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The development and validation of a customer value scale

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Abstract

Previous research suggests that perceived customer value can be divided into utilitarian and hedonic aspects. Here, we develop a customer value scale for an apparel store and verify the dimensions thereof. We used a questionnaire to evaluate the online and offline shopping experiences of apparel customers. Structural equation modeling showed that (1) the utilitarian value was composed of quality, price, and convenience sub-values; (2) the hedonic value featured aesthetic, entertainment, and epistemic sub-values; and, (3) all six value dimensions were in play when shopping either online or offline. We used exploratory and confirmatory analyses to assess the reliability and validity of the scale, which affords a novel, comprehensive theoretical conceptualization of customer-perceived value. In terms of marketing management, the scale can be used to evaluate perception of value in both offline and online contexts, and to discriminate among the values in play when customers engage in retail shopping.

Keywords: customer value, service, scale development