Analysis of CS Survey and NPS Numbers in Japanese Wedding Market

Shigeyuki Takami[1]([✉]), Nobuyuki Kitada[2], and Tomoko Ota[3]

[1] Takami Bridal Co., Ltd., Kyoto, Japan
shigeyuki@takami-bridal.com
[2] Kyoto Institute of Technology, Kyoto, Japan
kida@kit.ac.jp
[3] Chuo Business Group Co., Ltd., Osaka, Japan
promotl@gold.ocn.ne.jp

Abstract. Wedding market in Japan is about 3 trillion yen conjunction with marriage costs and new life preparation costs, and the number of marriage couples is estimated to be approximately 650,000 pairs. Domestic population is in the medium- and middle-long term downwards due to the declining birth rate. It has been presumed that there is also decreasing number of marriages, compare to this number, the implementation rate of the wedding reception is about 50 %. It can be recognized as the wedding market still has a certain amount of potential market. Against a backdrop of this, it is essentially to be impressed the "customer", satisfied more than what they expected. Far beyond that, the most important thing is made them influencers to dig up potential customers. Wedding reception is not only goods itself, because it is the market that is selling the services too, and to survey on the CS (Customer Satisfaction) through survey after the enforcement wedding reception is estimated to be higher. Thus, the author focused on and decided to study on what products and services to either contribute to the overall CS improvement.

Index that becomes the axis in this study is the NPS (Net Promoter Score).

This is an indication of the investigation method for measuring customer's loyalty proposed by Frederick F. Reichheld. To classify into 3 groups by scores (the range of 0–10) through questions the possibility of recommendation the company (products, services or brands) to friends or colleagues along with the answer.

Among the Fortune 500 ranking of the US sales higher 500 companies in 2014, there are statistics that indeed 35 % of companies adopted with the NPS.

The wedding market as well as others, the important factor is the customer's reviews, word of mouth and word of mouse (through internet). We have given the NPS survey to the customers after wedding reception, with 400 couples at 5 different locations (Tokyo, Nagoya, Kobe, Kyoto and Fukuoka) and also provided the questionnaire in 40 questions about products and services In this paper, the author analyzes relationship between NPS numbers and other 40 questions of the questionnaire, the customer will be revealed by multiple regression analysis.

Keywords: NPS · CS · Marketing mix · Encounter marketing mix

1   Introduction

Wedding market in Japan is about 3 trillion yen [1] conjunction with marriage costs and new life preparation costs, and the number of marriage couples is estimated to be approximately 650,000 pairs [2]. Domestic population is in the medium- and middle-long term downwards due to the declining birth rate. It has been presumed that there is also decreasing number of marriages, compare to this number, the implementation rate of the wedding reception is about 50 % [3]. It can be recognized as the wedding market still has a certain amount of potential market. Against a backdrop of this, it is essentially to be impressed the "customer", satisfied more than what they expected. Far beyond that, the most important fact is made them influencers to dig up more potential customers. The marketing researches market of interest has been changed in 2 decades from spending on the expenditure non-durable goods such as food in everyday of life to the services in providing. This means that consumer spends more on "buy goods" to "usage of the service" [4]. Wedding reception is not only goods itself, because it is the market that is selling the services too, and to survey on the CS (Customer Satisfaction) through survey after the enforcement wedding reception is estimated to be higher. Also, especially in the marketing mix, it is said to be important part that is post Encounter marketing mix (after customers received the service) [5, 6], what products and services to customers is to contribute to the overall CS improvement attention is focused, and decided to research.

Index that becomes the axis in this study is the NPS (Net Promoter Score). This is an indication of the investigation method for measuring customer's loyalty proposed by Frederick F. Reichheld. To classify into 3 groups by scores (the range of 0–10) through questions the possibility of recommendation the company (products, services or brands) to friends or colleagues along with the answer.

Among the Fortune 500 ranking of the US sales higher 500 companies in 2014, there are statistics that indeed 35 % of companies adopted with the NPS [7].

The wedding market as well as others, the important factor is the customer's reviews, word of mouth and word of mouse (through internet). We have given the NPS survey to the customers after wedding reception, with 235 couples at 5 different locations (Tokyo, Nagoya, Kobe, Kyoto and Fukuoka) and also provided the questionnaire in 40 questions about products and services to contribute more developing in hospitality industry [8].

In this paper, the author analyzes relationship between NPS numbers and other 40 questions of the questionnaire, the customer will be revealed by multiple regression analysis.

2   Methodology

2.1   Overview of the Experiment

NPS numbers and other 40 questions of NPS numerical value to analyze the relationship with the impact of the post-wedding reception enforcement in order to determine the relevant with categories of 40 questions to evaluate high and low scores

at the locations (Tokyo, Nagoya, Kyoto, Fukuoka). Couples of 235 pairs were examined for NPB numbers as the customer's questionnaires, and also another survey for the customers more likely purchased which goods and services related to the 40 questions to examine multiple regression analysis.

