

Study on Demand for Clothing Store Quality by Kano Model

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ABSTRACT :Clothing store market is successively shared. The stores should recognize customers' needs and enhance customer satisfaction with service quality in order to upgrade competitiveness. By analysis of Kano model, this study obtains four items which both highly increase customer satisfaction and highly reduce customer dissatisfaction: employees can provide reliable services; employees can accomplish the tasks at once; services provided in workplace are according to customers' needs; indication of product prices is clear. It is suggested that clothing store should improve these four items to reinforce customer satisfaction and increase profits.

KEYWORDS-clothing store, Kano model, service quality

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I. INTRODUCTION

Competition in clothing store market is successively severe. The stores should develop unique services, recognize customers' needs and enhance customer satisfaction with service quality in order to attract more consumers and increase profits. According to SERVQUAL developed by Parasuraman et al. (1988), this study classifies measurement items of service quality into responsiveness, tangible, reliability, empathy and assurance. According to questionnaires, it acquires "service quality attributes of effectiveness improvement" which both increase customer satisfaction and reduce customer dissatisfaction. The analytical result allows the clothing store to strengthen service quality and competitive advantages.

II. LITERATURE REVIEW

Literature review includes two parts: study of service quality and Kano two-dimensional quality model.

2.1 Service quality

Lovelock and Wirtz (2011) treated service quality as customers' experience and evaluation in the process of consumption. Andrew et al. (2002) argued that service quality means the degree to satisfy customers' needs and expectation. Tsiotsou (2006) argued that service quality is customers' general evaluation on advantages, disadvantages and ranking of products. Bateson & Hoffman (2002) suggested that service quality depends on customers' cognition after receiving services. According to Parasuraman et al. (1988), service quality includes five dimensions, (1) assurance; (2) responsiveness; (3) reliability; (4) empathy; (5) tangible. Haywood-Farmer (1998) proposed three dimensions of service quality, (1) equipment, process and procedure; (2) service personnel's behavior; (3) service personnel's professional judgment. Based on SERVQUAL developed by Parasuraman et al. (1988), this study classifies dimensions of service quality as responsiveness, tangible, reliability, empathy and assurance. Service quality items are modified according to questionnaires of Mohsin & Ryan (2005), Chung & Chen (2015), Ugboma et al. (2007) and Parasuraman et al. (1988) upon service characteristics of clothing store.

2.2 Kano two-dimensional quality model

In Kano two-dimensional quality model, quality is divided into five categories (Kano et al.,1984): Attractive Quality Element (A): One-Dimensional Quality Element (O), Must-Be Quality Element (M), Indifferent Quality Element (I), Reverse Quality Element (R). Kano Model has been widely applied to various areas and studies (Zhang & Von Dran, 2001). Kano questionnaire explores customers' perception with and without the quality items through questionnaire survey. The responses include "I like it that way", "Take it for granted", "It does not matter", "Can be tolerated" and "Dislike". Matzler and Hinterhuber (1998) proposed classification of two-dimensional quality elements of modified Kano model, as shown in Table 1. Matzler and Hinterhuber (1998) proposed "customer satisfaction coefficient" to show the increased customer satisfaction coefficient and reduced customer dissatisfaction coefficient when improving certain quality attribute as the criteria to reinforce service quality. Formula of coefficients is shown below:

C (1): Increased customer satisfaction coefficient = $(A+O)/(A+O+M+I)$

C (2): Reduced customer dissatisfaction coefficient = $(O+M)/(A+O+M+I) \times (-1)$

A: Attractive Quality; O: One-Dimensional Quality; M: Must-Be Quality; I: Indifferent Quality

