

Funeral Company Customer Satisfaction and Loyalty*

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Abstract

Purpose: The aim of the paper was to analyse and present the results of the research concerning customers satisfaction and loyalty. The uniqueness of this article is that it concerns funeral services that are associated with the sad event of the death of a loved one. The study examined the issue of customer satisfaction in funeral services and how it affects customer loyalty. Moreover, attention was also focused on the analysis of loyalty.

Design/Methodology/Approach: The research methodology is based on customers surveys and a confrontation with the research literature. In addition, a literature analysis of the study of this phenomenon was carried out.

Conclusions: The research showed that customers are satisfied with the funeral company they have previously used. They are willing to use this company again should the occasion arise. On this basis, it can be concluded that they are loyal customers. In addition, customers emphasised the understanding of their needs in the event of the death of a loved one. They also indicated calmness in customer service, good communication and keeping their word and the terms of the contract. It can be concluded that customers expect personalised contact with funeral company and a high level of emotional involvement in the relationship between service providers and bereaved family customers. If there are feelings in the relationship, it is trusting and enduring. Funeral homes can use these opportunities to create a relationship of trust and loyalty with the client.

Practical implications: The results of the research deepen the understanding of strengthening customer relationships, with a particular focus on loyalty in such a sensitive topic as funeral home customer service. Customer loyalty is built by funeral directors and the relationship with the customer is deepened. With customer satisfaction, this happens naturally and the funeral company should not emphasise the slogan loyalty because, as mentioned earlier, the subject of death and the purchase of a funeral service is sensitive. **Originality/value:** The application of the solutions proposed in the article influences the development of knowledge in terms of deepening customer relations, customer satisfaction and customer loyalty when it comes to funeral companies. The article may be useful for companies in the funeral industry.

Keywords: management, funeral services, satisfaction, loyalty