

Understanding the Attachment Styles, Customer Relational Preferences and Repurchase Intentions

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Abstract

Customer relationship management (CRM) is an organization philosophy focusing on customer orientation, appears as an answer to declining customer authenticity in spirited markets, and was permitted by new technologies. This includes the combination of marketing sales & services actions further the implementation of such system which supports to customer knowledge gaining, knowledge sharing and CRM effectiveness. Categorized as the individual attachment avoidance & anxiety which underlay all such individuals' procedures of romantic attachment. The first element of insecurity is the attachment avoidance which is apprehensive about the uneasiness with friendliness and its dependence on relational associates, liking for arousing detachment & autonomy and exercise of such strategies of deactivating which pact with uncertainty and grief. The anxiety related attached, the second element of attachment style is apprehensive regarding healthy nearness and safety desire, extreme uncertainties in relation to their partners accessibility and one's own worth for their partners and exercise of agitated causing strategies for dealing to distress & uncertainty. It shows that customer has different behavior according to their diverse characteristics and argued that the nature and extent of reaction bias varies by customer characteristics in satisfaction ratings.

Keywords: Anxiety and Individual Attachments; Customer Satisfaction; CRM; Relationships Marketing;

Introduction

Marketing is a function to manage customer relations in order to fulfill individual and organizational objectives more specifically customer wants (Godfrey, Seiders & Voss 2011). Marketing abilities of an organization directly affects "financial performance". Marketing is very different from other areas for identification of unmet market customer needs and wants and for developments of goods and services according to identified needs in order to earn profit. The marketing process includes all such activities which help to transfer the goods from manufacturer to consumer. Marketing acts as bridge between producer and consumer. The marketing starts from market research, the study about market customers, a process of learning in which marketers try to explore the unmet needs and wants of customer for the development of new products, process and services in order to gain product or price differentiation, and this process completes when any individual buys these newly developed goods. Numerous companies sense that services proffered to clients after the purchase also are a noteworthy part of selling. All of these ventures manufacture, publicity, transport, dispensation, wrapping, and selling are integrated in the marketing procedure (Kotler & Keller 2006).

The achievement of any business lies in its marketing. Most of the business department success depends on the company efficient marketing. The global marketing consist advertisement, public relations, business promotions and product/services sales (Ernst, H., Hoyer, W.D. and Krafft, M. 2011). Marketing is a process in which goods and services are developed and promoted to those customers from whom company can capture high value in return. Without marketing, no organization can offer the best goods and services according to exact customer needs and wants further product placement, logistics promotion, and fixation of prices is not possible. In the absence of marketing companies trading may crash and companies may have to wind up their operations (Kotler & Keller, 2006).

Customer relationship management (CRM) is an organization philosophy focusing on customer orientation (Shaw and Reed 1999). It appears as an answer to declining customer authenticity in spirited markets, and was permitted by new technologies. Shaw and Reed (1999) offer an absolute meaning of CRM that arrests its multiple aspects as well as adroitly explaining what CRM is about. Our work is in line with their definition of CRM as an interactive move toward that attains a finest equilibrium between corporate investments and the contentment of client requirements to generate utmost revenue. It entails gauging efforts includes product/services sales, after sale services and marketing further outputs in terms of values for customers and it involves obtaining, endlessly updating and applying acquaintance on clients to get better presentation. This includes the combination of marketing sales & services actions further the implementation of such system which supports to customer knowledge gaining, knowledge sharing and CRM effectiveness dimension.

Most of the research investigate the individual differences in attachment theory has focused on attachment styles the attachment styles can be defined as the systematic process of social behavior of needs and expectations which outcomes from a specific record of attachment experiences normally when the relations starts through the

parents in childhood (Fraley, Chris, Waller & Kelly 2000). The attachment style of an individual reflects their most constantly reachable operational model and the usual execution of their attachment method in a precise connection (relational particular attachment style) or transversely relationships (universal or common attachment style). All the attachment styles are linked very closely with the theoretical model and it reflect the important organizing actions of a particular attachment. Ainsworth (1967) proposed the idea of attachment styles first time and explained the children's, patterns of behavior regarding separations and reunion with their mothers in the process of laboratory strange conditions in which they distributes the children into three categories according to their different behavior which were attachment secure, avoidant and anxious.

