

Research on the Theoretical Basis of Service Contact

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Abstract: Focusing on the theoretical basis of service contact: consumer interest theory, brand relationship theory and value co-creation theory, the literature is combed. This paper mainly sorts out the generation, driving force and function of consumer interest theory; the origin, concept and function of brand relationship theory; the generation, concept and function of value co-creation theory; hotel service management literature has existing achievements.

1. Relevant Theories

1.1. Consumer Interest Theory

The theory of consumer interests emphasizes that customers and brands establish and maintain a long-term stable and sustainable strategic relationship. Customers can obtain sufficient benefits from this strategic relationship to meet their own needs. Based on this, the relationship benefits perceived by customers are generated (Zheng Qi, 2000). The research of Gruen and Hofstetter (2010) found that in the customer-brand relationship, social support, economic benefits and emotional satisfaction are the most important benefits for customers. Shen Lu, Zhuang Guijun, and Shu Man (2016) believe that customers can improve brand awareness by acquiring and paying attention to brand information, so as to reduce the risk of purchasing decision-making and reduce transaction costs. Finally, some symbolic meanings and symbols of the brand are used to obtain social and other recognition. Therefore, customers' purchase behavior is essentially driven by customer needs and motivations, which is the main psychological motivation for customers to establish a certain relationship with the corporate brand. Luo Nuan, Li Xin, and Zhang Mingli (2016) found that the importance of establishing and maintaining customer-enterprise relationships, trust, emotion, status symbolism and self-expression, these four relationship benefits help to establish and maintain healthy development between customers and corporate brands ^[1]. Patterson and Smith (2001) found that customers' trust and emotion towards a brand have a significant effect on customer loyalty. Xu Zhengliang, Gu Anwei, and Ma Xinxin (2012) believe that in the process of purchasing products and services, customers will perceive the functionality, experience and symbolism of brands. Customers' purchasing behavior is affected by their demand motivation. From the perspective of consumer behavior, customer needs are divided into basic needs and self-satisfaction; sensual pleasure, hedonistic id pursuit; the superego that achieves self-improvement and identity class identification through consumption experience realizes three needs, and these three needs have a progressive and temporal relationship at the level (Zhao Liming, Zhang Haibo,

Sun Jianhui, 2015) [2].

Based on the theory of consumer interests, the article explores the influence of service contact in the process of customer consumption on its experience value, brand preference and brand loyalty. Service contact mainly occurs between customers and enterprises, customers and other customers. The basis of these two types of communication and interaction is the customer's experience and value in the process of service and product. Based on the experience value, customers will recognize the brand represented by the product and service. If the whole service experience process is pleasant, then the customer is likely to have a special affection for the brand and purchase commitment, repeat the purchase of the product and recommend the people around them, forming brand loyalty, in the long run, this will help the long-term business development and growth of enterprises. In the process of interaction between customers and enterprises, if the enterprise can upgrade and transform related products and services based on the consideration of maximizing customer experience value and consumption benefits, then the enterprise can meet the needs of consumers to the greatest extent while paying attention to the interests of consumers, and then gain the trust of consumers, so that the enterprise can achieve longer-term development. Based on this, the consumer interest theory is one of the theoretical foundations of this paper.

1.2. The Theory of Brand Relationship

Before 1990, in the field of brand theory, brand personality theory and brand image theory were at the core, the premise of which was to anthropomorphize the brand and move the brand in a one-way straight line. As people gradually pay attention to the integration and development of "relationship marketing" theory and brand theory, brand relationship theory comes into being. The so-called brand relationship is the interactive relationship between consumers and corporate brands, corporate products, the company itself, and other consumers through cognition, emotion, and behavioral intentions (Liu Qiannan, 2017; Fournier, 1998). On the basis of the brand relationship theory, Keller (2001) further explained the four steps of corporate brand creation: ① brand recognition based on brand recognition; ② brand value based on functional and social familiarity; ③ based on customer brand experience Brand emotion based on feeling; ④ brand loyalty based on consumers' stable, positive and continuous connection to the corporate brand. Zhou Zhimin and Lu Taihong (2004) logically analyzed the elements of brand relationship, and also divided the three-dimensional structure of brand relationship based on consumer cognition, emotion and behavior. Xu Zhengliang, Gu Anwei, and Ma Xinxin (2012) added customer value perception factors on the basis of the three-dimensional structure of brand relationship, and further explained that on the basis of customer value, cognition (that is, customers perceive product value), emotion (The brand relationship structure composed of customer brand emotional interest) and behavior (customer brand loyalty), which reflects the effective connection of customers to the brand of enterprise products, and also constitutes the consumer's cognitive basis for brand relationship. From the perspective of brand relationship theory, the symbolic benefits created by the brand for customers can effectively stimulate the emotional connection of customers to the brand, build a bridge and bond between customers and the brand, and customers' positive and continuous emotions towards the brand help customers achieve the brand trust generates customer loyalty in behavior and attitude, and accelerates the accumulation of corporate brand equity (Homburg, Hoyer, & Stock, 2007) [3].

The article focuses on service contact, experience value, brand preference and brand loyalty. Based on the theory of brand relationship, a customer brand loyalty driving path is formed from cognition-emotion-loyalty. Through the contact between customers and the hotel and other customers, the experience value of customers is formed. Under the pleasant experience of hotel products and services, customers will form obvious emotional tendencies towards the hotel brand,

resulting in continuous purchase and recommendation behavior, thus forming brand loyalty and ultimately conducive to the long-term sustainable development of enterprises.

