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STATISTIC REGARDS ABOUT CUSTOMERS PREFERENCES

Maria RADU

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Maria RADU[*]

Abstract:

The analysis of individual customer styles and values (analysis Life Styles Inventory LSI) is a development tool that allows people in any environment to identify and understand their preferences and patterns of thinking styles and how they perceive themselves.

LSI analysis offers the opportunity to discover and improve behavior and thinking styles, which will lead to increased productivity in socio-economic and cultural life, better results, better use of own resources, and other structural changes which will help increase performance.

The implementation of a statistical survey questionnaire can turn into statistical information the processing the customers' preferences. Customer preferences can be analyzed but also influenced to some extent and method comparison and statistical survey provides relevant data necessary for overlapping strategic decisions.

Keywords:

Customers, Analysis, Life Styles Inventory, preferences

[*] Phd's "Al. I. Cuza" University

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Subject to statistical analysis of customer preferences, the analysis of individual customer styles and values (analysis Life Styles Inventory LSI) is a development tool that allows people in any environment to identify and understand their preferences and patterns of thinking styles and how they perceive themselves.

This tool is based on research of the effects of thinking styles and the way in which people perceive themselves. Life Styles Inventory analysis (analysis of styles of thinking) is based on the idea that in order to understand and change a certain behavior it is necessary first to identify feelings and thoughts that are sources of motivation in everything we say and what we do. Analysis of LSI allows people to decide themselves what they want to change the way they perceive themselves and others, so the final result to be a significant improvement in their behavior effectiveness.

Our thoughts say something about us and how we run our life. The way how we think determines how we perceive reality, how we relate to others, how we solve problems and take decisions that affect us. Thus, the effectiveness with which we run our life is directly related to the quality of our thoughts. Considering the styles that have developed over time affects us what we intend to achieve in general, how you deal with pressure and crisis, how we relate together, how to develop relationships with them and even how we gain support and cooperation. The researches demonstrated the success of an organization, regardless of the activity is directly influenced by the quality of its customer thinking styles you need to understand their needs deciphering.

The Analysis of LSI offers people the opportunity to go through a structured approach to self-observation to help them identify the consequences of their behaviors both in their personal life (as a result of their perception assessment) and on others (as a result of evaluating perceptions other people). LSI analysis offers the opportunity to discover and improve behavior and thinking styles, which will lead to increased productivity in socio-economic and cultural life, better results, better use of own resources, and other structural changes which will help increase performance.

The LSI analysis provides a model that describes 12 styles which can be positioned on circumflex-disc diagram according to the needs that they promote.

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Thus, styles can be classified into two categories: styles that promote satisfaction needs and styles that clearly promote security needs to be task oriented or relationship to the (people).

The styles can also be classified into three categories:

Constructive styles - styles which reflect the thinking and behavior-oriented needs of satisfaction: the ability to determine the relationship between others and work effectively with others and effectiveness in performing their duties. Styles that are in this category are: style results, self-development style, humanistic-encouraging style and style affiliation. All styles are constructive ways of thinking and behavior and positive benefits that result directly obtain personal satisfaction of customers.

Passive-defensive styles. These styles of thinking and behavior reflect self-protection that ensures the security needs in interaction with others (relationship orientation). Styles that are in this category are: style approvingly, conventional style, style subordination and avoidance style. Styles that are part of this group is characterized by personal security needs. These styles show a defensive approach to life. People with high scores for these styles behave as if at any time must defend the people or situations that they find threatening. Usually, people / customers with a high score in these styles believe that to enjoy the appreciation of others is important to do what others want from you, being a person<<normal>>, which does not threaten others in any way and do not attract attention. The <<passive>> of these styles comes from the fact that people who have this style works to fulfill security needs. They choose to be influenced and act according to others, without resistance or opposition. People with high scores for these styles prefer relationships. However, these styles affect the quality of relationships and paradoxically just people limit their potential.

Aggressive-defensive styles – these styles of thinking and behavior reflect normal self-promotion that provides security needs related to maintaining the status / position in its efforts to accomplish their tasks (task oriented). Styles that are in this category are opposition style, power style , competitive style and perfectionist style. This group of styles highlights the individual's inner need to protect the interests of the tasks. People with high scores for these styles protect their sense of self-worth and position through aggressive promotion of the self. And these styles, just like the passive connotation of a strong defense. However, the

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difference between the two types refers to the fact that people defend aggressive styles of others, directly or by force. Rather than do what they want others and not stand in the way, aggressive-defensive styles people defend themselves by trying to control people or situations themselves are facing.

