

Visitor Satisfaction

Component Factor

Yes, part of Experience (visit)

Ranking

Visitor Satisfaction	Rank	Score	Descriptor
Influence	55 th out of 237	4.10 out of 5	Highly Influential
Control	27 th out of 237	3.62 out of 4	Controllable
Priority	17 th out of 237	14.82	Very high priority

Description/Definition

Visitor satisfaction refers to the global satisfaction gained by the frequentation of visiting the High Street or centre. It is a mental process based on the experience one has of visiting the place. Repeated visits to a place are assumed to be a main indicator of the consumer obtaining satisfaction (Léo and Philippe, 2002). Visitor satisfaction can be a result of the experience itself but can also be influenced by the emotion and pleasure arising from the experience of the place.

Why does it matter? (Influence)

Visitor satisfaction impacts directly on consumer behaviour and is firstly important in order to drive repeat visits to a place (Léo and Philippe, 2002) and thus increase on footfall in the area. This in turn implicates on the atmosphere and centre image as lack of visitors can lead to increasing vacancy rates and affect the economic and social health of centres (Bramwell, 1998).

What can you do about it? (Control)

There are a number of factors that influence customer satisfaction that is within possibilities of control including security, access, car parking, prices, discounts and sales, versatility and diversity, new shops and offers and opening hours (Léo and Philippe, 2002). The way a place is marketed can manage consumer expectations of what a place has to offer and thus impact on their satisfaction based on whether those expectations are met. Similarly to tourism destinations, by creating a sense of familiarity through good visitor satisfaction, consumers are also likely to become loyal customers which increases a high street and/or centre's competitive advantage (Mazanec et al., 2007; Žabkar, et al., 2010).

See also

Atmosphere; Centre Image; Experience; Service Quality; Familiarity.

References

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