are willing to help me at all time.	3.5987	1.00970
PI19	The employees of this retailing store are consistently courteous with me.	3.6582	0.94527
PI20	Employees in this store treat me courteously on the telephone.	3.6263	0.95898
Problem Solving			
PS21	This store willing handles returns and exchanges	3.2739	1.03930
PS22	When I have a problem, this store shows a sincere interest in solving it.	3.3885	0.98272
PS23	The employees of this retailing store are able to handle my complaints directly and immediately.	3.3163	1.00198
Policy			
PO24	This store offers high quality merchandise.	3.7070	0.93577
PO25	This store provides convenient packing for me.	3.7155	0.92239
PO26	This retailing store has operating hours that are convenient to me.	3.7134	0.96349
PO27	This store accepts most major credit cards.	3.0149	1.34710
PO28	This store offers its own credit card	2.6561	1.36544

From Table 4-2, in term the Service Quality, respondents tend to report high levels for most items with mean scores above 3.0 in a five-point scale. Physical Aspects got the highest level with mean scores range from 3.5-3.7. For Reliability, mean scores

range from 3.3-3.5. Mean scores range from 2.8-3.6 on Personal interaction. Problem solving has mean scores that range from 3.2-3.3. Policy has mean scores that range from 2.6-3.7. The lowest score on Service Quality for respondents are item PO28 of Policy with (Mean=2.6561) which is the worry resulted from the one dimension of Service Quality. These results seemed to indicate that the respondents had no evaluation on own credit card on Policy of the Service Quality.

Table 4-2 Descriptive Analysis for Questionnaire Variables (Cont.)

Item	Description	Mean	SD
Customer Satisfaction (five-point Likert scale)			
CS1	I am satisfied with the services quality of this retailing store.	3.5839	0.93449
CS2	I am satisfied with the price in this retailing store.	3.6730	0.90583
CS3	I am satisfied with my purchase decision.	3.4968	0.96508
CS4	My choice was wise	3.4650	0.96885
CS5	Based on all my experiences with this store, I am really satisfied.	3.5287	0.99719
CS6	Compared to other stores, this store confirms my expectations.	3.4798	0.95155
CS7	Overall, I am quiet satisfies with the shopping experience in this retailing store.	3.5180	0.99102
Repurchase Intention (five-point Likert scale)			
RI1	I will keep visiting this retailing store when I need to buy electronic stuff (cell phone, computer...).	3.7261	0.80381
RI2	I will shop at this store within next month	3.6879	0.86679
RI3	The next time I shop electronic stuff (cell phone/computer...), I am likely to shop at this store	3.7261	0.80381

For the construct of the Customer Satisfaction, respondents tended to report high levels of positive evaluations on the measurement items with mean scores over 3.0 in a five-point scale (from 3.4 - 3.67). Furthermore, for the construct of Repurchase Intention, respondents have positive judgment due to mean scores are all higher than 3.6. These results seemed to indicate that the respondents had a positive evaluation on

each factor of Customer Satisfaction and Repurchase intentions. In conclusion, according to the results of the means and standard deviations, respondents reported high level of evaluation on customer satisfaction, service quality, repurchase intention.

4.3 Factor Analysis and Reliability Tests

To verify the dimensionality and reliability of the constructs, several data purification processes are conducted in this research, including factor analysis, correlation analysis, and coefficient alpha analysis. For factor analysis examines the basic structure of the data. Correlation analysis confirms the multi-collinearity among variables, and coefficient (Cronbach's) alpha accesses the internal consistency of each variable.

For each research construct, factor analysis is adopted first to select the items with higher factor loading, and then to compare with the theoretically suggested items. After factor analysis, item-to-total correlation, and coefficient alpha are calculated to provide the internal consistency measurements to each constructs. There are several criteria which must be followed in factor analysis and reliability test such as:

1. $KMO > 0.5$ and Barlett $p < 0.05$
2. Explained Variance (Accumulative) ≥ 0.6
3. Eigen Value > 1
4. Factor Loading > 0.6
5. Cronbach's $\alpha > 0.7$
6. Item to Total Correlation > 0.5

Table 4-3 Exploratory Factor Analysis for Service Quality

Research Item	Factor Loading	Item to Total Correlation	Cronbach's α
Service Quality			0.953
Physical Aspects			
PA1	0.683	0.628	
PA2	0.755	0.607	
PA3	0.833	0.501	
Service Personnel			
PI16	0.794	0.789	
PI20	0.786	0.732	
PI15	0.783	0.772	
PI19	0.777	0.743	
PI18	0.765	0.779	
PI14	0.764	0.769	
PS23	0.737	0.781	
PI12	0.724	0.769	
RE11	0.707	0.746	
PS22	0.707	0.778	
P024	0.705	0.700	
P026	0.660	0.725	
RE7	0.657	0.728	
PI17	0.653	0.706	
PS21	0.620	0.684	
Policy			
PO28	0.863	0.526	
PO27	0.835	0.583	
Eigenvalue=1.128			
Accumulative Explained=66.617			

