



**Universitatea
Transilvania
din Braşov**

HABILITATION THESIS

SUMMARY

Title: Consumer satisfaction and loyalty research through the perspective of integration with business sustainability

Domain: Marketing

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SUMMARY

The habilitation thesis entitled "*Consumer satisfaction and loyalty research through the perspective of integration with business sustainability*" summarizes the research, academic and professional results achieved by the candidate after the PhD Thesis defense at the Academy of Economic Studies in Bucharest and confirmation by the Ministry of Education, Research and Youth OMETS on the basis of Order no. 4887/25.07.2008. Its structure also covers a presentation of the evolution of the candidate's scientific, academic and professional career, with reference to the main directions of its development in the future, in the context of the significant scientific achievements in the field of marketing.

The thesis is structured in two parts: **Part 1** – Profesional and scientific achievements and **Part 2** – Career evolution and development plans.

In the *1st Chapter* "*Researching the satisfaction and loyalty of tourists and sustainability in the marketing of tourist services*" of the Part 1 were presented a series of results regarding the research of satisfaction and loyalty of tourists to a particular tourist destination. These were achieved as a result of the candidate's involvement, in the period 2013-2015, as coordinator, in research projects with the business environment and local public authorities and were disseminated through the publication of scientific articles with other contributors in ISI indexed journals. Web of Science (Clarivate) and in International Data Bases. Their topics include evaluating the satisfaction of tourist with a specific tourist destination, highlighting the satisfaction-loyalty relation towards a particular destination, the socio-economic determinants of satisfaction with a particular tourist destination, addressing the measurement of the satisfaction of tourists with a certain tourist destination. The results achieved led to the conclusion that independent variables such as average tourist spending, tourist satisfaction, quality of services, average number of days and socio-demographic variables, respectively, can influence the loyalty of tourists with that specific destination.

The results presented in the *2nd Chapter* entitled "*Studying consumer behavior in the context of sustainable marketing*" were published in articles included in Web of Science (Clarivate) indexed publications and address the issue of consumer loyalty in online commerce from the perspective of sustainability and the issue of sustainable consumption in agri-food marketing. In relation with the first topic, the results of the analysis show stronger effects between website accessibility and customer satisfaction and, respectively, website accessibility and customer trust, compared to the rest of the effects between variables. These results support the advanced idea that, in the case of Romanian consumers and the specific context of consumption for the products considered, the accessibility of the website is a real determinat of

satisfaction and trust. Regarding the sustainable consumption topic, due to the important changes in the gastronomic culture, this type of product has become more and more dependent on the information delivered with the help of labels and other information elements.

These results support the advanced idea that in the case of Romanian consumers and the specific context of consumption for the products considered, the decision-making process based on labeling is a real engine of satisfaction and trust.

The 3rd **Chapter** namely "*Marketing of agri-food products - a premise for ensuring the sustainability of small agricultural producers*" deals with and presents the research results obtained as a result of involvement in international research projects. The results achieved underline the importance and necessity of internal marketing and human resource management policies at national level, which should take into account the increase in job satisfaction and motivation of people working in small agricultural producers, as other studies have shown in similarly, both can positively influence their economic performance. This performance would lead to the development of the Romanian agri-food sector, because over 95% of the Romanian agricultural producers are small. More of that, some research results shows that the market integration of smallholder farmers in selected Central and Eastern European countries is improving their condition. Efforts should therefore be made to strengthen the market position of agricultural producers in the food supply chain. The results of the regression analysis show a positive impact of the level of production and specialization on the level of market integration.

The thesis' **Part 2** includes reference points of the evolution of the candidate's academic, scientific and professional career, as well as a presentation of the main directions of its development in the future. Specifically, this part presents the candidate's academic and scientific course, highlighting the contribution made to improving the quality of higher education and the concerns on continuing professional education. The future development directions presented, also aim at: academic activity, the scientific research, the improvement of higher education quality, the coordination of PhD students'. This part also refers to the candidate's proved capacity of leading research teams, of organizing and conducting teaching activities and of facilitating teaching process and research.