2.2   Experiment Method

Using the A3 size of the questionnaire that NPS and 40 questions of Fig. 1 is described, for survey the bride and the groom after the wedding reception in the products and services provided during the reception. The categories will be described in detail in Sect. 2.3.

Fig. 1.   NPS and 40 questions of survey

2.3   The Details of the Questionnaire

Question details of the questionnaire data, as a NPS question is "would you recommend your friends and acquaintances to our wedding and services?" And for 40 categories of questionnaires are;

(1) About staff- (1-a) Application contact person in charge of the ceremony and reception, (1-b) meeting contact the person in charge of the ceremony and reception, (1-c) the contact person in charge of tuxedo and wedding dress, (1-d) application contact the person in charge of the photo/VTR (shooting), (1-e) application contact the person in charge of the Flower (flower arranging), (1-f) hair and makeup (beauty) of your application personnel, (1-g) the atmosphere of meeting Salon.

(2) About facilities- (2-a) the wedding venue appearance, location, atmosphere, (2-b) transportation access, (2-c) the party venue introspection, location, atmosphere, (2-d) property amenities and fixtures, (2-e) courtesy car, (2-f) the courtesy car driver's attitude

(3) About the wedding, (3-a) wedding content, (3-b) pastor compatible, (3-c) choir, (3-d)the selection of wedding music, (3-e) organist playing, (3-f) the wedding correspondence of staff, (3-g) the guest attendance

(4) About wedding reception, (4-a) party content, (4-b) party progress, (4-c) audio-video, (4-d) production

(5) About cuisine, (5-a) the amount of dishes, (5-b) taste of dishes, (5-c) Serve, (5-d) the service staff support, (5-e) providing welcome drinks, drinks, (5-f) wedding cake

(6) About hair makeup and makeup, (6-a) correspondence of hair make-up staff (6-b) dressing bride, hair and makeup finish, (6-c) groom dressing hair and makeup, (6-d) guests dressing, hair and makeup finish

(7) About Flower arrangement, (7-a) Bouquet and boutonniere, (7-b) church flower arranging, (7-c) party flower arranging, (7-d) Other items (flower shower, bouquet etc.)

(8) About shooting, (8-a) photography, (8-b) of the corresponding photographer, is (8-c) videographer corresponding more.

2.4 The Details of the Questionnaire

At the time of the counting of the questionnaire from the national 235 set (1) wedding reception invitation number of people (2) bride age (3) bride Hometown (4) bride profession (5) groom age (6) groom Hometown (7) groom profession (8) wedding reception final payment amount the has been added to the questionnaire, Table 1 is it.

Table 1. The results and data addition table

2.5   The Duration of Collection Questionnaire and Categorized by Area and Samples

Table 2 is the number of samples Questionnaire period and area.

Table 2.   The number of samples of the survey area

Data collection period			
	2014	2015	Total
Tokyo 1		14	14
Tokyo 2	8	56	64
Nagoya	21	39	60
Kyoto 1	5	19	24
Kyoto 2	1	12	13
Fukuoka		60	60
Total	35	200	235

3   Observation

3.1   Relevant to the NPS

Groom age to questions of NPS and 40 of 2.3, bride age, add a wedding reception last payment amount, a numeric indication of the correlation between the NPS number is a Table 3. Is referred to as a comprehensive evaluation of Table 3 what you have is in conjunction with the number of NPS, next to the comprehensive evaluation ※ high number relation to the evaluation the greater of the mark, the more does not have a rating in the relationship at all if no. of comprehensive evaluation number is higher, it comes to a high NPS numerical value. blue and item that is highlighted is made to item high relationship with the NPS in, especially 1 high relationship item, wedding-reception of your meeting contact person 2, wedding staff of the corresponding 3, photography of the corresponding 4, your application contact person 5 of wedding-reception, was a sign up contact the person in charge of the dress tuxedo. Both five items the impact of people to provide services is considered to be large.

3.2   Unrelated Categories with NPS

Items that are not affected at all to the NPS figures become item no comprehensive evaluation beside ※ mark in Table 3. They are, traffic access, courtesy car, choir, wedding music selection, wedding cake, the music, both in the service item no it was found that a product item.