Seven variables of Service Quality were eliminated due to lower factor loading (<0.6). One variable (PI13) was deleted as Item to Total Correlation < 0.5. The 20

remaining items were grouped into 3 factors. Personal interaction (PI), Reliability (RE) and Problem solving (PS) were converged into one factor termed “Service personnel”. The model was adjusted to account for the 3 components of service quality, instead of 5 components. Consequently, retail service quality in this study composes three components namely: Service Personnel, Physical Aspects, and Policy. Firstly, in this empirical study, the scales for Personal Interaction and Problem Solving, Reliability don’t meet discriminant validity because they are loading on the same factor. These three dimensions include items, which are related to services provided by retailing store’s employees; therefore in this research this factor is termed “Service personnel”. Although, not being congruent to the original scale by Dabholkar (1996) in the US, this result is quite consistent with the results of Mehta (2000) in Singapore and Nguyen (2007) in Vietnam, in which all items related to personnel (interaction and problem solving) are converged into only one component. Total variance explained of Service Quality is 66.617%. The indicators of each component are illustrated in Table 4-3. Statistics also indicate that three items in the scale for overall evaluation of service quality are qualified with loadings from 0.620 to 0.863; Based on Kaiser’s eigenvalue criterion, eigenvalue greater than one (Eigen value >1) were extracted using the latent roots criterion and a Varimax rotation; Cronbach’s alpha is higher than 0.7.

Table 4-4 Exploratory Factor Analysis for Customer Satisfaction

Research Item	Factor Loading	Item to Total Correlation	Cronbach’s α
Customer Satisfaction			0.938
CS1	0.853	0.796	
CS2	0.800	0.731	
CS3	0.845	0.785	
CS4	0.873	0.821	
CS5	0.867	0.814	
CS6	0.852	0.795	
CS7	0.878	0.827	
Eigenvalue= 1.345			
Accumulative Explained=62.550			

Based on the factor analysis result, Table 4-4 shows that higher degree of internal consistency for the factors of Customer Satisfaction. There is no factor loadings were eliminated. The eigenvalue is 1.345 with the total variance explained of 62.55%. The construct also yield high value of reliability ($\alpha=0.938$). It is also shown that the item to total correlation are greater than 0.5 of all items within this factor that tend to have a high coefficient. Based on the result of this factor analysis, it can conclude that the high degree of internal consistency is existed and the results of all criteria are acceptable.

Table 4-5 Exploratory Factor Analysis for Repurchase Intention

Research Item	Factor Loading	Item to Total Correlation	Cronbach's α
Repurchase Intention			0.992
RI1	0.996	0.991	
RI2	0.985	0.967	
RI3	0.996	0.991	
Eigenvalue = 2.956			
Accumulative Explained= 98.547			

Based on the factor analysis result, Table 4-5 shows that higher degree of internal consistency for the factors of Repurchase Intention. Eigen value >1; Accumulative Explained > 0.6; Cronbach's alpha is higher than 0.7. It is also shown that the item to total correlation are greater than 0.5 of all items within this factor that tend to have a high coefficient. Based on the result of this factor analysis, it can conclude that the high degree of internal consistency is existed and the results of all criteria are acceptable.

From the table above, the KMO value for all factors in each Construct is over 0.5; Bartlett test values are less than 0.001, indicate correlations between the variables are significant. When it comes to Factor loadings, all the items are higher than 0.6. Moreover, reliability test, the Cronbach's Alpha value and item-to-total correlation for all variables are relatively high; we can conclude that the data is reliable and follow with the criteria with no exception was found.

4.4 Hypothesis Examination

A regression model can process the antecedent quantitative and qualitative independent variables (Chiu, Hsieh, Kao & Lee, 2007). To test the hypothesis, when the p-value is less than 0.05 (significant level), then the independent variables affect the dependent variable. On the contrary, there is no relationship between them. For the purpose of empirically investigating the influences of service quality and price fairness on customer satisfaction, then evaluating the relationship among service quality, price fairness and customer satisfaction on repurchase intention, multiple regression are conducted in this study. To test these relationships, firstly this study used service quality, price fairness as the independent variables, and customer satisfaction as dependent variable; then used service quality, price fairness as well as customer satisfaction as independent variables, repurchase intentions as the dependent variable. The detailed information of regressions was shown in Table 4-6 and Table 4-7.

Price fairness is designed as dummy variable in order to conduct coding. Price Fairness variable has four levels, we code three dummy variables that represent the four levels as follow: Unfair_Acceptable (1, 0, 0), Fair_Acceptable (0, 1, 0), Reasonable_Acceptable (0, 0, 1).

