

Effects of Reverse Logistic Service between Store Image and Loyalty

Pin-Fenn Chou

Department of Business Administration, Far East University, No.49, Zhonghua Rd., Xinshi Dist., Tainan City 74448, Taiwan, R.O.C.

*Corresponding Author

Pin-Fenn Chou

Email: fenn0818@gmail.com

Abstract: Store image is an important factor affecting customers to buy; but store can provide such as return and change goods reverse logistics services which to increase customer loyalty. The aims of this study is explore the relationships between store image to both attitude and behavior loyalty, respectively, and understanding the reverse logistic service whether play a moderator between store image and attitude loyalty and behavior loyalty. Research results found that the store image had positively and significantly effect on the attitude loyalty and behavior loyalty, respectively; the attitude loyalty also had .a positively and significantly effect on the behavior loyalty. For the reverse logistic service effects, it can increase consumers' purchase intention.

Keywords: Store Image, Attitude Loyalty, Behavior Loyalty, Reverse Logistic Service

Motivation and Aim of Study

A store operation it's subject aim to attract customers can and continue to buy or re-buy, which as its survival target. How should to maintain the relationships between the customer and the store, a factor can highlight its important is as after-sales service. When customers buy a defective product and need to returns, the reverse logistics services offered by the store is important. That will be affecting the customer intention to store to re-purchase and recommend others to buy in the future.

In this study, the consumer is the subject of survey to explore customer purchase the product perception the store image and their loyalty intention in the future. And investigate whether the reverse logistic service affect the customers' purchase intention?

Literature Review

Crosby [1] thought that the service quality is the customer perception results of comparison between the desired and actual service. For reverse logistics is focuses on renewable materials and environmental maintenance, which is defined as the reverse logistics: production source reduction, renewable, alternative, product recycling and waste clean-up methods with logistics-related activities. Buxbaum [2] suggest that, from retailers' view, the reverse logistic is the products were return to seller.

Store image is the minds in the buyers to evaluate a story, including the function of the store and the atmosphere of the store [3]. Attributes of the store function, consist of product choose, prices level, credit condition, commodity display, and others factors in the

store. Store atmosphere attributes is refer to a sense of belonging, warm feeling or excitement of fun experience. Zimmer and Golden [12] pointed out the set of overall image of the store, including the special attributes of store which are price, service, commodity display, and overall impression.

In general, the store to focus on the image is to increase customer willingness to buy, or re-buy. Dick and Basu [4] suggest the concept view of loyal, they thought customer loyalty is the relationship strength degree between personal attitudes and re-purchase, and to affect the customers' attitude to cognition, emotion, and resist three constructs which with social norms and environmental cause interference. Selnes [5] to categorizing for customer loyalty, including the possibility of future purchases, continue of service contracts, the possibility of the brand switching, and had a positive word of mouth. He also considers that if the loyal is highly level can to produce more higher switching barriers.

Hypotheses Proposed

The relationships among constructs, Ravald and Gronroos [6] study found that if increase the service quality will can be produce re-buy from customer. Dean [7] research result is report that relationship which service quality had a significant level on customer loyalty. In addition, from the results of Bloemer and Ruyter's [8] study, the relationship which store image had a positively and significantly on customer satisfaction and loyalty, respectively. Grewal *et al.* [9] indicated that the is exit a positively relationship between store image and purchase intention.

Thus, this study was propose three hypotheses as following:

H1: There is a positively and significantly relationship between store image and attitude loyalty.

H2: There is a positively and significantly relationship between store image and behavior loyalty.

H3: There is a positively and significantly relationship between attitude loyalty and behavior.

H4: There is a moderating effect of reverse logistic service between store image and attitude loyalty.

H5: There is a moderating effect of reverse logistic service between store image and behavior loyalty.

Method

This study uses the questionnaire investigation. First, refer the literature and to depict the items. The item of questionnaire, the store image is referring the study result of Lewis and Soureli [10]. The items of customer loyalty are referring to Lewis and Soureli's [10] study. And the reverse logistic service is referring the study of Patricia et al [11]. The statistics analysis technique is using the softwares of AMOS and SPSS.

Data Analysis

The Fit of Model Analysis

For reliability, the store image, attitude loyalty, behavior loyalty, and reverse logistic service four constructs that value are 0.89 、 0.88 、 0.81 、 0.92, respectively, and reached the high reliability level. Further, related the CR test, the store image is 0.89, which the highest value of four constructs, following attitude loyalty (0.88), and behavior loyalty (0.81). For AVE test, the store image, attitude loyalty, and behavior loyalty are 0.66 、 0.72 、 0.68, respectively. Because the all CR values are higher than 0.7 and the AVE values lower than 0.5, which are reached accepted threshold.

Then process the model fit text. The results of text, the values are $\chi^2/df = 5.27$ · $p=0.000$ · $CFI=0.98$ · $GFI=0.97$ · $AGFI=0.94$ · $RMR=0.03$ · $RMSEA=0.075$, respectively. These values are reached the optimized level (Hair et al., 2006).

Test Hypotheses

First, the H1 was tested. The tested result present the store image had a positively and significantly relationship on attitude loyalty ($\beta = 0.78$, $p=0.00$), thus the H1 was supported. In the H2, the store image had a positively and significantly relationship on the behavior loyalty ($\beta = 0.33$, $p=0.00$). Thus, the H2 was supported.

In addition, to test the H3, found that attitude loyalty had a positively and significantly relationship on behavior loyalty ($\beta = 0.65$, $P=0.00$), and the H3 also was supported.

Moderating Effect Analysis

In this section, to test the reverse logistic service whether as a significant moderator role between store image, attitude loyalty, and behavior loyalty. The steps were according to the processed of Baron and Kenny (1986) to test. First, to process the reverse logistic service of moderating effect between store image and attitude loyalty, In Model 1, the adjusted value of model were $R^2=0.48$ · $\beta=0.70$ · t 值 =26.75($F=715.42$) · $p=0.00$. In Model 2, the model , the adjusted value were $R^2=0.48$ · $\beta=0.69$ · t 值 =26.32($F=692.68$) · $p=0.00$. And in Model 3, the adjusted value were $R^2=0.55$ · $\beta=0.74$ · t 值 =30.61($F=936.79$) · $p=0.00$. According to above results of tested model, this study found that reverse logistic service had moderating effect between store image and attitude loyalty, thus the H4 was supported.

Further, this study was continued to test the moderating effect of reverse logistic service. In Model 1, the adjusted value of model were $R^2=0.50$ · $\beta=0.71$ · t 值 =26.82($F=775.91$) · $p=0.00$. In Model 2, the adjusted value were $R^2=0.48$ · $\beta=0.69$ · t 值 =26.32($F=692.06$) · $p=0.00$. In the Model 3, the adjusted value of model were $R^2=0.55$ · $\beta=0.75$ · t 值 =31.20($F=973.13$) · $p=0.00$. The results test of model, the H5 was supported, which the reverse logistic service had a moderating effect between store image and behavior loyalty.

CONCLUSION

This study is to explore the relationships between store image, attitude loyalty, and behavior loyalty. And also test the reverse logistic service whether play a moderator role with store image, attitude loyalty, and behavior loyalty.

By the test result, this research model is reached the fit level. These research hypotheses were got the empirical supported. For the results of research, the store image is an important factor to affect the customers' purchase, and the sellers can provide the reverse logistics service to increase the buy by customers.

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