
A PRELIMINARY SURVEY FOR RESEARCH TO IDENTIFY THE RELATIONSHIP BETWEEN EMPLOYEE'S VERBAL AND NON-VERBAL COMMUNICATION, SERVICE PRODUCT IMAGE AND CUSTOMER LOYALTY

Choi Seong-Woo*¹

*¹Professor, Department Of Business Administration, Kyonggi University.

DOI : <https://www.doi.org/10.56726/IRJMETS33069>

ABSTRACT

In this study, among various service quality factors to be considered in order to secure competitiveness of service companies, the role and importance of human services, which provide services in the space closest to customers, was noted. In this paper, a preliminary investigation was conducted to identify that verbal and non-verbal communication elements, one of the many qualities of employees who communicate at customer contact points, can affect customers' brand image and customer loyalty to services. In the future, through preliminary research on these existing studies, we set up a hypothesis that verbal and non-verbal communication, customer service has a positive effect on brand image and customer loyalty, and the relationships will be revealed through poll and statistical analysis.

Keywords: Verbal and Non-verbal Communication, Service Product Image, Customer Loyalty.

I. INTRODUCTION

In the mature market where the market is saturated and competition is fierce among companies, in order for companies to secure stable profits, a defensive strategy to continue retaining existing customers is better than an aggressive marketing strategy to attract new customers. Important [1]. A defensive strategy is a strategy that focuses on reducing the churn or brand conversion of existing customers by increasing the satisfaction of existing customers or increasing the barriers for existing customers to switch to other brands. This is different from an aggressive corporate strategy that increases market share by allowing new customers to enter the market or by having competitors' customers switch brands [2]. In particular, customers with high loyalty are They tend not to be very sensitive to price increases for services or services, the cost of maintaining and managing loyal customers is relatively low, and these customers have positive word-of-mouth activities for new customers, which has a significant impact on corporate performance. It has many influences [3].

II. REVIEW ABOUT PREVIOUS RESEARCHES OF VERBAL AND NON-VERBAL COMMUNICATION, SERVICE PRODUCT IMAGE AND CUSTOMER LOYALTY

The start-up of a brokerage office is different from a general start-up as a real estate service business start-up. In particular, the location factor is very important when starting a real estate brokerage office. On the other hand, in the case of institutional factors that are recognized as important factors in general start-up, institutional factors when starting a brokerage office are essential qualifications and not a factor to consider in starting a business, in that anyone who has a certified real estate agent license can open a brokerage office after completing practical training. . In addition, economic factors, social factors, and technological factors can be seen as important factors in the establishment of a brokerage office.

In the case of companies that rely heavily on human services, they focus on these human service management in order to strengthen their competitiveness and increase sales. This is because the quality of service performed by employees at service contact points can be a criterion for customers to evaluate the company. Therefore, special attention should be paid to the service contact time when customers interact with staff, and it can be said that the customer's feeling of service is determined by short interactions with staff [4].

At the customer contact point, communication between employees and customers has an important impact on customer satisfaction and forms trust, which is the basis of the relationship between customers and employees. In addition, by reducing the discordance between customer expectations and satisfaction for services, it strengthens trust in the company [5]. In addition, since services at these service interfaces have intangible characteristics, the role of service providers becomes more important (Sundaram and Webster, 2000). In the

context of service contact, communication factors such as language, facial expression, gaze and posture of the service provider have a very strong influence in determining the customer's behavior toward the company [6].

Communication refers to an interaction that occurs in a face-to-face situation between two or more people, and it can be said that the initiation, maintenance, and termination of exchange, the most basic activity between a customer and a service provider, is achieved through this communication [7]. Communication, which is a means by which humans convey messages to others, is divided into verbal and non-verbal. Verbal communication is the most important transmission of information, selecting and delivering words with clear intentions, whereas non-verbal communication provides important clues to the situation and interpretation of information transmission along with language [8]. As a result, these communication factors can be said to play a very important role in achieving differentiation from other companies and improving performance [9]. Therefore, in this study, a preliminary investigation on each variable was conducted to investigate the relationship between customer brand image and customer loyalty for communication and service.