Table 4- 6 Result of Multiple Regression

Independent Variable	Dependent Variable
	Customer Satisfaction
Service Quality	0.848***(p=0.000)
Unfair_Acceptable	-0.108***(p=0.000)
Fair_Acceptable	0.019(p=0.410)
Reasonable_Acceptable	0.023(p=0.293)
R ²	0.812
Adjusted R ²	0.811
Constant	0.342***(p=0.000)

Adjusted R-square of 0.811 indicates that Unfair_Acceptable, Fair_Acceptable, Reasonable_Acceptable, Service Quality explain 81.1% of variance in Customer Satisfaction. The D-W Value = 1.946 match the rule (D-W range 1.5-2.5) means the model meet linearity assumption.

The Effects of Service Quality on Customer Satisfaction

The Table 4-6 shows the regression results of the influences of Service quality on Customer satisfaction. The result shows that Service quality has significant influence on Customer satisfaction ($R^2 = 0.812$, $p < 0.001$). The result indicates that service quality has a positive influence on customer satisfaction ($\beta = 0.848$). Therefore the Hypothesis 1 is supported, and the result is also consistent with previous studies (Parasuraman, Zeithaml & Berry, 1994; Cronin, Brady & Hult, 2000).

The Effects of Price Fairness on Customer Satisfaction

The Table 4-6 shows the regression results of the influences of Price Fairness on Customer Satisfaction. The result illustrates that Unfair_Acceptable has negative influence on Customer satisfaction ($\beta = -0.108$, $p < 0.001$). The Fair_Acceptable & Reasonable_Acceptable are not significant at all ($p > 0.1$). It means that there is no differences between Fair compare with Acceptable, and between Reasonable compare with Acceptable. The constant is the predicted value when all predictors are set to 0, which here simply represents Acceptable. Acceptable has positive influence on customer satisfaction. Therefore, Price Fairness has partial influence to Customer Satisfaction (H2). Hypothesis 2 is supported, and the result is also consistent with prior studies (Oliver & Swan, 1989).

As shown in Table 4-6, Service Quality has biggest value, so we can conclude that Service Quality has great effect to Customer Satisfaction. The results also indicate that when compare between Unfair and Acceptable Price, if consumer feel Unfair, their satisfaction to store will be decreased, in contrast satisfaction will be increased if the retailers provide the acceptable price and high service quality.

In this context, judgment of satisfaction is determined by satisfaction with the dealer's service and satisfaction with the perceptions of price fairness.

Table 4-7 Result of Multiple Regression

Independent Variable	Dependent Variable
	Repurchase Intention
Customer Satisfaction	-0.001(p=0.993)
Unfair_Acceptable	-0.131*(p=0.010)
Fair_Acceptable	0.266***(p=0.000)
Reasonable_Acceptable	0.114*(p=0.016)
Service Quality	0.044(p=0.457)
R ²	0.129
Adjusted R ²	0.120
Constant	3.383*** (p=0.000)
D-W value	1.618

Adjusted R-square of 0.120 indicates that Unfair_Acceptable, Fair_Acceptable, Reasonable_Acceptable, Service Quality and Customer Satisfaction explain 12% of variance in Repurchase Intention. The D-W Value = 1.618 match the rule (D-W range 1.5-2.5) means the model meet linearity assumption.

The Effects of Customer Satisfaction on Repurchase Intention

The Table 4-7 shows the regression results of the influences of Customer satisfaction on Repurchase intention. The result shows that Customer satisfaction has no significant influence on Repurchase intention ($p > 0.1$). Therefore the Hypothesis3 is not supported. In fact, findings on the repurchase intention and satisfaction relationship have reported mixed results. While many researchers considered satisfaction as an indicator of repurchase (Fullerton, 2005; Olsen, Wilcox, & Olsson, 2005), others demonstrated either a weak link between these two constructs, or no link at all (Mittal & Kamakura, 2001). The result in this study is consistent with Kumar (2002), Mittal & Kamakura (2001) it differs with past research of Patterson, Johnson & Spreng (1997). In Mittal and Kamakura's study (2001), their findings showed that in some groups satisfaction led to a higher repurchase rate, and in others satisfaction and repurchase intention were completely uncorrelated.

The Effects of Service Quality on Repurchase Intention

The Table 4-7 shows the regression results of Service quality on Repurchase intention. The result shows that Service quality has no significant influence on

Repurchase intention ($p>0.1$). Therefore, the Hypothesis 4 is not supported, and this result is consistent with the prior outcome that service quality had no effect on repurchase intention (Cronin & Taylor, 1992; Kuo et al. 2003).

The Effects of Price Fairness on Repurchase Intention

The Table 4-7 shows the regression results of the influences of Price fairness on Repurchase intention. The result illustrates that Unfair_Acceptable has negative influence on Repurchase intention ($\beta = -0.131, p < 0.05$). The Fair_Acceptable has positive influence on Repurchase intention ($\beta = 0.266, p < 0.001$). Reasonable_Acceptable has positive influence on Repurchase intention ($\beta = 0.114, p < 0.05$). The constant is the predicted value when all predictors are set to 0, which here simply represents Acceptable. Acceptable has positive influence on Repurchase intention. Therefore, Price Fairness has significant influence to repurchase intention (H5). Hypothesis5 is supported. This result is also consistent with previous research that recognized the vital role of price as a determinant in post-purchasing processes.