In the era of 1980s the researchers of different fields of psychological including developmental, clinical, personality, and social psychology developed new methods for measuring of attachment style, which were based on numerous conceptualized models for extension of attachment studies into infants and adulthood. For example, Main (1985) and her research partners (George, Kaplan & Main (1985), Main et al., (1985), Main & Goldwyn (1988) adopted the developmental and clinical approach for studying the attachment styles. They devised the study of adult attachment interview (AAI) to examine the infants and adults mental representations of attachment or states of mind with respect to attachment to their parents during childhood.

In the AAI study interviewees were asked open-ended questions about their childhood relationships with their parents and then the individuals were distributed into three main categories as explored by Ainsworth's infant typology. The first attachment category secures (the individuals who are free and autonomous with respect to attachment) the dismissing of attachment or thoughtful with attachment. Using the AAI findings (George et al., 1985, Main & Goldwyn, 1988) an individual is categorized as secure attachment if he/she explains parents available and responsive and verbalizes clear, credible and rational memories of relationships with parents. Dismissing (like avoidant) individuals describes the significance of attachment relationships and tend to evoke some solid episodes of emotional connections with parents whereas the Preoccupied (anxious) individuals are entangled in worries and annoyed thoughts regarding their parents, they are touchy to attachment experiences and can straightforwardly regain depressing memories further they have problem of discussing them comprehensibly without anger. Main et al. (1985) explained his strategy of measurement a step towards the level of representation because unlike to the assessment of strange situation which focuses on an infant's behavior the AAI measure the present mature psychological representation of childhood attachment relationships as these are articulated in logical or illogical conversation with an interviewer. The research from the perspective of social-psychological and personality and in order to extend the Bowlby's thoughts in the study of romantic relationships, Hazan and Shaver (1987) developed a measure of self-report for adult attachment style which asked the individuals to illustrate their thoughts & behavioral frequency in the romantic relationships. In its original shape, the self-report measure consist the three brief descriptions of feelings & behaviors in close relationships which were deliberate to measure the adult romantic analogues of the three infant attachment styles identified by Ainsworth et al. (1978). The Participants were requested to study the metaphors and then place themselves into one of the three given attachment categories according to their major feelings and behavior in romantic relationships. The three given categories were explained as following:

Secure attachment: The Secure individuals locate it simple to be friendly with others relatively & they comfortably depend on others and in return they wants that others should depend on them. The secure individuals did not be worried regarding being neglected by others or about being too friendly.

Avoidant attachment: The avoidant individuals are not comfortable being friendly with other individuals and it is very difficult for them to easily trust on others completely and further the avoidant don't allow them to be dependent on others. Whenever anyone tries to be close with them they feel nervous and others frequently desire them to be friendly so that they can feel comfortable.

Anxious attachment: Anxious individuals feel that they want to be close with other individuals but others don't want to be friendly with them. These individuals are normally worried that their caregivers don't like them and they don't want to stay with them. The anxious people's desire to be friendly with their caregivers but this desire sometimes scares people away from them.

In subsequent years, numerous researchers developed similar self-report measures, in some studies to improve the exactitude of study of Hazan and Shaver's (1987) evaluate and in some other studies to check whether it is worthwhile trying to capture more of the lower-level concepts in Ainsworth's infant measure (e.g., proximity seeking, separation distress, secure base). Gradually it became evident that there are two sub types of individual insecurity which are categorized as the individual attachment avoidance & anxiety which underlay all such individuals' procedures of romantic attachment. The first element of insecurity is the attachment avoidance which is apprehensive about the uneasiness with friendliness and its dependence on relational associates, liking for arousing detachment & autonomy and exercise of such strategies of deactivating which pact with uncertainty and grief. The anxiety related attached, the second element of attachment style is apprehensive regarding healthy nearness and safety desire, extreme uncertainties in relation to their partners accessibility and one's who own worth for their partners and exercise of agitated causing strategies for dealing to distress & uncertainty. People who are

opposite to above mentioned dimensions are considered as secure attached individuals or the individuals have secure attachment. This dimension of less anxiety and less avoidance is defined through a chronic logic of attachment security, expectation of availability of partners and trust & responsiveness comfort with intimacy and interdependence further the ability to manage the threats and stressors in productive ways. From now onward in this study we will divide to persons having different three individual's attachment style (Secure, anxious and avoidant) or the individuals which are comparatively secure, anxious & avoidant.