1. COCEPT OF COMMUNICATION

Communication means a face-to-face interaction between two or more individuals, and the process of starting, maintaining, and terminating the exchange, which is the most basic activity between a service customer and a service provider, can be said to be accomplished through such face-to-face communication [7]. Communication is the process of conveying meaningful information. A medium that plays an important role in facilitating interpersonal interaction through the process of conveying, responding to, and accepting the opinions and feelings of both parties through verbal or non-verbal methods between two or more related parties formed in an organization or social group As such, it is a basic element constituting the human social system [10].

Communication is a process in which two or more people communicate through verbal and non-verbal means of conveying their opinions and feelings and receiving feedback [11]. It is also a series of processes to induce mutual behavioral and psychological changes through shared meanings by sending and receiving mutual messages in order to achieve a goal [12]. It is necessary to recognize multifaceted characteristics and skills such as use, interpersonal relationships, and non-verbal communication skills [13].

1.1. Verbal Communication

Humans express their thoughts through language, and language defines the way humans think and act according to what they sense. Therefore, verbal communication is important in forming interpersonal relationships, and through language, one's intentions are clearly conveyed and others' opinions are conveyed. In particular, in order for language to be persuasive, organizational thinking and clear and easy vocabulary must be used, and by doing so, it can be clearly recognized in the mind of the recipient and work efficiency can be expected [14]. Language is the most basic of communication. It is a means and a social sign system.

1.2. Verbal Communication

In addition, language is 'transmitting and expressing meaning', and words become the center of communication in human relationships. Humans express their thoughts through language, and language is also what defines the way humans perceive, think, and act accordingly, so verbal communication is very important and can be done in forming interpersonal relationships [15]. It can be classified as formal or informal communication depending on the degree of formality. Interpersonal conversations, phone conversations, and counseling are examples of informal oral communication, while formal communication includes interviews, conferences, and meetings [16].

2. CONCEPT OF BRAND IMAGE

Plummer [17] referred to brand image as all emotions, thoughts, thoughts, imaginations, etc. connected to the brand in consumers' memory, and Kotler & Armstrong [18] said that brand image is an intangible element, and that the public is temporary and It is said to be a subjective overall impression. Brand image has been studied by many scholars from various perspectives. Among them, the most accepted theory is Keller's definition of brand image, and brand image is defined by a specific company. It is said that brand-related associations recognized in consumers' memories formed by synthesizing indirect factors inherent in products and customer's feelings of preference or beliefs about the brand [19].

The image of such a brand is not a concept included in the aspect of the company, but rather a psychological feeling that the general public who uses the company has for the company, so it has emotional characteristics

rather than logic. In addition, a company does not have its own image, but it is located in the mind of the acceptor [20]. It is said that it is a meaning and association process that induces to think differently about services from competitors. Keller [19] said that a brand image can be formed positively when a buyer feels favorably and special about a particular brand, and that this has a decisive influence on the purchase choice by influencing brand awareness. However, as market competition intensifies and differentiation between products decreases, customers have other needs, and the importance of brand image increases.

A positive brand image created through consumer's direct experience plays a role of differentiation from other competitor's brands and at the same time induces active repurchase behavior, which greatly affects market share. Therefore, a positive preference for a brand influences brand loyalty and causes repeated repurchase, so companies are trying to improve their brand image to make it positive [21]. Brand image is an intangible asset of a company. It is recognized as one of them, and each company is making efforts to renew its corporate brand image. Once a negative image is formed, it is very difficult to recover it to a positive side, and the company's performance and future human resources recruitment will also change negatively. A brand that has established itself as a good image in the minds of customers, both through direct experience and indirect experience through publicity, becomes a brand that is consistently liked and leads to continuous purchasing behavior by customers.

It takes a lot of investment and time to change the image once formed, and a brand that has built up consumer trust with a good image has a higher royalty rate, which directly affects the company's profit creation [22]. Bae [23] said that the image of a particular brand plays a very important role when consumers choose to purchase as people's average income level has recently risen and numerous services and products have been introduced. When consumers recognize an object, they often recognize it by simplifying and abstracting it, and they want to do it again. Based on these contents, if we summarize the brand image examined in previous studies, brand image can be said to be a psychological structural system that expresses the feelings that buyers have about a certain company's brand or their belief in that brand.