CHAPTER FIVE

CONCLUSION AND SUGGESTIONS

In this section, the study findings are summarized and some significant results are further discussed. Following discussions of the findings, theoretical and managerial implications of this study are provided, and limitations and further research agendas are finally suggested.

5.1 Conclusion

According to the study purpose, the specific objectives of the study were developed:

- (1) What do shoppers generally consider important while shopping in a retail store in Vietnam?
- (2) What is the relationship between service quality, price fairness, customer satisfaction and repurchase intention in Vietnam's retail store?

To achieve the study objectives, this study developed a conceptual model from a literature review. This study demonstrated the practicality of measuring the retail service quality and price fairness, its impact on customer satisfaction and future purchase intention. Overall, the proposed model is consistent with previous research, however, some hypotheses are not supported. Service quality has been the elementary marketing tool for retailers to create competitive advantages and to enhance customer's shopping satisfaction. Besides, Price fairness is also considered as a measure to increase the customer satisfaction towards the retail store. Service quality comes in the first place, whereas, price fairness comes in the second place. When a customer receives a good service with price fairness, there is a greater possibility of having a satisfied customer and eventually this leads to repetition of purchase from a service provider.

Rather, the findings showed that customers could be very satisfied with their experience and quality of the service, but will not repeat purchase due to difference reasons. In terms of the impact of service quality on future shopping intention, the findings showed that Service Quality has not significant effect on Repurchase intention. Price Fairness plays an important part on repurchase intention. Customer returns to the same store because of the price fairness. More specifically, people who felt that the fees are fair are willing to repurchase in that store, and in contrast, they will not revisit the

store if the price is unfair or is not reasonable/acceptable. Their most repurchase decisions are based on price; however, services and satisfaction seemed to have no effect.

In summary, service quality and price fairness have significant effects on customer satisfaction. Moreover, it can be concluded from this findings, customer satisfaction is affected more by service quality than by price fairness and repurchase intention is affected more by price fairness than service quality or customer satisfaction. The consequence of this issue can be understood that even buyers had a good experience with the store, they still consider quite hard about whether or not coming back to that store when they want to buy the same kind of product. This implies that customer behavior in the retail market is quite complicated. In Mittal and Kamakura's study (2001), they found that in some groups satisfaction had no significant effect on repurchase intention. Moreover, based on the findings of Cronin and Taylor (1992), the study pointed out that a service can be perceived as having high quality by a customer but providing high quality service would not always result in high levels of repurchase intention.

Table 5-1 Hypotheses and Results of the Empirical Tests

Research Hypotheses Result		Result
H1	Service quality has great influence to consumer satisfaction	Supported
H2	Price fairness has effect to consumer satisfaction	Supported
H3	Customer satisfaction has relationship on repurchase intention	Not Supported
H4	Service quality is related to repurchase intention	Not Supported
H5	Price Fairness is associated with Repurchase Intention	Supported

There are some possible reasons for this fact:

First of all, the substitution in Vietnamese market is quite a lot. Not only the electrical market sell this kind of product, the supermarket, normal store or even some personal seller also get a hand on this kind of product through many sources (import, authentic, via airport, etc.). Therefore, the Vietnamese customer has a lot of options to choose when they come to the store and where they want to buy a phone, laptop or some

other electrical equipment. In this context, even though the service quality and price in Thegioididong (Mobile Word) satisfied customers, it sounds not enough to make shoppers want to repurchase. For example, when customers want to buy a new Iphone, they can come to Thegioididong straight away or they can go online, searching for a smaller store which sell the same product with a real competitive price; sometime they can even order the color they want or added equipment as long as they want. The process is really simple and does not take much time and effort. Hence, the availability, price, location also contributes to customer's choice.

The second reason is different population samples, and consumer of different types of products display different levels of satisfaction and repurchase. For example, if customer pays for a car, his or her expectations might be very different compared to consumers of apparel products such as jeans.

Thirdly, due to the unique characteristics, Vietnamese customers might have different perspective to satisfaction and repurchase intention from people of other countries. Mittal and Kamakura (2001) stated that the satisfaction-repurchase relationship can display variability due to different characteristics of consumers (age, education, marital status, area of residency). The demographic in my research are mostly Vietnamese citizens, who live in the North side of Vietnam (Hai Phong city). Unlike the shoppers in the South such as in Ho Chi Minh City or in the Middle like Da Nang City, Nha Trang, and so on, the Northern people are quite easy and complaisant. They do not require a really good service, but the things they consider most important are price and the product they receive. Maruyama and Trung, (2007) indicated that price sensitiveness which is in the Vietnamese customer's concerning priority. In particularly, Northern buyers take high consideration on the price factor choosing shopping outlets

Moreover, the quality of the service that customers encounter may be different each time they revisit that particular store, and different type of stores like bank, healthcare, beauty, etc. might create dissimilar customer behavioral intention. For example, Cronin and Taylor (1992) stated that customer satisfaction has a high level of relationship with repurchase intention regarding fast food, bank, and laundry services. Therefore, it will influence to the level of satisfaction and eventually affect to their repurchase intention in retail stores.