The Results-style indicates a interest in style and our ability to obtain quality results in projects that challenge us. People who have a high score of this are people who easily solve the problem, make plans, and start working with enthusiasm. They are willing to achieve their goals. The question that characterizes people with this style is: <<What should I do and how? >>. Scores high on style results correlate positively with indicators of personal and professional effectiveness. People who have a high score for this style are characterized by the following types of behavior: their own motivation to achieve success that comes from their beliefs and values, realize and believe strongly that they can make a difference in what they do, they set their own references to measure success in everything they do, have a direct approach to tasks and orient themselves toward their achievement, are people who do not hesitate media to take risks, know how to choose the most suitable members for their teams, see the core problem and solve it so easily, long-term plan and have a good capacity for anticipation.

Self-development style is characterized by an unconventional but very personal approach to success in life. People with this are people who have a high level of acceptance of self and they struggle to accept the highest degree and others. They are people who approach life as a continuous process of development and are interested in experiences that often cause them to evolve. The question that people with this style are characterized is: << What can I do to benefit as much from this experience and therefore to enjoy everything?>>.

People who have a high rating for this style are characterized by the following types of behavior: they are interested in its evolution and development they enjoy and live fully the present moment, are responsible for their person, are interested in new experiences that open approach and direct, they have a great capacity for creativity and innovation, are people confident in their powers, are responsive, honest and direct, become very involved in what they believe.

Humanist-style indicates a strong interest in encouraging people and to the growth and development. Managers, leaders who have a high

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score for this style have a fine knowledge of human psychology and are willing to spend time to understand others. They know that if you spend time with their subordinates, this will be reflected in the motivation that they have, which will result in increasing their level of performance. Humanistic-encouraging style reflects the interest and our ability to inspire people around them. To get this style, you need to accept yourself and others as you. These people have confidence in the ability of others to get things to finish and therefore support and encourage them in every effort. The question that characterizes people with this style is: <<What are and what their needs are those from me? , How can i help in the evolution / their personal growth?>>. People who score high in this style is characterized by the following types of behavior: know how to identify the strengths of others, believe in their potential for growth and improvement and encourages, have a healthy approach to relationships, based on growth, provide a positive environment and support that I inspire others to grow sis to develop, ask relevant questions to help others find their own answers.

Affiliate style is characterized by a desire for social interaction. This style measures the degree to which style membership appreciate the relationships we have with others, as well as our ability to develop and maintain. People with this style of social relationships and appreciate the pleasure of being in the company of other people. The question that characterizes people with this style is: <<What do I have to do to enjoy the other's company?>>. People who have a high score for this style are characterized by the following types of behavior: they feel the need to develop relationships based on reciprocity, and have developed excellent skills relational easily share their feelings, others support them and make him feel important and valuable, cooperate and work well in teams.

While the desire to be liked by others is natural, approver style is characterized by desire, need to be accepted by others. If not satisfied, the need for approval may have consequences such as disappointment, hard feelings and only one side benefic relationships. Approver style indicate the extent to which we feel need to be approved internal so others in how to feel valued and appreciated. People are so interested approver style to please others that many times the price paid is giving up convictions, beliefs and values. At work, a high score for style approver may suggest indecision, procrastination and inability to act.

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Conventional style is characterized by a constant need for integration of environmental and seemed <<Normal>> in front of others. Bureaucratic organizations tend to attract people with conventional style: these are the platforms that are comfortable in an environment you know that are familiar and you have to execute things in ways predetermined known in advance.

Conventional style measures concern individuals to pass unnoticed. People with conventional style can be agreeable and co-workers that you can rely on but who lack creativity and imagination and therefore has a high resistance to changing. He question that characterizes people with this style is: <<how this thing was done before?>> People who have a high score for this style is characterized by the following types of behavior: they obey the rules and authorities without questioning, they have a lack of initiative on the rules as a source of comfort and security will go unnoticed.