3. CONCEPT OF CUSTOMER LOYALTY

In his research, Fornell [1] argued that in a mature market where the market is saturated and competition is fierce among firms, in order to secure stable profits, companies continue to attract existing customers rather than engaging in aggressive marketing strategies to attract new customers. Therefore, a defensive strategy to maintain it is important. Defensive corporate strategy is a strategy that focuses on reducing the churn of existing customers or brand switching by increasing the satisfaction of existing customers or raising the barriers to brand conversion. It can be said that this brand conversion is different from aggressive corporate strategies that increase market share [24].

In addition, Reichheld & Sasser [25] found that using a defensive strategy can reduce initial costs, such as advertising or new transactions, to attract new customers, and costs incurred while new customers become accustomed to the company's services. In the case of a relationship with an existing customer, the longer the retention period, the lower the operating cost of retaining the customer, so higher profits can be generated. also. If a customer has been a customer for a long time, the tendency to positively introduce the company to other potential customers increases, and even if the company takes measures such as raising the price of a product or service later, it has characteristics that are less affected by it. . In this marketing-related study, several scholars have defined customer loyalty as follows.

Dick & Basu [26] said that customer loyalty is an important factor that has the greatest influence on making customers repurchase in marketing, and customer loyalty leads to cognitive, emotional, perceptual, and behavioral results, and its intensity is It is controlled by and situational factors, and it is defined as the relationship between consumers' subjective attitudes toward brands and services, stores and employees, and repurchase. In addition, customer loyalty was conceptualized as the strength of the relationship between relative attitudes toward services and repurchase behavior. In the case of customers with relatively high customer loyalty, they generally purchase a large amount of products within a relatively short period of time and have attitude resistance to various marketing strategies of competing companies. As a result, it plays a role in creating new customers through positive word-of-mouth activities along with continuous repurchase [25].

Johnes & Sasser [27] defined customer loyalty as an emotional state of attachment or affection of a customer to a particular company's employees or products and services. It was said that over time, it develops into various positive activities, such as repurchasing the company's products and services, word-of-mouth activities recommending to acquaintances, and willingness to pay for additional price increases. In addition, Prus and Brandt [28] said that customer loyalty is expressed in the form of re-use intention, recommendation, and solicitation, as the customer's emotional state is linked to attitude and behavior.

In their study, Kotler & Armstrong [18] called customer loyalty the attitude of repeatedly using the service or product after obtaining satisfactory results after using the service or product. Olover [29] also said that customer loyalty refers to repurchasing a product or service after purchasing it, and continuing to prefer the purchased product or service. Lee & Cunningham [30] said that it is the customer's intention to reuse the service provider by predicting and expecting the service status for the future based on the experience of using a specific service.

Lee et al. [31] defined customer loyalty as the degree of customer response that involves strong positive activities such as repurchase as a favorable emotional state of attachment and affection for a high level of repeated purchases and brand, and continued despite various marketing competitions from other companies. It was defined as commitment to continuously and repeatedly purchase a brand in a favorable emotional state. Rhee & Bell [32] found that customer loyalty can be a driving force for generating continuous and long-term profits for a company, which is supported by consumers and It is said that it influences the continuous development of a company by inducing repurchase and revisit. As such, many scholars have defined customer loyalty through research, and these contents have been applied to various fields of society.

Early measurement methods for customer loyalty insisted on measuring the purchase frequency of the same product as loyalty considering only the behavioral aspect, and this was criticized in that it did not take into account the understanding of the process by which buyers decide to purchase a product [33]. Since then, it has been argued that the purchaser's preference and psychological loyalty should be included in the measurement by adding the attitude aspect as well as the behavioral aspect. In addition, Dick & Basus [26] integrated measurement of loyalty, which combines behavioral and attitude aspects, has recently gained much support, and it has been argued that future expectations should be included in the concept of customer loyalty.

Therefore, the research perspectives of researchers on customer loyalty can be divided into behavioral loyalty, attitude loyalty, and finally, integrated loyalty combining the two factors [34]. First, According to behavioral loyalty, customer loyalty is the tendency of consumers to repeatedly purchase from a specific service provider for a certain period of time. This is a repetitive purchase behavior, and it was said that it can be measured as a repetitive purchase behavior and the percentage and frequency of purchase [35].

