

POST-PURCHASE SERVICE VIA REMOTE CHANNELS – FACTORS AFFECTING CUSTOMERS' INTENTION TO USE

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Abstract:

Consumer's satisfaction with post-purchase services is crucial for the willingness to continue cooperation with the service provider, as well as the tendency to recommend his offer. Furthermore, customer retention is considered as one of the important factors driving superior business performance in service industries. This paper explores the customer perception of remote channels at the stage of post-purchase service in service buying process. The main results indicate the impact of specific factors on customers' intention to use remote channel at the post-purchase stage. The significance of the research results is unquestionable in the context of increased consumer expectations in the area of multi-channel support, regardless of the stage of the service purchase process. Data (n=1,103 Polish consumers) came from questionnaire survey, CAPI (computer assisted personal interview) method was used with a standardized questionnaire. Findings have significant theoretical and practical implications, also some important issues worthy of further research are presented.

Keywords: post-purchase service, post-purchase intention, remote channels, marketing channels.