Various studies reveal a strong evidence that many customers who stated that they are satisfied with a service provider subsequently switch to another one for various reasons possibly (e.g., Reichheld & Teal, 1996; Szymanski & Henard, 2001). Meanwhile, no consensus has been achieved on the relationship between service quality, customer satisfaction and repurchase intention due to unique features of a service product (Patterson & Spreng, 1997). In other words, research findings regarding these constructs have varied depending on the service context and where a service is provided. In addition, customer's decision to repurchase from one of his/her existing suppliers is very complicated and may involve external factors like financial situation, performance, cost, competitive consideration and the available product or brand assortments, etc.

5.2 Managerial implications

In this respect, based on these weights for each factor, this paper suggests certain managerial implications for not only specialty store (Mobile World), but also for retail stores in Vietnam that want to understand the value of price and services for customer, and the way to generate customer satisfaction and repurchase intention. However, establishing a link between satisfaction and repurchase intention has not been easy for most firms/stores. As such, managers may erroneously conclude that the relationship between them is nonexistent and this may leave them competitively disadvantaged as other stores are able to attract and retain customers very well. The more the numbers of customers, the higher the profit, thus terms like customer satisfaction and repurchase intention are very important.

Firstly, existing stores and potential entrants to Vietnam should specify the weight of each element impacting customer's perception of service quality and price fairness; and not focus only on both of them to build up satisfaction. Based on these weights for each factor, stores can propose appropriate action plans. Further, it is a necessary for retailers to improve other factors apart of service and price that the customers are influenced to make a decision to repurchase or not and either they are satisfied or dissatisfied, like product quality, store image, word of mouth advertising, etc if they want to attract, maintain shoppers and increase market share.

Secondly, Price fairness had a significant influence on both customer satisfaction and repurchase intention. More specifically, people who felt that the fees were fair were more likely to spread positive word-of-mouth and recommend the store to their social networks. In addition, they were willing to repurchase in that store if its prices increase somewhat. In contrast, individuals perceived the fees as unfair, they would complain or even switch to other competitors. Therefore, managers need to understand buyer price fairness perceptions in order to better predict their repeat purchase intention. This means that retail store should focus more on the right quality at the right price and on treating customers fairly than on focusing on competitors' prices. Through the results, to set effective prices, marketers should pay special attention to keeping prices down rather than surcharges in order to increase usage, especially in Viet Nam, due to higher inflation Vietnamese customers nowadays have also become more price-sensitive. As suggested, the best strategy for Viet Nam marketers is to ensure the quality of products, sell at cost-effective, then emphasize service quality in order to maintain customers.

Thirdly, it may suggest that price fairness is not the only weapon in creating repurchase intention. Merchandise, advertising and product availability or others might be alternative variables in explaining future purchase intention. However, by providing quality service to customers, price fairness, it could enhance customers shopping satisfaction towards the retailers.

Moreover, managers of service firms should note that some customers have no intention to repeat purchase with the retailers even they satisfied with the providers. This was often the case for service customers who do not purchase again because of convenience, competitive actions (the cell phone in this store is good, but the other is better), or prices. Hence, international marketers who are about to do business in Vietnam should be attentive when studying on retail service quality in Vietnam so that they can focus on major dimensions and plan to meet the customers' expectations. Managers should take into consideration the fact that quality signals change over time, and they should make a sustained, long-term effort to impress and retain customers. Consumer's geographic location, product, service companies, and the business setting also should be taken into account when developing marketing strategies.

5.3 Limitations and suggestions

Several limitations have been considered for the improvement of future researches.

Firstly, although this retail store is well known and successful in Vietnam, it may not well represent all the retail stores in Vietnam, due to the different customer's perception in different regions, the developed and the less developed areas (Chang & Luan, 2010). This study is limited in the target customers who living in the North side in Viet Nam (Hai Phong City), so it may not generalized for all customers in the country. Future research may investigate to find the level of customer satisfaction towards retail stores from different cities or in other types of retail stores in Vietnam (e.g., convenience, hypermarkets, discount stores, departmental stores or other non-store retail formats) as many countries have been investigated before.

