

EXTRINSIC PARAMETERS AND CUSTOMER LOYALTY BEHAVIOR OF VERY SMALL CRAFT ENTERPRISES

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ABSTRACT

The importance of customer loyalty for all kinds of business is well established. It provides enough benefit for companies that fit into this vision. It appears more urgent because of their competitiveness which is subjected to severe tests. Artisanal small businesses are also aware of these advantages and are developing strategies to achieve them. By doing so, we would expect all their customers to be loyal. However, some customers become unfaithful anyway. The aim of this communication is to identify the extrinsic parameters that can negatively influence the loyalty behavior of Very Small Craft Enterprises (VSE) Customers. This research is conducted using a methodology based on a quantitative analysis based on a structured questionnaire based on three-level attitude scale administered to 502 Very Small Craft Enterprises (VSE) Customers.

This study shows that among the variables likely to influence consumer behavior, there is the client's culture, his family network, his religion have no influence on loyalty behavior. On the other hand, the change of social rank of the customer, the rumor on the product and the distance have a negative influence on the behavior of consumer loyalty.

KEYWORDS: Loyalty Behavior, Extrinsic Parameters, Customers & Very Small Craft Enterprises