1.3. Value Co-creation Theory

The value co-creation theory is based on the results of multiple fields such as strategic management, marketing management and organizational behavior, including the design and development of new products and services, value network relationships, and service systems. The research perspective of value co-creation theory has experienced from the customer. Experience the transition to the service ecosystem (Jian Zhaoquan, Linghu Kerui, Li Lei, 2016). The roles of customers and enterprises have been transformed, facilitated by the continuous interaction of technological progress and management practices, and this transformation is a new way of integrating resources and creating value. Based on the above background, value co-creation is considered to be the process of combining, collaborating, synchronizing and accompanying enterprises to realize new material value through service exchange and resource integration (Vargo & Lusch, 2016) [4]. Chandler and Vargo (2011) believe that based on the novel service-dominant logic, product value is no longer solely created by the enterprise, but is created by the continuous collaborative interaction among consumers, producers and suppliers. Customers can influence the whole process of product design, production and sales, and suppliers can promote the generation of co-created value through direct interaction and assistance. Therefore, the exchange of services and the consolidation of resources are considered to be an important way and main way to create product value. Customers, enterprises and suppliers are the main body of social and economic behavior, and the effective interaction and resource integration between the three can create more common values. Vargo and Lusch (2010). The interaction and integration of people, technologies, systems, resources and value propositions have brought new business models. In the process of transformation of the manufacturing service process, the modern service industry has witnessed the change of value creation logic from manufacturing product-led to service-led logic. Evolution, service integration plays the role of the foundation and link of value exchange (Linghu Kerui, Jian Zhaoquan, 2017). Based on the service contact in the physical environment, two very important aspects in this whole link are the contact between customers and the contact between employees and customers, which have different degrees of impact on customer experience value, brand preference and brand loyalty. In the customer-customer, employee-customer service contact, there is the organic interaction and resource integration of the three. The interaction of the three has become an important way to create service contact value, and then use the value of customer experience and the index of brand preference to influence the degree of customer brand loyalty.

2. A Review of the Literature on Hotel Service Management

By sorting out the research results related to hotel service management on CNKI, as of June 2, 2020, by searching with the keyword "hotel service management", it can be found that there are 43 domestic research literatures on hotel service management, including core publications 3 papers, 4 master theses, 2 conference papers, 39 papers related to economics and management disciplines, 1 of which is supported by the National Natural Science Foundation of China, and the research subjects are mainly from various colleges and universities; With "service management" as the key word, 3607 related literatures were retrieved, including 362 papers in five core journals, including SCI source journals, EI source journals, Peking University core journals, CSSCI source journals and CSCD source journals, and 68 articles in economics and management. 72 of them have received research funding from various national-level projects (39 from the National Natural Science Foundation of China, 10 from the National Social Science Foundation, 13 from the National 863

Program, 5 from the National Science and Technology Support Program, and 5 from the National 973 Program), the main research subjects are various key universities and research institutes. From the research content, the research results of hotel service management mainly focus on the service management at the hotel management level and the hotel service management at the school-enterprise cooperation level. The service management at the hotel management level mainly focuses on the design of the hotel service system (Law, R., Leung, R., & Buhalis, D., 2009; Law, R., Bai, B., Ip, C., & Leung, R., 2011; Kim, M., & Qu, H., 2014; Huang, Y. C., Backman, K. F., Backman, S. J., & Chang, L. L., 2016; Li Ningdong, 2016; Chen Keith, 2016) and hotel service quality improvement strategies (Tian Jinmei, Xie Shangming, Fan Xiucheng, Su Chenting, Zhou Nan, 2015; Han Ning, 2015; Yang Yun, Yan Qi, 2011; Cheng, J. H., Chen, F. Y., & Chang, Y. H., 2008; Xu, X., & Li, Y., 2016; Chatothoth, P. K., Ungson, G. R., Harrington, R. J., & Chan, E. S., 2016; Xie, L., Guan, X., Lin, X., & Huan, T. C., 2020; Nguyen, H. T. T., Nguyen, N., & Pervan, S., 2020; Yung, E., & Chan, A., 2002; Sun, J., 2014; Sarmah, B., Kamboj, S., & Rahman, Z., 2017) two aspects, the school-enterprise cooperation level is mainly related to curriculum and instructional design research (Xie Xiaoning, 2017; Tiwari, R., & Bathla, G., 2020)^{[5][6]}.

Judging from the number of research results and the level of research, hotel service management research is obviously lagging behind and service management research is mainly limited by disciplines and majors. At the same time, at the level of research content, the research on hotel service management at home and abroad mainly focuses on the research of hotel service management system generated by the application of related technologies and the research on hotel service quality management for customer experience quality. Considering that the hotel service management system brought about by the application of related technologies is ultimately used to improve the quality of hotel services to optimize customer service experience and hotel operating benefits, the research results of hotel service quality management have become the focus in research results at home and abroad in terms of the number of research results. But from which angle to improve the quality of hotel service management to enhance customer brand loyalty, scholars' research fragmented the impact and importance of service contact, customer experience value and brand preference on brand loyalty, there are not many related results on the internal influence relationship and degree of influence between elements, and the internal formation path of brand loyalty, which has certain theoretical and practical significance for subsequent related research.

3. Conclusions

Consumer interest theory, brand relationship theory and value co-creation theory are the important theoretical basis of service contact research. The number, level and content of hotel service research results are helpful for the follow-up research on service contact.

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