

Palgrave Studies in Democracy, Innovation, and
Entrepreneurship for Growth

Series Editor

Elias G. Carayannis, PhD
School of Business
George Washington University
Washington, DC, USA

The central theme of this series is to explore why some geographic areas grow and others stagnate over time, and to measure the effects and implications in a trans-disciplinary context that takes both historical evolution and geographical location into account. In other words, when, how, and why does the nature and dynamic of a political regime inform and shape the drivers of growth and especially innovation and entrepreneurship? In this socio-economic, socio-political, and socio-technical context, how could we best achieve growth, financially and environmentally? This series aims to address key questions framing policy and strategic decision-making at firm, industry, national, and regional levels, such as:

- How does technological advance occur, and what are the strategic processes and institutions involved?
- How are new businesses created? To what extent is intellectual property protected?
- Which cultural characteristics serve to promote or impede innovation?
- In what ways is wealth distributed or concentrated?

A primary feature of the series is to consider the dynamics of innovation and entrepreneurship in the context of globalization, with particular respect to emerging markets, such as China, India, Russia, and Latin America. (For example, what are the implications of China's rapid transition from providing low-cost manufacturing and services to becoming an innovation powerhouse? How sustainable financially, technologically, socially, and environmentally will that transition prove? How do the perspectives of history and geography explain this phenomenon?)

Contributions from researchers in a wide variety of fields will connect and relate the relationships and inter-dependencies among

- Innovation,
- Political Regime, and
- Economic and Social Development.

We will consider whether innovation is demonstrated differently across sectors (e.g., health, education, technology) and disciplines (e.g., social sciences, physical sciences), with an emphasis on discovering emerging patterns, factors, triggers, catalysts, and accelerators to innovation, and their impact on future research, practice, and policy. This series will delve into what are the sustainable and sufficient growth mechanisms for the

foreseeable future for developed, knowledge-based economies and societies (such as the EU and the US) in the context of multiple, concurrent, and inter-connected “tipping-point” effects with short (MENA) as well as long (China, India) term effects from a geo-strategic, geo-economic, geo-political, and geo-technological (GEO-STEP) set of perspectives. This conceptualization lies at the heart of the series, and offers to explore the correlation between democracy, innovation, and entrepreneurship for growth. Proposals should be sent to Elias Carayannis at caraye@gwu.edu.

More information about this series at
<http://www.springer.com/series/14635>

Manlio Del Giudice • Maria Rosaria Della Peruta

The Satisfaction of Change

How Knowledge and Innovation Overcome Loyalty
in Decision-Making Processes

palgrave
macmillan

Manlio Del Giudice
International Business Administration
Link Campus University International
Business Administration
Naples, Italy

Maria Rosaria Della Peruta
Faculty of Economics
Second University of Naples Faculty of
Economics
Naples, Italy

Palgrave Studies in Democracy, Innovation, and Entrepreneurship for Growth
ISBN 978-3-319-41883-4 ISBN 978-3-319-41884-1 (eBook)
DOI 10.1007/978-3-319-41884-1

Library of Congress Control Number: 2016955558

© The Editor(s) (if applicable) and The Author(s) 2017

This work is subject to copyright. All rights are solely and exclusively licensed by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use. The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, express or implied, with respect to the material contained herein or for any errors or omissions that may have been made.

Cover image © imageBROKER / Alamy Stock Photo

Printed on acid-free paper

This Palgrave Macmillan imprint is published by Springer Nature
The registered company is Springer International Publishing AG Switzerland
The registered company address is: Gewerbestrasse 11, 6330 Cham, Switzerland