The individuals Attachment style is defined as person's the systematic patterns of needs social behavior and expectations which consequences from a specific record of attachment experiences (Shaver & Mikulincer (2005). There are three basic types of Attachment styles which are attachment style secure, anxiety and avoidant (Ainswirth, Blehar, Waters and Walls 1978). The first attachment style type is characteristically named as secure Attachment is inclines to be associated with optimistic relations character. The second type of attachment is called as Attachment avoidance, the level to which a person not trusts in partner's relation, kindness and strives to sustain independence and emotional detachment from partners and continuously relies on disabling policies for exchange with Attachment uncertainty. The last aspect of attachment is naturally named as Attachment anxiety, which defined as the extent to which an individual qualm that a collaborator will be not available in period of need and continuously relies on hyper triggering strategies. Peoples who attain relatively squat on both extents are called to be safe & sound or to have a strong wisdom of security. The secure-unconfident dimension of attachment had a leading position in attachment theory and as investigated by Ainsworth et al (1978) the mainly important element in Attachment studies. The prevalence of persons could be gauged as group affectionate to some extent; they can score from modest to top on events of safe attachment. The individual with Attachment anxiety is the scale in which an individual fears that the partners may be not accessible in period of need and has an extreme need for support and further fear of refusal & negligence from his partner. Anxious Attachment is inversely related with positive relationships characterized other than passion. Attachment avoidance is the level to which an individual not trusts the partner's good will and it is explained as an extreme need for self-dependence, doubts depending on the others and tries for the emotional and cognitive detachment from the partner. Same as anxiety attachment the avoidant Attachment is also associated with less satisfying and cherished relations. The one achievement of attachment theory is augmentation individual activities in own relationships. Simpson and Rholes (1998) examined and find out that in social psychology there is no any single area of examination which has fretful more significance than the implementation of theory of attachment to the cram of mature associations. The present implementation of this study into group relationships suggests that the Attachment theory could be helpful to study customer's relational performance in trade relations. (Asendorpf & Wilpers 2000 and Hazan & Shaver 1987)

Researcher defines the customer's preference for closeness as a client's systematic preference for regular, dissimilar, and commonly dominant relations marketing associated relations with a company (Martin Mende, Ruth and Marry 2013). The psychological study has recognized the interdependence theory as a principal formation for examining closeness. Interdependence theory is fraction of a superior level of societal swap theories. Societal swap theories come across at how people swap benefits and expenses in relations. This theory states that there are plunder and expenses to any relations and that people try to maximize the plunder while diminishing the costs (Mende & Ruth 2011).

Berscheid, Snyder & Omoto (1989) expend the interdependency studies to enlarge renowned relationship closeness inventory (RCI) a person account sixty plus item gauge. They conceptualize closeness as reflected following (a) high episode of interaction between individuals (b) many types of interaction and communication with each other and (c) The logically strong pressure on every individuals. This categorization of nearness is not restricted to slam interpersonal relationships and can be applied to all relationships. Few researches are trustworthy with the point of view that the occurrence that a company cooperates with their clients as well as the wideness and the nature of communication which was initiated by the firm to persuades intimacy (Crosby, Evans & Cowles 1990 Mohr, Fisher & Nevin 1996). This two way communications persuades on everybody has also been recognized as significant tools of strong associations in marketing study (Mohr, Fisher & Nevin 1996).

The relationships marketing (RM) posits that some clients are receptive to marketing hard work that put together client solid links. Marketers' incapability to recognize customers which are less or more willing to the pattern of close hard associations disagreements with relationship marketing internal job and harms its efficiency and helpfulness. They recognize that building burly relations is noteworthy, but they have modest direction on how to put up and uphold strong relations or object and adapt their (RM) plans on the base of client factors (Palmatier, Robert W 2008). Researcher considers that attachment theory can provide great knowledge regarding attachment of customers and firms which is the mainly realistic and complete propositions of close relationships in the study of psychology (Mikulincer and Shaver 2007).