Subordination style is characterized by the need for security and self-protection. Style of thinking and behavior of subordination is often the result of temporary changes in life such as a promotion or a divorce. When appearing as a result of such changes, an attitude of subordination disappears as soon as the situation is resolved. Subordinate style measures the degree to which we believe that our efforts matter. People with subordination style lack the feeling of being in control of their lives: they are happy to let others to lead or direct them. If there are feelings of helplessness left voluntarily on their persons subordinate style may decrease self-esteem and can lead to trouble. People who have a high rating for this style are characterized by these types of behavior: they are people who feel threatened by others and who are afraid to be rejected, they have a passive attitude, no respect for themselves, have difficulty in adopting decisions, they feel helpless, they rely on others to be led.

A low score for the Avoiding style shows a tendency for normal avoidance style to adapt to new situations that people respond to or exposure to a new environment and a high score indicates difficulties of adaptation.

When this is the predominant style of a person, a consequence is the less confidence in themselves and others. Avoiding style shows us a tendency / preference to withdraw when we are confronted.

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This may involve hiding true feelings and immediate withdrawal when a threat is perceived. Isolating a person can cause emotional and physical difficulties.

While trying to clarify someone and refine his ideas through questions can be an important ability, a high score in the opposition style indicates a destructive way to gain important and to feel better. Opposition style shows the degree to which people use the disapproval strategy in order to attract attention. People with this style disapprove others opposed him for the sake of argumentation. Their weakness is the desire to be seen as superior to other people, for which they use sarcasm and verbal aggression in order to reduce to silence the opponents.

Power-Style indicates the tendency to control others for the sake of the feeling of power. People with high scores for this style are preoccupied with their own prestige status. There are people who lack trust in others and believe that force, intimidation and coercion are necessary to achieve desired results. The style reflects the extent to which we value our ability to dominate others. 'The "need" to be in control at all times can lead people with a sense of distancing style power to others: it prevents them develop positive and healthy relationships with others. People who have a high score for this style are characterized by the following types of behavior: they feel threatened by attempts to undermine the authority are, on other what to do rather than direct them, use their power to get what they want and have difficulty accepting criticism.

Although society promotes competitive style and therefore the idea that to achieve success you need to be competitive, this style is not an effective predictor of success in any area of life. Competitive style show extreme concern to see that the we are <<better>> than the one next to us. This makes our attention to move the focus to something better, the concentration to do better than that from me. Competitive style scale measures our need to feel valued by comparison with others. People with high scores for this style need to be competing to solve their doubts about the person and their skills.

Although usually we think that perfectionism is a way to achieve better results, the term actually describes a perfectionism defensive approach to life which can lead to very painful in the physical manifestations of people. Thus, perfectionism usually can be correlated with a number of diseases. The perfectionist style is characterized by an

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intense need to work <<To highest level>> in order to get <<impeccable>> results. People who adopt this style in everything they do show their inner desire to be not reproach anything to be seen by others as being <<perfect>>. In their pursuit of perfection people with this style, they set unrealistic goals typically and then blame them not reaching for. They are tensioned people who can relax very hard, and this fact alienates them from others. Also, usually they don't have a clear list of priorities in their life.

People who have a high score this style are characterized by the following types of behavior: ask a lot from themselves and from others, linking the value of its own capacity to perform its tasks, are excessively concerned with details, notability to manage or express emotions.

The Styles of serving clients and customers were researched, developed and analyzed by Professor Robert A. Cooke and his team, according to the model below: "How would you describe how you usually treated by the people of the organization or department that you were asked to /measure it? "

Below there are 48 statements that refer to behaviors and personal styles that might be shown by customers, sales people, respectively, customer-care employees or other persons who interact directly with clients and buyers.

Choices:

1. Not	4. Largely
2. In lesser extent	5. Heavily
3. Moderate	6. Do not know

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do they treat you friendly ? ☐	you think they make things too complicated ? ☐	do they explain facts in such a manner that you can gahter enough information ? ☐
do they seem to follow a "scenarium" ? ☐	do they treat special requests with interest and creativity ? ☐	do they loose in unimportant details ? ☐
Do they act as they wolud konw more about you than you even now ? ☐	do they argue with you ? ☐	do they bargain too agressively? ☐
They seem detached or involved in the organization they belong ?	Do they offer more attention to others (or their boss) than to you ? ☐	they seem not to have the authority do decide on that moment? ☐
Are they willing to make special efforts in order to satisfy you ? ☐	Do they have initiative to solve problems and make things happen ? ☐	do they treat legitim requests as unreasonable? ☐
Do they make preasures to make you decide too quickly or to buy things you don't realy need? ☐	Do they try to control you, or to manipulate you in a subtile way ? ☐	are they willing to offer enough time to hear you? ☐
they must check with their supperiors in order to find information ? ☐	they treat you in a bureaucreatic, impersonal way ? ☐	are they distractede by their coleagues or bosses requests? ☐