Second, in the definition of customer loyalty, attitudinal loyalty is interpreted as a favorable attitude and psychological commitment to a product or service of a specific company. Compared to behavioral factors that make a purchase, it can provide greater insight and understanding data for buyers to understand the process of psychological change, such as the formation of customer loyalty [36].

Third, customer loyalty from an integrated perspective combining the two perspectives of behavioral loyalty and attitude loyalty is defined as a customer's repeated purchase behavior and favorable attitude toward products and services. In other words, since customer loyalty is not sufficient with only one element of repeated purchase behavior or favorable attitude, both elements must be satisfied [26]. has been defined, has been, and has been used in various industrial areas, and as examined in the previous studies above, the concept of customer loyalty using two variables that are deficient in attitude as well as customer behavior as the most recent approach. It can be recognized that this is used in various industrial areas.

III. CONCLUSION

In this paper, existing studies on verbal and non-verbal communication, service product image and customer loyalty location are summarized. The purpose of this paper provides the various dictionaries of important concepts, properties, and relationships among verbal and non-verbal communication, service product image and customer loyalty location. That is, in a future research, hypothesis are developed based on the core variables of about verbal and non-verbal communication, service product image and customer loyalty location, and an expansion study will show what kind of significant relationship among above core variables. For an

example, the significances of the hypotheses (to be suggested) are verified by setting the verbal and non-verbal communication as an independent variable of decision-making and dependent variables, service product image and customer loyalty, and then draw meaningful implications.

IV. REFERENCES

- [1] Fornell, C. A. (1992), "A national customer satisfaction barometer: The Swedish experience.", *Journal of Marketing*, 56, pp. 6~21.
- [2] Becker Olsen, Karen L. (2005). "The impact of perceived corporate social responsibility on consumer behavior.", *Hill, Ronald Paul Journal of business research*, 59(1), pp. 46 - 53.
- [3] Garbarino, E. & Johnson, M. S. (1999), "The Different Roles of satisfaction, Trust, Commitment Relationships.", *Journal of Marketing*, 3(April), pp. 70-87
- [4] Hwa-Yeon Kim and Hyung-Ryong Lee (2011), "The Effects of Service Employees' Verbal and Non-Verbal Communication on Brand Image", *Korean Society of Hotel and Restaurant Management*, 20(2).
- [5] Anderson, J. C. and Narus, J. A. (1990). "A Model of Distributor Firm and Manufacturer Firm Working Partnerships.", *Journal of Marketing*, 47, pp. 44-54.
- [6] Chandon, Jean-Louis, Pierre-Yves Leo. and Jean Pholippe (1997), "Service Encounter Dimensions-A Dyadic Perspective: Measuring the Dimension of service Encounters Perceived by Customer and Personnel.", *Interpersonal Journal of Service Industry Management*, 8(1), pp. 65-86.
- [7] Applbaum, R. L. (1973). "Fundamental Concept in Human Communication. San Francisco.", *Canfields Press*, 34.
- [8] Burgoon, J, K., Birk, T. and Pfau, M. (1990). "Nonverbal behaviors, persuasion, and credibility.", *Human Communication Research*, Vol.17(Fall), pp. 140-169.
- [9] Kim Sang-hee (2007), "Effects of Salesperson's Verbal and Nonverbal Communication on Customer Emotions and Behavioral Intentions at the Service Point", *Consumer Research*, 18(1).
- [10] Pansu Seo (2001). "A Study on the Effect of Doctor's Communication Style on Patient Satisfaction", *Doctoral thesis, Dong-A University*.
- [11] Lim Chang-hee (2007). "The Effect of Working Women's Appearance on Promotion: Focusing on the Mediating Role of Self-Esteem and Interpersonal Relationships", *Tourism Studies*, 36(3), pp. 597-621.
- [12] Jung Yeon-sook (2009). "The Effects of Hotel Staff's Pseudo-Language on Evaluation of Interpersonal Trust and Service Performance", *Doctoral thesis, Kyonggi University*.
- [13] Yukyung Kim and Jongpil Woo (2008), "A Study on Verbal and Nonverbal Communication of Medical Service Providers." *Journal of Service Management*, 9(1), pp. 225-258.
- [14] Worf, B, J, (1956), "Language, Thought and Reality", *New York, Wiley*. Worthington, Roger L., Michale Mobley, Robert P. F. ranksand.
- [15] Sommerville, A. N. (1982), "The presearch reference interview; A step by step guide.", *Data Base*, Vol .5, pp. 32-38.
- [16] Seungjae Lee (2003), "Language as a medium of communication in cultural tourism", *Journal of Communication Studies*, 11(2), pp. 128-147.
- [17] Plummer, J. T. (1985). "Brand Personality: A strategic concept for multinational advertising.", *Marketing Educator's Conference*, Young & Rubicam, pp. 1-31.
- [18] Kotler & Armstrong (1996), "Principles of Marketing - Seventh Edition.", *Published by Prentice-Hall International*, New Jersey.
- [19] Keller, K .L. (2008), "Strategic Brand Management, Building, Measuring and Managing Brand Equity, 3.Edition." Part I, 2-42, Part III, pp. 288-290.
- [20] Danbi Lee (2007), "A Study on the Effect of Perceived Airline Image on International Passengers' Choice Behavior", *Sejong University Graduate School, Master's thesis*.
- [21] Daun Jeong (2012). "A Study on the Relationship between Brand Image, Brand Attitude, and Brand Loyalty of Expansion Brand Using Brand Equity of Food Service Companies", *Sejong University Graduate School, Master's thesis*.
- [22] Beodeul Kim (2015), "Influence of Airline Service Quality on Brand Image, Brand Attitude and Behavioral Intention", *Hanseu University Graduate School, Master's thesis*.