2. Attachment Styles

The attachment style and customer preferences for closeness affect the customer's loyalty (relationships breadth), Trust, satisfaction and commitment Martin (Mende, Ruth and Marry (2013) & Martin Mende, Ruth (2011). These

studies claim that trust and satisfaction is positively related with repurchase intention Mital, Vikas & Kamakura (2001). Therefore we examined the relationship between all customer attachment styles (secure, anxiety & avoidance) and customer repurchase intentions with mediation role of customer preferences for closeness. Martin Mende, Ruth (2011) suggested that interpersonal orientations vary among customers to customers and marketing activities are changing the intention of the specialized the market. They explained client-firm and customer-employee relations using attachment theory. They investigated three queries first one is how affective commitment, trust and satisfaction of the customer are affected by the styles. Second one is how attachment styles are helpful in determines relation of the customer with employees and service firms. Third one how experience of the manager and their knowledge affect the marketing activities and attachment styles? They collaborated with North American Insurance Corporation and probability sample was 7,500 out of which 1199 people participated in the study who completed the telephone structured interview. They investigate the satisfaction of the customer which is positively associated with their trust and affective commitment at high level.

Paulssen (2009) suggested that in their study trade relation is affected by the business to business clients and company attachment. The hypothesis on the effect of personal attachment guidance on buildings of key associations were developed by the researcher and empirically tested in business to business (B2B) relations. The individual who was attached securely in their private relationship with his/her loving partners showed higher amount of satisfaction, confidence & trust in their commerce relationships. The researcher further developed an attachment scale which was specifically adapted in the context of business to business. The two dimensions of individual attachment of the activity are empirically the business attachment path to determine the capability and its enthusiasm to depend on commercial and strong attached business partner to determine the need to form private associations with associate for business and their employees.

Swaminathan, Stilley & Ahluwalia (2009) examine laboratory test in which they tested the moderating role of the consumer attachment styles in the impact of the personality of the brand. They asked their students to think about a certain attachment and write about close interpersonal relationships style further from the student's responses they marked high/low anxiety and avoidance. The researcher examines and found that the interpersonal attachment styles effects the brand personality such as purchase likelihood.

In order to describe the attachment system in adulthood like activation and operation of attachment system, Mikulincer & Shaver, (2003) projected a model of control system which connects the huge research literature with the conjectural work of Bowlby (1969, 1973, 1982 & 1980), Ainsworth (1973, 1991), Cassidy & Kobak (1988) and Main et al (1995).this literature deals with following three issues (a)seeking of proximity following attachment-system activation, (b) the beneficial consequences of using this strategy efficiently in order to attain the support of a security providing attachment figure (b) The secondary strategies (named as anxious hyper activation and avoidant deactivation) pursued in reaction to attachment body unavailability or insensitivity. The goals of the primary and secondary attachment strategies are also included in this model, the linked expectations & beliefs about themselves and others, and further associated rules for administration of grief and interpersonal relations. In addition to above the model also describe what will be happened when secondary strategies fail to achieve their targets. In the light of study of Waters, Rodrigues and Ridgeway (1998) we focused on the significance of recognizing consumers with towering levels of inherent hold on to capability on which firms can made important arrangement for their relationships building efforts and frequently been worried in the relations marketing as from a relational marketing point of view on secure attachment, the individuals who scores high on secure attachment must be characterized as high relationships quality and also top relationship stability as compare to less securely attached individuals.

Simpson and Rholes (1998) argued that there is no any particular region of study in which social/personality psychology attracted extra importance than the applicability of theory of attachment to the cram of mature relations. Hazen & shaver (1990) suggest that the attachment theory had prospective to help to understand the customer behavior in the organizations. Feeney, J. A & Noller, P. (1990) conducted a study to check the relationship between attachment styles, self-esteem, attachment history, love styles and love addiction. They collected the data from 374 undergraduates and examine that attachment styles were related in theoretically projected ways with the dependent variables. The relatively positive perceptions were reported by the securely attached individuals in their early family relationships. The avoidant individuals expressed mistrust and report separation from their mothers in childhood. And anxious-ambivalent samples reported lack on independence and showed need of high commitment in the relationships however the avoidant individuals showed less need of support from their parents as compare to anxious individuals. The researcher examines the factor analysis separately for forms of love and self-esteem. The resulting factors shows that attachment styles have strong direct relationship with different forms of love and self-esteem based on scale scores analyses as discussed in the research model. The findings propose that attachment theory offers a useful perspective on mature love associations.

3. Customers Preferences for Closeness

Martin Mende, Ruth and Marry (2013) studied the antecedents of customer preferences for closeness. They pointed

out nine antecedents of customer preferences for closeness which are the quality of relationship, price equity, costs of switching, locking in of customer, regret anticipation, effects of advertisement, claims, customers objection, Tenure. They describe the individual's preference for nearness as an individual's organized preference for mutual, frequent and diverse influential relationships marketing associated communications with a business.

