

## METHODOLOGY FOR EVALUATING CONSUMER LOYALTY IN MOTOR TRANSPORT SERVICES

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Consumer loyalty serves as a fundamental indicator of the level of interaction between consumers and enterprises. Contemporary scientific literature distinguishes two facets of loyalty: behavioral and perceived. Both behavioral and perceived loyalty encompass various components that can be utilized for measuring loyalty. The absence of consensus on criteria for measuring consumer loyalty and the weak justification of employed indicators hinder the accurate assessment of consumer loyalty in the realm of transport services. There arises a scientific challenge to substantiate loyalty indicators and develop a methodology for evaluating consumer loyalty in automotive transport services.

In contemporary scientific literature [1-3], loyalty is characterized by two main dimensions: behavioral and perceived. The behavioral dimension involves observable actions, such as repeated purchases, while the perceived dimension relates to the consumer's attitudes, preferences, and opinions about a brand. Various approaches and indicators exist for measuring consumer loyalty, with some authors assessing loyalty as a whole [4], while others distinguish between perceived and behavioral loyalty [1-3]. The lack of consensus on measurement criteria and the insufficient justification of employed indicators in current literature pose challenges in accurately defining consumer loyalty in transport services.

To address this challenge, a systemic approach is employed, considering the loyalty formation process as a combination of the subject (the one exerting influence) and the object (upon which the influence is directed). In this context, the consumer of services (and their processes) is the object of the loyalty formation system, while the enterprise providing services (Motor Transport Enterprise, MTE) is the subject. MTE influences the consumer through various stimuli, receiving feedback on the consumer's reaction to these stimuli to study their behavior and attitudes.

Factors directly and indirectly influenced by MTE can be identified within the loyalty formation system. The first group comprises factors characterizing the process and properties of MTE services, including the

quality indicators of the final service, technical-functional features, interactions with staff during service provision, and the perceived value of the service. The second group includes consumer internal factors, such as emotional attitudes and intentions, which are beyond direct control by MTE.

*Indicators for measuring perceived loyalty:*

1. Consumer satisfaction:
  - 1) Satisfaction with instrumental quality (key benefits):
    - Quality of the final service (safety, accuracy of transportation, cargo preservation, timely departure and delivery)
  - 2) Satisfaction with functional quality (process quality):
    - Technical-functional features (availability of required mobile units in good condition, ability to allocate the necessary transport volume daily for the consumer)
    - Interactions (material provision, courtesy, professionalism, staff qualifications, communication level, individualized consumer engagement)
  - 3) Perceived value of the service:
    - Service value (service cost, guarantee, consumer price tolerance, insensitivity to competitor pricing actions)
2. Consumer intentions and attitudes:
  - 1) Consumer awareness and intentions (awareness of alternatives, intentions for future collaboration, intentions to recommend services)
  - 2) Emotional attachment (feelings of respect, friendship, trust, habits, preferences)

Behavioral loyalty can be measured through indicators that best characterize the nature of interaction with the consumer:

*Indicators for measuring behavioral loyalty:*

- 1) Increased purchases
- 2) Maintenance of the achieved level of interaction
- 3) Share of consumer's business
- 4) Regularity (frequency) of purchases
- 5) Duration of business relationships with the consumer

The proposed methodology suggests using a radar method to graphically represent the results of the assessment. Determining the type of consumer loyalty is based on constructing a loyalty matrix formed by perceived and behavioral loyalty indicators. Consumers are grouped, each characterized by a specific level of loyalty. Consumers with low loyalty levels require investigation into the reasons for their dissatisfaction and the

implementation of measures to enhance loyalty.

To strengthen perceived loyalty in the context of automotive transport services, it is crucial to focus on aspects that shape consumers' attitudes and preferences. First and foremost, there should be a concerted effort to elevate the quality of service delivery. This includes ensuring the safety and accuracy of transportation, implementing measures to preserve cargo integrity throughout the journey, and maintaining a commitment to timely departure and delivery. These efforts collectively contribute to a positive perception of the service and enhance satisfaction among consumers.

Technical-functional features play a pivotal role in shaping perceived loyalty. It is imperative to consistently maintain mobile units in optimal condition, meeting the diverse requirements of consumers. Additionally, a strategic approach to ensure the daily availability of the necessary transport volume is vital. By addressing these technical aspects, Motor Transport Enterprises (MTEs) can instill confidence in consumers regarding the reliability and efficiency of their services.

Interactions and customer service represent another key area for fostering perceived loyalty. MTEs should prioritize improvements in material provision, courtesy, and professionalism during service delivery. Staff qualifications and communication levels should be continually enhanced to create a positive and engaging consumer experience. These personalized interactions contribute significantly to the perceived value of the service and strengthen the emotional bond between the consumer and the enterprise.

The perceived value of the service is a multifaceted aspect that requires strategic attention. MTEs should evaluate and, if necessary, adjust service costs to align with consumer expectations. Strengthening guarantees and effectively communicating them to consumers adds an extra layer of assurance. Monitoring consumer price tolerance and remaining competitively priced in the market are critical components of enhancing perceived value.

Behavioral loyalty, characterized by observable actions such as repeated purchases and sustained business relationships, can be fostered through specific strategies. First and foremost, MTEs should aim to increase the frequency of consumer purchases. This can be achieved by offering incentives, discounts, or loyalty programs that encourage consumers to engage more frequently with the services provided.

Maintaining the achieved level of interaction is equally crucial. MTEs should focus on personalized communication, regular updates, and tailored

offerings that align with consumer preferences. By consistently meeting the consumer's evolving needs, enterprises can sustain and strengthen the business relationship over time.

Aiming to capture a larger share of the consumer's business involves strategic planning. MTEs should diversify service offerings, explore complementary services, or introduce bundled packages that encourage consumers to consolidate their business with the enterprise. This not only increases the share of the consumer's business but also creates a more comprehensive and integrated service experience.

Regularity in consumer purchases and the duration of business relationships are intertwined aspects of behavioral loyalty. MTEs should implement measures that encourage consistent and periodic engagement with their services. Additionally, a focus on building long-term relationships involves proactive communication, anticipating consumer needs, and adapting services to ensure sustained satisfaction.

The proposed methodology enables a differentiated assessment of MTE consumers, facilitating comparisons between clients based on various indicators, determining prospects for working with each consumer, and identifying consumers deserving greater attention. This approach ensures a comprehensive evaluation of loyalty in automotive transport services, laying the foundation for strategic decision-making to enhance consumer retention and satisfaction. Further research and practical application of the proposed methodology are recommended for a deeper understanding and implementation in the automotive transport industry.

### References.

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