- [23] Bae Dong-soo (2014), "Influence of Airline Airport Service Quality on Brand Image and Brand Loyalty", Kyung Hee University Graduate School, Master's thesis.
- [24] Becker Olsen, Karen L. (2005). "The impact of perceived corporate social responsibility on consumer behavior.", Hill, Ronald Paul Journal of business research, 59(1), pp. 46 - 53.
- [25] Reichheld, F. F. & Sasser, W. E. (1990). "Zero Defections: Quality Comes to Service.", Harvard business Review, 68(5), pp. 105-111.
- [26] Dick, A. S. & Basu, K. (1994). "Customer Loyalty: Toward and Integrated Conceptual Framework.", Journal of the Academy of Marketing Science, 22(2), pp. 99-113.
- [27] Johnes, T. O. & Sasser, W. E. (1995). "Why Satisfied Customer Defect. Harvard Business Review.", 73(6), pp. 88-99.
- [28] Prus, A. and Brandt, D. R. (1995). "Understanding Your Customers.", American Demographics, pp. 11.
- [29] Olover, R. L. (1999). "When ce consumer loyalty?", Journal of Marketing, 63(4), pp. 33-44.
- [30] Lee, Moon kyu & Cunningham, L. F. (2001). "A Cost-Benefit Approach to Understanding Service Loyalty.", Journal of Service Marketing, 15(2), pp. 113-128.
- [31] Lee Young-nam, Park Sun-hee, Lee Yu-yang (2006). "A study on the effect of relationship quality (satisfaction, trust, immersion) on loyalty according to the brand image of family restaurants". Papers presented at the Korean Tourism Association Conference, pp. 263-285.
- [32] Rhee, Hongjai and Bell, David R. (2002). "The inter-store mobility of supermarket shoppers.", Journal of retailing, 78(4), pp. 225-237.
- [33] Jacoby, J. and Chestnut, R.(1978). "Brand Loyalty Measurement and Management.", New York : John Wiley and Sons.
- [34] Gremler, D. D. and Brown, S. W. (1996), "Service loyalty: its nature, importance and implications.", in Edvardsson, B., Brown, S. W., Johnston, R. and Scheuing, E. (Eds), Proceedings American Marketing Association, pp. 171-80.
- [35] S. P. Raj, (1982), "The Effects of Advertising on High and Low Loyalty Consumer Segments.", Journal of Consumer Research, 9(1), pp. 77 - 89.
- [36] Oliva, T., Oliver, R., & MacMillan, I. (1992). "A catastrophe model for developing service satisfaction strategies.", Journal of Marketing, 56, pp. 83-95.