Dagger, Danaher & Gibbs (2009) spotlight on the strength of a relationship rather than the dependent variable which is the loyalty and argue that clients who interrelate regularly with the corporation who provides services shows more healthy associations and the customers firms interactional frequency have positive effect on loyalty. La Guardia et al. (2000) argues that the theory of self-determination (SDT) states that the individual's wants realization is the strong motivator to construct and maintain relations for individuals. As per the theory of self-determination relatedness is considered extensively a significant relational need and therefore the individuals' feels to be associated with their associate. The studies on theory of self-determination has originate that the strong forecaster of relational performance and happiness is the need of relatedness. They argues that the individuals who want their associates sensitive and responsive in their relationships they examine and differentiate the persons in two categories first the individuals who cannot be able to fulfill their relational need and the individuals who can fulfill the relational need. The individuals who cannot be able to fulfill their relational need from focal relations they are provoked to seek the fulfillment of their needs in other relations.

Reinartz & kumar (2000) Stressed on the importance of recognizing customers with who have top level fundamental achieve capability on which the firms can spotlight for building strong and long term relationships. The important conclusion of this study was that a significant cluster of fundamentally short period clients exists and to recognize these short term customers as early as possible is very important and no further investment should be made in these customers. Instead the relations building efforts of companies should focus on clients who have high central retain ability because they are the reliable and constant source of income and can support to business in tough times when management for the time being hesitates. This two way interactions between firms & customers and a non-coercive persuade of each other is also known as significant part of friendly relations in the research of marketing. Berscheid, Snyder & Omoto (1989) expend the theory of interdependency to enlarge renowned relationship closeness inventory (RCI), an independent sixty plus item gauge. They conceptualize closeness as reflected following (a) high episode of interaction between individuals (b) many types of interaction and communication with each other and (c) The logically strong pressure on every individuals. This categorization of closeness is not restricted to slam interpersonal relations however it can be applied to all relationships.

4. Customer Repurchase Intentions

Paulssen (2009) suggested that in their study trade relation is affected by the (B2B) business to business customers and company attachment. The hypothesis on the effect of individual attachment guidance on buildings of major associations were developed by the researcher and empirically tested in business to business (B2B) relations. Mital, Vikas & Kamakura (2001) stated that although the satisfaction is linked with few repurchase behavior. In order to link satisfaction ratings and repurchase behavior the researcher presents a theoretical model. This theoretical model was proposed in the light that the observed satisfaction ratings in the typical survey of customer satisfaction are error full procedures for measuring the customers' true satisfaction and consumers may vary analytically on the basis of their characteristics. The researcher studies the model on about 100,000 customers. The study finding shows that customer has different behavior according to their diverse characteristics for example the repurchase behavior of customers is very different at the level of constant satisfaction between diverse group of customers. The researcher also argued that the nature and extent of reaction bias varies by customer characteristics in satisfaction ratings.

Conclusion

Customer repurchase intentions will increase when a customer preference for closeness increases. Firms are increasingly employing customer relationship management system to target those customer who have strategically significant lifetime value and to enhance the effectiveness and efficiency of the firms relationship marketing activities. It is important that firms should identify those customer who are receptive to relational marketing policies and then invest should be made in these identified customers but it is very difficult for companies to follow this because the identification of such clients is very difficult that which customers are inherently interested to relationship marketing. The managers can divide the market into three segments according to three identified behaviour anxiety avoidance and secure behaviour and their preferences for closeness and then companies can tailor their marketing activities to attract and retain customers according to their behaviour. The attachment styles help firms to understand the basic characteristics of customers regarding their attachment behaviour developed from their childhood for example anxious customers welcome more frequent contacts from variety of company touch points and secure customers are more flexible and can easily build a long term relationship. Finally understanding customer preferences for closeness and attachment styles help to acquire new customers. Many companies strive to attract new customers in market by promising to be close to them without any information that whether the

customers want closeness or not which might leads to backfire from the anxious customers therefore firms should tailor marketing efforts to match customer relational preferences to attract new customers. Many firms heavily invest their resources in relationship marketing but not all customers welcome these RM startgies. As customer are different in their characteristics therefore customised RM startgies must be built and implemented. Unfortunaetly companies develop their styragties without knowing much the underlying process which affects how customer form relationship.

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