Secondly, since the relationship between Customer Satisfaction and Repurchase Intention, Service quality and Repurchase intention are not supported, future research should take into a consideration to other elements effected directly to Repurchase Intention such as Customer Loyalty, Purchase Intention, Store loyalty, Switching Intention, Word-of-mouth, Brand Awareness, Store Image, Marketing efforts (such as pricing policies, loyalty policy, advertisements), etc... Enormous investment in customer satisfaction has revealed that higher customer satisfaction does not guarantee higher repurchase. Even after achieving a desirable level of customer satisfaction, firms have often found that having satisfied customers is not sufficient (Jones & Sasser, 1995; Stewart, 1997). As prior research on loyalty has mainly focused on the relationship between customer satisfaction and repurchase intention (Reichheld & Teal, 1996). Based on Oliver's theory in 1997, loyalty was identified as an assurance to repeat purchase of a preferred product or service consistently in the forthcoming. On the other hand, many researches mentioned that satisfaction has impact on purchase intention; and purchase intention has effect on repurchase intention as well. Hence, considering the theoretical of the link between satisfaction and repurchase intention will be an opportunity for authors to create future research models and better understand process in retail market in Viet Nam.

Last but not least, this research just only mentioned a small part of antecedents of satisfaction, forthcoming research may explore the others like store environments,

store image, product quality, brand image, etc. In addition, other factors impacting customer's overall evaluation of retail service quality or price fairness should be taken into account in future research.



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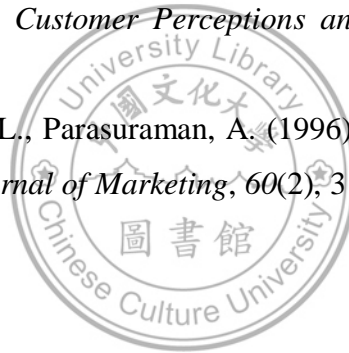
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APPENDICES

Appendix A: Survey Questionnaire (English)



Questionnaire

Dear Respondents,

Hi, I am a student taking Master's degree at Chinese culture university (CCU). This survey is part of my thesis designed to evaluate the relationships among Customer Satisfaction, Service Quality, Price Fairness and Repurchase Intention of Retailing store in Viet Nam. Your answers may contribute managers and retailers to better understand and serve their customers. I would appreciate your taking the time to complete the following survey. It should take about 15-20 minutes of your time. Kindly answer the survey questions with your careful considerations. Your responses are voluntary and will be confidential. Responses will not be identified by individual. All responses will be compiled together and analyzed as a group. If you have any questions, don't hesitate to contact to me by email: duonglukas@gmail.com.

Thank you for your assistance and cooperation!

Best regards,

Assoc. Prof. Tai-Ning Yang
Chinese Culture University

Pham Thi Thuy Duong
Researcher

A/ The following is a set of statements that related to your perceptions about your shopping experience at retailing store (namely: The gioi di dong (a specialty store that sell for electronic stuff like smart phone, laptop, etc.)). Do this by using the scale presented below. If you strongly agree, circle a 5 in the scale. If you strongly disagree, circle a 1 on the scale. You may use the numbers in the middle as well to show how strong yours perceptions are.

Service quality

1 Strongly disagree	2 disagree	3 Neutral	4 agree	5 Strongly agree	
Physical aspects					
1/ This retailing store have modern-looking equipment and fixtures.	1	2	3	4	5
2/ The physical facilities at this store are visually appealing.	1	2	3	4	5
3/ Materials associated with this store's service (such as shopping bags, catalogs, or statements) are visually appealing.	1	2	3	4	5
4/ This store have clean, attractive, and convenient public areas (restrooms, fitting room).	1	2	3	4	5
5/ The store layout at this store make it easy for me to find what I need.	1	2	3	4	5
6/ The store layout at this store make it easy for me to move around in the store.					
Reliability					
7/ When this store promises to do something by a certain time, it will do so.	1	2	3	4	5
8/ This store performs the services right the first time.	1	2	3	4	5
9/ This store provide its services at the time it promises to do so.	1	2	3	4	5
10/ This store have merchandise available when I want it.	1	2	3	4	5
11/ This store insist on error-free sales transactions and records.	1	2	3	4	5
Personal interaction					
12/ The employees of this retailing store have the knowledge to answer my questions.	1	2	3	4	5
13/ The employees of this retailing store are never too busy to respond to my requests promptly.	1	2	3	4	5

1 Strongly disagree	2 disagree	3 Neutral	4 agree	5 Strongly agree			
14/ I feel safe in their transactions with this store.			1	2	3	4	5
15/ I receive enough individual attention from the employees of this retailing store.			1	2	3	4	5
16/The behavior of employees in this store instill confidence in customers.			1	2	3	4	5
17/ Employees in this store tell me exactly when services will be performed.			1	2	3	4	5
18/ The employees of this retailing store are willing to help me at all time.			1	2	3	4	5
19/ The employees of this retailing store are consistently courteous with me.			1	2	3	4	5
20/ Employees in this store treat me courteously on the telephone.			1	2	3	4	5
Problem solving							
21/ This store willing handles returns and exchanges.			1	2	3	4	5
22/ When I have a problem, this store shows a sincere interest in solving it.			1	2	3	4	5
23/ The employees of this retailing store are able to handle my complaints directly and immediately.			1	2	3	4	5
Policy							
24/ This store offer high quality merchandise.			1	2	3	4	5
25/ This store provide convenient packing for me.			1	2	3	4	5
26/This retailing store has operating hours that are convenient to me.			1	2	3	4	5
27/This store accepts most major credit cards.			1	2	3	4	5
28/This store offers its own credit card.			1	2	3	4	5

Customer satisfaction

The following statements related to the level of your satisfaction with various aspects of your experience in retailing stores. Please circle the appropriate number to reflect your level of satisfaction with each item. If you are not at all satisfied with experience circle

number 1; if you are extremely satisfied with the experience circle number 5. Use the numbers in between to describe the variations between these.