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In what measure people from this organization or departement... Choices 1. Not 4. Largely 2. In lesser extent 5. Heavily 3. Moderate 6. Do not know		
do they work to reach or overdraw your expectations? ☐	do they act like „it's not their business" when you need something? ☐	do they blame you, directly or in an indirect manner, for having problems ? ☐
they act how they like, or how you wish ? ☐	do they need a special approval for your requests ? ☐	do they shuffle in doing something that may offence their coleagues or make them work harder? ☐
do they have to follow rules and procedures with no exceptions ? ☐	do they seem to like what they're doing ? ☐	do they come with excuses like „sorry, but this is our policy" ? ☐
do they maintain standards ? ☐	do they make what's easyer for their coleagues or for you ? ☐	do they act like they're making you a favour by doing what they are payed for ? ☐

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are they indifferent, like they don't care about their jobs ? ☐	do they act like you would want to take an advantage on them ? ☐	do they fulfill what they promissed ? ☐
do they make you feel an important client ? ☐	do they avvoid promissing thinsgs and taking commitments ? ☐	do they need a surveyer for transactions approval? ☐
do they block in irrealavants isues ? ☐	do they really try to satisfy you ? ☐	do they overdraw dead-lines or seem to be too perfectionists ? ☐
thay say they can sell anything, even if they can not deliver products ? ☐	do they tru to build a long relationship, based on trust with you ? ☐	they show interest to improve the quality of their services ? ☐
do they adopt „win-win" decisions? ☐	they try to decieve you ? ☐	do they show their appreciation even after saling ? ☐

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Organization Code/Departament :……
Please answer the following questions about the organization or the departament you were requested to describe: Not In lesser extent Moderate Largely Heavely If you don't know, or you're not sure, please select optino no. „6". I don't know/I'm not sure In what measure…
a)...the quality of the services of this organizations is satisfying you? [1] [2] [3] [4] [5] [6] b)… the quality of the products or of the services is inconsequent or varying? [1] [2] [3] [4] [5] [6] c)…is it probable that this organizations will recieve oreder to you in the future? [1] [2] [3] [4] [5] [6] d)…you would recommend this organizations to other potential customers? [1] [2] [3] [4] [5] [6] e)…would you choose to make business with this organizations (presuming that you would have the possibility and flexibility to choose another provider too) ? [1] [2] [3] [4] [5] [6]
We would appreciate if you would answer to all the items below. Your information shall be used in order to identify the tendences of the customers groups.

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Your answers shall remain absolute conffidential.	
Your contact frequency With the organisations members [ ] 1. daily or almost saily [ ] 2. once ore twice a week [ ] 3. once ore twice a month [ ] 4. once at three months [ ] 5. once ore twice a year [ ] 6. Les than once a year [ ] 9. I'ld rather don't answer Age [ ] 1. under 20 [ ] 2. 20-29 [ ] 3. 30-39 [ ] 4. 40-49 [ ] 5. 50-59 [ ] 6. 60 or more [ ] 9. I'ld rather don't answer	The relation durate With this organizations, as a client [ ] 1. less than a month [ ] 2. 1-6 months [ ] 3. 6 months - 1 year [ ] 4. 1 to 2 years [ ] 5. 2 to 3 years [ ] 6. 3 to 5 years [ ] 7. 5 to 10 years [ ] 8. More than 10 years [ ] 9. I'ld rather don't answer Sex [ ] 1. F [ ] 2. M [ ] 9. I'ld rather don't answer

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I believe that the implementation of a statistical survey questionnaire can turn into statistical information the processing the customers' preferences. Customer preferences can be analyzed but also influenced to some extent and method comparison and statistical survey provides relevant data necessary for overlapping strategic decisions.

A system of indicators for assessing the financial and banking activities not only provides information about customer preferences. Each client has an aggregate of preferences adjusted to their needs, which can be influenced depending on what the market offers at a time corresponding to the culture and society level. Thus, the customers' preferences manifest in a social, economic and cultural context.

Therefore, we can subscribe to six psychological influence principles that can be applied in any socio-cultural space, and these are: reciprocity, lack or deficit, authority, consistency, sympathy and consensus.

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