Table 3 is a distribution with respect to sample 235 set of NPS (Fig. 2).
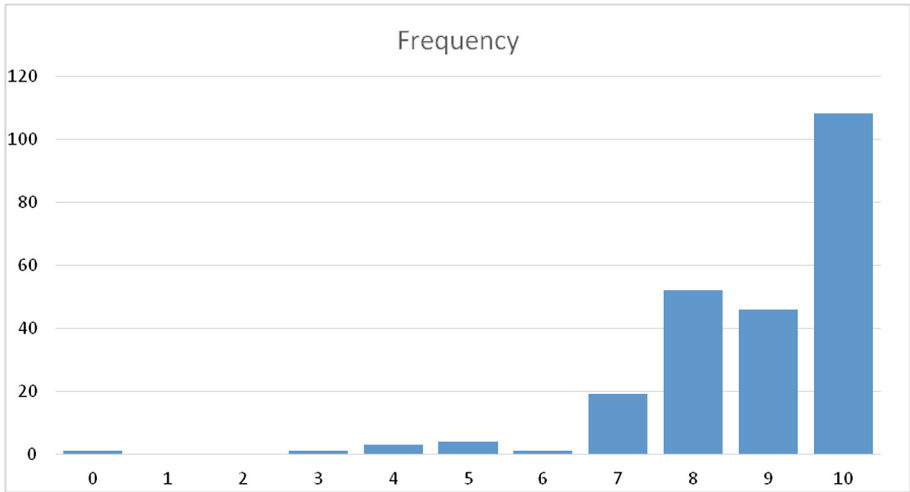

Fig. 2. NPS results

Table 3. Correlation between each variable and the NPS

◆Correlation between each variable and the NPS numerical value

If the number is large, a high relationship with the NPS
**・・・The number is higher, it affected the value of the NPS.
*・・・ The number is higher, it affected somewhat to a number of NPS.
Blue area・・・very high relevance to the NPS

	The age of bride		The age of groom		The final amount of price		Overall rating	
The age of bride			.583	**	−.187	*	.023	
The age of groom	.583	**			−.171		−.051	
The final amount of price	−.187	*	−.171				.032	
The person who is in charge of receiving wedding and Solemnization request	−.146		−.066		.129		.353	**
The person who is in charge of meeting about wedding and Solemnization	−.106		−.131		.143		.456	**
The person who is in charge of receiving dress and tuxedo request	.019		.029		.180	*	.352	**
The person who is in charge of receiving photos and shooting a video request	−.163	*	−.117		.166		.229	**
The person who is in charge of receiving flower arrangement request	.004		−.101		.095		.210	**
The person who is in charge of receiving hair make up request	−.013		−.002		.059		.325	**
Atmosphere of the meeting Salon (concierge)	−.072		−.170	*	.094		.274	**
Appearance of the buildings, location and atmosphere	.028		−.076		−.086		.366	**
Accessibility	.169	*	.080		−.314	**	.095	
Interiors of the party room, location and atmosphere	.068		−.024		−.133		.233	**
Facilities	−.071		−.100		−.050		.175	**
Limousine	−.259		.081		−.147		.207	
Customer support of the limousine driver	−.241		.077		−.146		.266	*
Content of the wedding	.027		.064		−.027		.232	**
Customer support of pastor	−.097		−.125		.106		.151	*
Choir	−.064		−.141		−.050		.101	
Selections of music	−.040		−.163	*	−.060		.112	
Performance of organist	−.080		−.153		−.039		.230	**
Customer support of the wedding staff	−.024		−.020		−.062		.441	**
Customer support for the guests	−.055		−.140		.012		.429	**
Content of solemnization	−.046		−.037		.074		.302	**
Performance of MC	−.001		−.081		−.045		.263	**
Sound and videos	−.055		−.060		−.071		.240	**
Performance (Candle Service and Fairly Illusion etc)	−.059		−.157		−.014		.347	**
The amount of the cuisine	−.076		−.044		.045		.204	**
The taste of the cuisine	−.062		−.045		.064		.240	**
Dish appearance	−.029		−.001		−.088		.223	**
Customer support of the waitresses	.054		−.047		−.033		.155	*
Welcome drinks and normal drinks	−.008		−.131		.073		.213	**
The wedding cake	−.114		−.060		.108		.129	
Dress and hair make up of the bride	.075		.076		−.038		.344	**
Dress and hair make up of the groom	.102		.110		−.180		.392	**
Dress and hair make up of the guests	.015		−.064		.002		.159	*
Bouquet and boutonniere	.007		−.009		−.068		.257	**
Flower arrangement inside the church	−.051		−.047		−.044		.324	**
Flower arrangement of the solemnization	−.037		−.086		.037		.300	**
The other flowers (e.g. flower shower, flower gift and headpiece)	−.107		−.189	*	.055		.378	**
Photo	.007		−.021		−.065		.426	**
The customer support of the photographer	.010		.065		−.105		.292	**
The customer support of the videographer	−.022		.097		−.153		.294	**
Comprehensive evaluation	.023		−.051		.032			

4   Conclusion

From the observation that factors that can be seen in service categories were highly related to the NPS. The NPS scores made lower in factor was also related to the person who provided the service, thus, to keep up earning high points from the groom and the bride satisfied needed quality service providers. The results can be grouping in 5 by using the factor extraction method; (1) cuisine, (2) party reception, (3) wedding ceremony, (4) service, (5) hospitality. The hospitality is categorized contents of people involved, and the customer is grouping in the survey results. It is needed to be deepened in the future further research.

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