CONTENTS

1	Introduction	1
	<i>Bibliography</i>	7
2	Definition and Evolution of the Variables in the Model in Marketing Studies and Research	13
2.1	<i>The Evolutionary Dynamics of Markets: Factors of Change and Development of the New Business-Intensive Contexts</i>	13
2.2	<i>Resistance to Change, Script Theory, Post-purchase Evaluations: Literature Review of the Proposed Model</i>	16
2.2.1	<i>The Research Design and Its Conceptual Assumptions</i>	16
2.2.2	<i>Shopping Experience, Customer Satisfaction, Resistance to Change: An Approach Path</i>	19
2.2.2.1	<i>Contributions to Customer Satisfaction</i>	21
2.2.2.2	<i>Contributions to the Shopping Experience from a Customer Perspective</i>	22
2.2.2.3	<i>Contributions to the Switching Costs Theory</i>	25
2.2.2.4	<i>Contributions to the Script Theory</i>	30
2.3	<i>An Examination of the Concept of Loyalty</i>	33
	<i>Bibliography</i>	48

3	A Model of Customer Retention in Business-Intensive Markets	61
3.1	<i>The Determinants of Loyalty in a Digital Economy</i>	61
3.2	<i>Choices Made When Planning a Research Design: The Structural Features of the B2B Sector</i>	63
3.3	<i>The Emergence of Client Scripts: Latent Cognitive Processes</i>	68
3.3.1	<i>Selection Processes</i>	69
3.3.2	<i>Association Processes</i>	70
3.3.3	<i>Evaluation Processes</i>	72
3.4	<i>Definition of Shopping Script: Information from Business Customers</i>	74
3.4.1	<i>Log Files</i>	75
3.4.2	<i>Cookies</i>	76
3.4.3	<i>Knowledge Discovery in Databases and Data Mining</i>	77
3.4.4	<i>Data Mining</i>	78
	3.4.4.1 <i>Association Rules</i>	79
	3.4.4.2 <i>Sequential Patterns</i>	80
3.4.5	<i>The Output Phase: Website Customization According to the Resulting Shopping Script</i>	80
3.4.6	<i>Web Mining for Website Customization</i>	81
3.5	<i>Definition of Shopping Script: Tools Available to Suppliers to Integrate and Manage Shopping Scripts</i>	82
3.5.1	<i>Web Call Centers</i>	83
3.5.2	<i>Text Chats</i>	84
3.6	<i>Tools Available to Firms to Monitor the Evolution of Shopping Scripts</i>	84
	3.6.1 <i>Virtual Communities</i>	84
	3.6.2 <i>Corporate Clubs</i>	85
	<i>Bibliography</i>	91
4	Shopping Scripts and Resistance to Change: An Empirical Verification in Business-to-Business Digital Markets	99
4.1	<i>Theoretical Framework and Research Hypotheses</i>	99
4.2	<i>Choice of the Field of Application of the Research and Methodology Adopted</i>	101
4.3	<i>Empirical Analysis</i>	102

4.3.1	<i>Exploratory Factor Analysis</i>	105
4.3.1.1	<i>Sampling Phase</i>	106
4.3.2	<i>The Confirmatory Model</i>	110
	<i>Bibliography</i>	118
5	Managerial Implications of the Model and Final Insights	121
5.1	<i>Final Insights</i>	121
5.2	<i>Managerial Implications of the Research</i>	124
5.3	<i>Limits of the Present Research</i>	127
5.4	<i>Ideas for Future Research</i>	127
	<i>Bibliography</i>	129
	Bibliography	131
	Index	135

LIST OF FIGURES

Fig. 1.1	Presentation of the research design	5
Fig. 2.1	Conceptual dimensions of the theoretical framework of the research design	18
Fig. 2.2	Types of customer loyalty (Wind, 1977)	34
Fig. 2.3	A classification of the types of loyalty (Dick & Basu, 1994)	35
Fig. 2.4	The matrix of customer loyalty (Iasevoli, 2000)	36
Fig. 2.5	A schema for the identification of customers loyal to a certain brand or sign (Busacca & Castaldo, 1996)	37
Fig. 3.1	The process of knowledge discovery in databases	78
Fig. 4.1	Structural equation modeling for H1: partial graphical representation	112

LIST OF TABLES

Table 4.1	Exploratory factor analysis	107
Table 4.2	Confirmatory model	111