

A study of service encounter and customer's experience in apparel retailing : an analysis of SST met

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ABSTRACT

On customer satisfaction and dissatisfaction of factors, many studies are from the perspective of two-factor theory. However, the property is not a fixed factor, factor properties will often compete to change the situation and positioning strategies. This study was the purpose of the customer experience, the inference is not limited to factors of property, but to focus on: the special context of these factors, so that customers have a positive and negative emotional patterns. In this study, reference Naumann & Donald (1999) proposed the classification of service contact factor, contact the service factor and satisfaction factor into health factors, joy / anger common factor. SSIT method of study, the formation of two-factor scenario-based customer experience management tool for the apparel industry to manage the reference.

Keywords : Apparel Retailing、Service Encounter、Customer Experience Management、Two-factor theory、Subjective Sequential Incidents Technique

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