III. RESEARCH METHOD

According to SERVQUAL proposed by Parasuraman et al. (1988), this study divided dimensions of service quality into Responsiveness, Tangible, Reliability, Empathy, and Assurance. Measurement items of service quality were based on questionnaires of Antony et al. (2004), Chung & Chen (2015), Ugboma et al. (2007) and Parasuraman et al. (1988) and revised according to business characteristics of clothing store. Research subjects were customers of clothing store. From January 1 to 31, 2019, it retrieved 56 questionnaires. Measurement items are shown below: (1) Responsiveness: employees can immediately respond to customers' needs (Item1); employees are not too busy to respond to customers (Item 2); employees are willing to assist with and serve customers (Item 3). (2) Tangible: employees show tidy and neat costumes and appearance (Item4); interior facilities, circulation and signs are specific (Item5); professional interior devices and neat appearance of facilities (Item6); service facilities meet customers' needs (Item7). (3) Reliability: employees can provide reliable service (Item8); employees can accomplish commitment to customers (Item9); employees can accomplish the tasks at once (Item10). (4) Empathy: employees actively concern about individual customers (Item11); employees treat customers' benefits as priority (Item12); employees recognize individual customers' needs (Item13); services provided in workplace are according to customers' needs (Item14). (5) Assurance: employees can respond to customers' questions by sufficient professional knowledge (Item15); reliable services are provided in workplace to customers (Item16); employees provide responsible services (Item17); indication of product prices is clear (Item18).

IV. RESULTS ANALYSIS

This study categorized service quality items of clothing store upon two-dimensional quality. 14 items are allocated as Attractive Quality; 4 items are allocated as One-Dimensional Quality (see Table2). This study recognizes 4 "service quality items of effectiveness improvement" which both increase customer satisfaction and reduce customer dissatisfaction (see Table 2), including (Item8); (Item10); (Item14); (Item18). Research finding allows clothing store to obtain priority to improve service quality and the store can keep up good service quality of these items to acquire maximum profits.

V. CONCLUSION AND SUGGESTIONS

This study treated customers of clothing store H as subjects and by Kano two-dimensional quality model. It obtained "service quality items of effectiveness improvement" as criteria for the store to improve service quality. Based on the results, this study concluded four "service quality items of effectiveness improvement" which both increase customer satisfaction and reduce customer dissatisfaction: employees can provide reliable services; employees can accomplish the tasks at once; services provided in workplace are according to customers' needs; indication of product prices is clear. The store must keep up good service quality of these items in order to obtain competitiveness.

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Table1: Categories of two-dimensional quality elements of Matzler and Hinterhuber

Positive \ Negative	I like it that way	Take it for granted	It does not matter	Can be tolerated	Dislike
I like it that way	Uncertain	Attractive Quality	Attractive Quality	Attractive Quality	One-Dimensional Quality
Take it for granted	Reverse Quality	Indifferent Quality	Reverse Quality	Indifferent Quality	Must-Be Quality
It does not matter	Reverse Quality	Indifferent Quality	Reverse Quality	Indifferent Quality	Must-Be Quality
Can be tolerated	Reverse Quality	Indifferent Quality	Reverse Quality	Indifferent Quality	Must-Be Quality
Dislike	Reverse Quality	Reverse Quality	Reverse Quality	Reverse Quality	Uncertain

Table2: Categories of Kano two-dimensional quality attributes and customer satisfaction coefficients

Item	A	O	M	I	R	Q	Category	C(1)	C(2)
1	29	19	2	5	1	0	A	0.873	-0.382
2	31	15	4	4	2	0	A	0.852	-0.352
3	30	20	3	2	1	0	A	* 0.909	-0.418
4	30	15	4	5	1	1	A	0.833	-0.352
5	29	19	4	3	0	1	A	0.859	-0.421
6	36	14	3	2	1	0	A	* 0.909	-0.309
7	20	26	5	4	1	0	O	0.836	-0.564
8	23	25	4	2	1	0	O	* 0.889	-0.537
9	30	17	5	3	1	0	A	0.854	-0.399
10	29	22	3	2	0	0	A	* 0.911	-0.446
11	32	11	4	4	3	2	A	0.843	-0.294
12	27	19	6	2	2	0	A	0.852	-0.463
13	28	19	5	3	0	1	A	0.855	-0.436
14	29	21	4	1	1	0	A	* 0.909	-0.454
15	18	31	4	3	0	0	O	0.875	-0.625
16	34	18	3	1	0	0	A	* 0.929	-0.375
17	30	22	2	2	0	0	A	* 0.929	-0.429
18	21	26	4	2	2	1	O	* 0.887	* -0.566
Average								0.878	-0.435

Note:A: Attractive Quality; O: One-Dimensional Quality; M: Must-Be Quality; I:Indifferent Quality; R: Reverse Quality; Q: uncertain; C (1): Increased customer satisfaction coefficient; C (2): reduced customer dissatisfaction coefficient.

* denotes absolute value of coefficient > absolute value of mean of total coefficient

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