1 Strongly disagree	2 disagree	3 Neutral	4 agree	5 Strongly agree			
1/ I am satisfied with the services quality of this retailing store.			1	2	3	4	5
2/ I am satisfied with the price in this retailing store.			1	2	3	4	5
3/ I am satisfied with my purchase decision.			1	2	3	4	5
4/ My choice was wise			1	2	3	4	5
5/ Based on all my experiences with this store, I am really satisfied.			1	2	3	4	5
6/ Compared to other stores, this store confirms my expectations.			1	2	3	4	5
7/ Overall, I am quiet satisfies with the shopping experience in this retailing store.			1	2	3	4	5

Repurchase intention

1 Strongly disagree	2 disagree	3 Neutral	4 agree	5 Strongly agree			
1/ I will keep visiting this retailing store when I need to buy electronic stuff (cell phone, computer...).			1	2	3	4	5
2/ I will shop at this store within next month			1	2	3	4	5
3/ The next time I shop electronic stuff (cell phone/computer...), I am likely to shop at this store			1	2	3	4	5

Price fairness

I think the prices I paid for the product in this retailing store is

- Unfair
- Fair
- Reasonable
- Acceptable

B. Demographic information

Finally, I would like to ask a few questions about you for statistical purposes only.

1. What is your gender?
 Male Female
2. What is your marital status?
 Single Married
3. What is your age?
 18-24 25-31 31-38 over 39
4. The highest level of education you have completed is
 Less than bachelor
 University
 Master
 Doctoral
5. What is your approximate annual income?
 Less than US\$146
 US\$147-US\$241
 US\$242-US\$336
 US\$337-US\$430
 Over US\$431



Thank you very much for your participation.

APPENDICES

Appendix B: Survey Questionnaire (Vietnamese)



BẢNG CÂU HỎI

Kính chào Quý Anh/ Chị,

Tôi là Phạm Thùy Dương hiện đang là học viên cao học chuyên ngành IMBA trường Đại học Văn Hóa Trung Hoa tại Đài Loan. Tôi đang thực hiện Luận văn tốt nghiệp với đề tài “Mối quan hệ giữa chất lượng dịch vụ, giá cả, sự thỏa mãn của khách hàng và hành vi mua sắm trong các cửa hàng bán lẻ tại Việt Nam” mà cụ thể ở đây là cửa hàng “Thế giới di động”. Rất mong Anh/Chị vui lòng dành khoảng 15 phút chia sẻ những kinh nghiệm của mình để hỗ trợ tôi hoàn thành đề tài nghiên cứu này. Toàn bộ câu trả lời và thông tin của Anh/Chị sẽ được giữ bí mật tuyệt đối. Nếu Anh/Chị có thắc mắc hay muốn đóng góp ý kiến, xin vui lòng liên hệ qua email duonglukas@gmail.com.
Rất vui được hợp tác với Anh(Chị)!!!

GS. Tai-Ning Yang

Đại học văn hóa Trung Hoa

Phạm Thi Thuy Duong

Người khảo sát

A/ Các câu hỏi sẽ chọn trong thang điểm từ 1 đến 5, với mức độ tăng dần từ 1 là rất không đồng ý còn 5 là rất đồng ý với ý kiến của câu hỏi.

