

SATISFACEREA CLIENȚILOR PE PIAȚA B2B: FUNDALUL TEORETIC ȘI PROCEDURA DE EVALUARE

CUSTOMER SATISFACTION ON B2B MARKET: THEORETICAL BACKGROUND AND ASSESSMENT PROCEDURE

Phd Student Anna BABENKOVA

Ural State University of Economics (USUE), Ekaterinburg, Russia

Abstract: The article states that the customer satisfaction survey as well as market analysis provide a valuable data for measuring company's performance in the market. Meanwhile, it is important to understand differences between customers' behavior models on B2B B2C market segments. Although variable approaches were developed to facilitate the customer study, a general model has not been invented yet. Based on the writings of N. Kano, J.-J. Lamben, R. Carter, A. Parasuraman, V.A. Zeithaml, L.L. Berry, etc. the author emphasizes the need of elaborating a comprehensive, cost-efficient customer satisfaction assessment procedure and developing a simple formula for measuring customer satisfaction with a product or service. The findings of customer satisfaction study can provide information on how to retain existing customers and attract new one. The work provides techniques of customer data collection and illustrates the author's algorithm of customer satisfaction analysis on b2b market. In conclusion, the author provides some guidelines on how to work out an efficient measurement procedure of customer satisfaction and successfully put it into practice.

Keywords: Customer satisfaction, customer expectation, customer need, b2c and b2b market segments, industrial products, consumer goods, method of customer satisfaction assessment, service level, product quality, questionnaire, respondent, market research, criterion importance, customer satisfaction index, customer loyalty, OEM's or primary market, secondary market.