

Discussing the Services of Return and Replacement

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Abstract

The store to sell electronic goods, due to the stores all provide the products had a feature homogeneous by factories' producing, however, the store for keep the competitive advantage only by provide the service differentiation.

The related return and replacement services is defined the stores are offered the consumers after purchased the goods during the terms of period, if they have any question can back to the store to return or replacement goods. This is an important business strategy for the store to relate sell the electric supplies in the intense competition industry. If the customers perception the good service return and replacement services (R & R services), the customers had a good impression and will likely to the store to re-shopping in the future.

This study of interviewers, the customers who have been to two domestic large chain stores to selling electronic goods, to discuss the customers perception the difference of R and R services between the two chain stores, Research analysis results showed that the customers were perception had a difference in R & R services between the two chain stores. In addition, for the perception degree of items male were lower than female. Respondents perceived the item "the store staffs are quickly for R & R services" is the lowest agree of in two stores.

Keyword: return and replacement services (R & R services)

Motivation

To sell the well-known chain stores of electronic goods for the domestic consumer market, are appearing competition intense state. Due to the high homogeneity of electronic goods by the store sell, it is necessary to provide good service for attract customers come to its store to buy.

In general, the customers shopping and paid, they most did not to use the product and test its function immediately. Even if the store staff demonstrating the use of the goods and presenting the inform function. However, electronic goods are usually exist complicated function, especially some high-priced electronic goods, consumers after their purchased and back

home, and then try the product's features. When the customers want to returns or replacement goods, they must to carry the billing information and the goods, back to the store to apply for the return or replacement services. During the processing the returns and replacement, if the customer felling procedure is difficult or can not change another goods, these impression may be produce their do not confidence to bur products in this store. During the processing the returns and replace of goods, if the customer feeling procedure is difficult or can not change another goods, these impression in future may be produce their do not confidence to buy products in this store.

Literature

Rapid changes in customers' consumption patterns, increased competition, and to increased selectivity customers to buy, so faced the customers' demand were increased, the store have to improve their services. For the sell about electronics products stores, the key factor by the customers' perception is the return and replace of goods. That is also one of communication channels with customers. Return or replace goods means the customers are not satisfied with their purchased goods and cognitive the goods has a defective, they will return it to the store or want to get compensation behavior. However, for the customers who bought defective goods or who do not understanding operation the function of product, it may be to affect customers' perception impression for this store.

Thus, the R & R services are the basic function for stores' operation services. For example, the supplier, retailers and store are all the service for customers' need to return or replacement. If the returns processing procedure the customers were feeling complex or even inconvenient, their perception the store satisfaction is declined. The stores have to build a standardization procedure for process these return and replace goods. Through the effective return process it can obtain trust and loyalty from customers, and to improve relationship between both.

Services belong with intangibility, Zeithaml

and Bitner (1996) defined that the service can be seen as behavior, procedures, and performance. Fitzsimmons (2004) it that the service is a single or series of events, is intangible in its essence, the service usually occurs and provide interactive services between service staff, customer, tangible resources, or system. The main purpose of service is to solve the problem to occur for customers. Sasser et al. (1978) argued that the service industry has a heterogeneity feature in service quality.

Since the customer had an experience the free returns goods, the future they will probably to buy more goods (Bower and Maxham, 2006). Thus, the store provides the R & R services are an important strategy. Petersen and Kumar (2009) study empirical indicate that, the R & R services are affect the behavior of customer return , and also to affect the stores' operation.

Statistical Analysis

For the items analysis, the R & R services in TSANN KUEN, as shown in Table 1, the customers perception the most agreement item is 'Through the return procedure, the product is the correct that to conform to that I want' ($m = 4.88$). Following items were 'I feel very good services quality of R & R services' ($m = 4.79$), 'The staffs of store in the department of R & R services have a good service attitude' ($m=4.77$), 'The store staffs are clear for the R & R services procedure' ($m = 4.75$), and 'The store staffs to process the R & R procedure is quickly' ($m = 4.61$)

Table 1 Customers perception the items for R & R services in TSANN KUEN

Items	Mean	Ranking
Through the return procedure, the product is the correct that to conform to that I want.	4.88	1
I feel very good services quality of R & R services.	4.79	2
The staffs of store in the department of R & R services have a good service attitude.	4.77	3
The store staffs are clear for the R & R services procedure.	4.75	4
The store's staff is willing to help me to process the R & R services.	4.75	5
The store staffs to process the R & R procedure is quickly.	4.61	6

Further, for the items analysis, the R & R services in E-LIFE MALL, as shown in Table 2, the customers perception the most agreement item is ‘The store staffs are clear for the R & R services procedure’ (m = 4.85).

Following items were ‘The staffs of store in the department of R & R services have a good service attitude’ (m = 4.80), ‘Through the return procedure, the product is the correct that to conform to that I want’ (m = 4.79), ‘The store's staff is willing to help me to process the R & R services’ (m = 4.76), ‘I feel very good services quality of R & R services’ (m = 4.64), and ‘The store staffs to process the R & R procedure is quickly’ (m = 4.59).

Table 2 Customers perception the items for R & R services in E-LIFE MALL

Items	Mean	Ranking
The store staffs are clear for the R & R services procedure.	4.85	1
The staffs of store in the department of R & R services have a good service attitude.	4.80	2
Through the return procedure, the product is the correct that to conform to that I want.	4.79	3
The store's staff is willing to help me to process the R & R services.	4.76	4
I feel very good services quality of R & R services.	4.64	5
The store staffs to process the R & R procedure is quickly.	4.59	6

Conclusion

According to the results of this study analysis, the customers for two stores percept the agreement level of R & R services were different. In the TSANN KUEN, the customer percept the

most agreement item is ‘Through the return procedure, the product is the correct that to conform to that I want’, ‘The store staffs are clear for the R & R services procedure’ is the customers perception the most of agreement item in the E-LIFE MALL. The results highlight the

item 'The store staffs to process the R & R procedure is quickly' is the least agreement from both stores' customer perception. That means related the speed of R & R services have to improve for two chain stores.

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