Khảo sát chất lượng phục vụ của cửa hàng

1 Rất không đồng ý	2 Không đồng ý	3 Không có ý kiến	4 đồng ý	5 Rất đồng ý	
Thiết bị					
1. Cửa hàng có các thiết bị và đồ đạc hiện đại	1	2	3	4	5
2. Các thiết bị của cửa hàng rất nổi bật và bắt mắt	1	2	3	4	5
3. Các trang thiết bị phục vụ cho dịch vụ của cửa hàng rất nổi bật (ví dụ như catalo, biển hiệu, băng rôn,...)	1	2	3	4	5
4. Cửa hàng có khu vực chung sạch sẽ, tiện nghi (nhà vệ sinh, khu thử máy,...)	1	2	3	4	5
5. Cách bố trí của cửa hàng giúp cho việc lựa chọn đồ dễ dàng hơn	1	2	3	4	5
6. Cách bố trí của cửa hàng rất thuận tiện cho việc đi lại					
Độ tin cậy					
7. Cửa hàng luôn phục vụ đúng như những gì đã thỏa thuận	1	2	3	4	5
8. Cửa hàng luôn phục vụ đúng ngay từ lần đầu tiên	1	2	3	4	5
9. Cửa hàng thực hiện các giao dịch theo đúng thời gian thỏa thuận	1	2	3	4	5
10. Cửa hàng luôn có các mặt hàng khi tôi cần	1	2	3	4	5
11. Cửa hàng luôn duy trì việc thực hiện hoàn hảo các giao dịch	1	2	3	4	5
Nhân viên					
12. Nhân viên của cửa hàng có đầy đủ kiến thức để trả lời các thắc mắc của tôi	1	2	3	4	5
13. Nhân viên của cửa hàng quá bận rộn không đáp ứng các yêu cầu của tôi đầy đủ	1	2	3	4	5
14. Tôi cảm thấy rất yên tâm khi thực hiện giao dịch với nhân viên của cửa hàng	1	2	3	4	5
15. Tôi nhận được sự quan tâm đầy đủ từ phía nhân viên của cửa hàng	1	2	3	4	5
16. Cách cư xử của nhân viên cửa hàng khiến tôi thấy tự tin hơn	1	2	3	4	5

1 Rất không đồng ý	2 Không đồng ý	3 Không có ý kiến	4 đồng ý	5 Rất đồng ý	
17. Nhân viên cửa hàng luôn cho tôi biết chính xác thời gian thực hiện giao dịch	1	2	3	4	5
18. Nhân viên cửa hàng luôn sẵn sàng giúp tôi khi cần	1	2	3	4	5
19. Nhân viên cửa hàng rất thân thiện	1	2	3	4	5
20. Nhân viên cũng rất thân thiện khi nói chuyện qua điện thoại.	1	2	3	4	5
Cách giải quyết các vấn đề phát sinh					
21. Cửa hàng sẵn sàng chấp nhận việc hoàn trả hoặc đổi hàng	1	2	3	4	5
22. Khi tôi gặp vấn đề, cửa hàng luôn bày tỏ sự cảm thông với tôi	1	2	3	4	5
23. Nhân viên có thể xử lý các vấn đề trực tiếp và kịp thời	1	2	3	4	5
Chính sách của cửa hàng					
24. Cửa hàng cung cấp mặt hàng chất lượng cao	1	2	3	4	5
25. Bao bì và cách đóng gói của cửa hàng rất tiện lợi	1	2	3	4	5
26. Giờ làm việc của cửa hàng rất thuận tiện cho tôi	1	2	3	4	5
27. Cửa hàng chấp nhận hầu hết các loại thẻ	1	2	3	4	5
28. Cửa hàng có loại thẻ riêng	1	2	3	4	5

Mức độ hài lòng

Các câu sau liên quan tới mức độ hài lòng với các khía cạnh khác nhau của bạn đối với cửa hàng “Thế giới di động”. Xin hãy điền số từ 1 đến 5 theo mức độ hài lòng của bạn cho từng câu.

1 Rất không đồng ý	2 Không đồng ý	3 Không có ý kiến	4 đồng ý		5 Rất đồng ý		
1. Chất lượng dịch vụ của cửa hàng			1	2	3	4	5
2. Giá cả của cửa hàng			1	2	3	4	5
3. Quyết định giao dịch tại cửa hàng			1	2	3	4	5
4. Việc mua hàng tại đây là đúng đắn			1	2	3	4	5
5. So với các cửa hàng khác			1	2	3	4	5
6. Kỳ vọng khi tới cửa hàng			1	2	3	4	5
7. Mức độ hài lòng nói chung			1	2	3	4	5

Ý định quay lại mua hàng

1 Rất không đồng ý	2 Không đồng ý	3 Không có ý kiến	4 đồng ý		5 Rất đồng ý		
1. Tôi sẽ tới cửa hàng này khi có ý định mua đồ (điện thoại).			1	2	3	4	5
2. Trong tháng tới tôi sẽ quay lại để mua sản phẩm của cửa hàng.			1	2	3	4	5
3. Trong lần mua đồ tới, có thể tôi sẽ tới cửa hàng này			1	2	3	4	5

Giá thành

Không hợp lý

Hợp lý

Xứng đáng

Chấp nhận được

B. Thông tin cá nhân

1/Giới tính

Nam

Nữ

2/Tình trạng hôn nhân

Độc thân

Đã lập gia đình

3/Độ tuổi

18-24

25-31

32-38

Trên 39

4/Trình độ học vấn

Dưới đại học

Đại học

Thạc sỹ

Trên thạc sỹ

5/Mức thu nhập

Dưới 3.000.000 VND

3.000.000 VND - 5.000.000 VND

5.000.000 VND - 7.000.000 VND

7.000.000 VND - 9.000.000 VND

Trên 9.000.000 VND

Cảm ơn sự hợp tác của Anh (Chị)!

