

Marketing and Design in the Service Sector

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Marketing and Design in the Service Sector: Enhancing Customer Experience

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INVESTOR IN PEOPLE

I dedicate this book with love to my best friends and confidante, Daniel, and my parents Sarah and Mohsen, thank you for your constant love and support. You all have been my inspiration, and my world is a better place because of you all. . .

Saloomeh Tabari

Thanks to everyone who helped me so much during this very special time in my life. Special thanks to Jinping and the kids; your love makes me strong.

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Stella Kladou

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Contents

List of Figures and Tables	ix
About the Editors	xi
About the Contributors	xiii
Acknowledgements	xix
Introduction	1
<i>Saloomeh Tabari, Wei Chen and Stella Kladou</i>	
Chapter 1 The Role of Industrial Design in the Designscape Development Based on the Marketing and Customer Experience Design	7
<i>Hassan Sadeghi Naeini and Mahdiyeh Jafarnejad Shahri</i>	
Chapter 2 Independent Coffee Shops and Cafes: Creating Unique Environments and Servicescapes	21
<i>Saloomeh Tabari, Dave Egan and Helen Egan</i>	
Chapter 3 Intangible but Effective: The Role of Hotel Lobby Music Background on Customer Satisfaction	35
<i>Yuyuan Wu and Saloomeh Tabari</i>	
Chapter 4 Hotel Design and Its Impact on the Customer's Booking Decision	51
<i>Minhan Wang, Saloomeh Tabari and Wei Chen</i>	
Chapter 5 Innovative Services, Processes and Product Design Crucial for Enhancing Customer Experience	63
<i>Hassan Ali Khan</i>	

Chapter 6 Opportunities and Possibilities for Online Marketing Innovation	83
<i>Agnieszka Nawrocka, Aleksandra Borowicz and Joanna Kuczevska</i>	
Chapter 7 Virtual Design in the Digital Age – Reshaping Hospitality Landscape	101
<i>Hassan Ali Khan</i>	
Chapter 8 Tourist Experience in Digital Detox Tourism	119
<i>İsmail Uzut and Serap Özdemir Güzel</i>	
Chapter 9 Customer Experience Design in Sportswear Retail Stores	137
<i>Sardar Mohammadi, Abed Mahmoudian and Manuel Alonso Dos Santos</i>	
Chapter 10 Applying the Strategic Model of Customer Experience in the Field of Sports: The Customer Experience Model in Sports and Recreation Complexes	153
<i>Sardar Mohammadi, Abed Mahmoudian and Mike Rayner</i>	
Chapter 11 How Marketing and Design can Enhance Customer Experience in Hospitality by Meeting Their Evolving Needs	175
<i>Michael Donald and Ashleigh Donald</i>	
Index	187

List of Figures and Tables

Figures

Fig. 1.1.	Ergonomic Product Place.	16
Fig. 1.2.	The Place of Ergonomics in Marketing.	17
Fig. 2.1.	Conceptual Framework.	25
Fig. 3.1.	Conceptual Framework, the Relationship Between Background Music in Hotel Lobbies and Customer Satisfaction.	45
Fig. 4.1.	The Chi-Square Test of Customer Preference.	56
Fig. 4.2.	The Chi-Square Test of Customer Choice.	57
Fig. 4.3.	The Chi-Square Test Between Colours and Gender.	57
Fig. 4.4.	The Chi-Square Test Between the Local Characteristic and Gender.	58
Fig. 4.5.	The One-Way Analysis of Variance.	58
Fig. 8.1.	Information on Theme and Sub-codes.	130
Fig. 8.2.	Word Cloud of Comments by Users Participating in Digital Detox Tourism.	131
Fig. 8.3.	Code Co-occurrence Model.	133
Fig. 9.1.	Customer Experience Model in Sportswear Retail Stores	144
Fig. 10.1.	Customer Experience Model in Sports and Recreation Complexes.	164

Tables

Table 2.1.	The Final Template Below Summarises the Key Themes Identified.	31
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Table 3.1.	The Impact of Four Musical Variables on Customer Satisfaction.	42
Table 3.2.	Chi-Square Test Relationship Between Age and Musical Variables.	43
Table 6.1.	Characteristics of Interviewed Companies.	87
Table 6.2.	Selected Key Extracts From Interviews With Companies.	89
Table 8.1.	Activities Preferred by Tourists to Participate in Digital Detox Tourism.	125
Table 8.2.	Descriptive Profile of Analysis Unit.	129
Table 9.1.	Demographic Characteristics of the Interviewees.	143
Table 9.2.	Customer Experience Coding in Sports Stores.	145
Table 10.1.	Demographic Characteristics of the Interviewees.	162
Table 10.2.	Customer Experience Coding for Sports and Recreational Complexes.	165

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