

An Investigation into the Application of Kano's Model- Review of Literature

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Abstract

The consumer needs and wants for any product are always desirable and demanding. The organisation regularly needs to analyse consumer needs and wants and must be flexible about opting changes in their product according to the consumer needs. The paper attempts to understand the various dimensions of Kano model in the understanding service quality to deliver satisfaction. This paper explains the Kano's model with each and every possible diagram and bar graph which depicts that Kano's model is the model of product development and consumer satisfaction that analyses the consumer needs are complicated and flexible as well to analyse in the market.

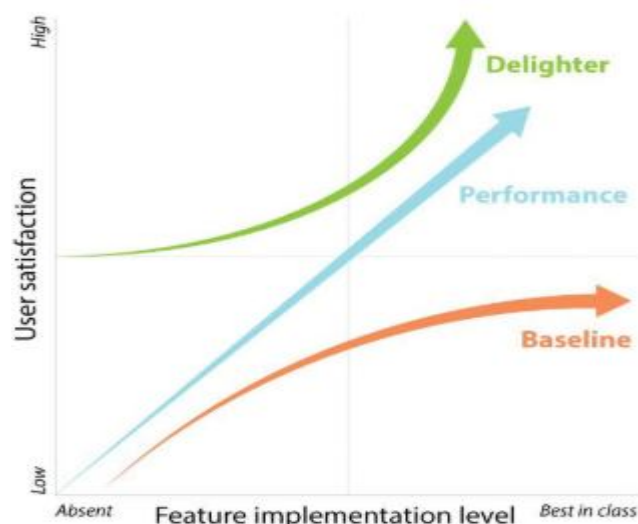
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Introduction

The consumer needs and wants for any product is always desirable and demanding. The organisation regularly needs to analyse consumer needs and wants and must be flexible about opting changes in their product according to the consumer needs (Yang, 2005). The Kano's Model of product development and customer satisfaction propounded by Dr Noriaki Kano in 1984 at Tokyo University of science. This model deals with explaining that the product and service deals with the functions and emotions of the consumer (Wang & Ji, 2010) (Sauerwein, Bailom, Matzler, & Hinterhuber, 1996).

The company after examining their market and then bring changes to the product. This model encourages the marketer to understand that customer's needs will attract the consumer from "more is always better" to "less is more" approach of development of a product(Sireli, Kauffmann, & Ozan, 2007). Constantly after examining the market, when the new features are added to the product and the product becomes so complex in using the customer drops the idea of regular purchasing but if the product has one specialized feature then the customer would be attracted towards using the product and purchasing for that feature(Liang, Lu, & Kuo, 2014).

There are 3 main attributes in consumer satisfaction and product development that are:-



The 3 attributes of the Kano's model determines about the product and service:-

- 1- **Threshold attribute (basics):** -the consumer expects some needs and wants from a product and makes an illusion about what they would get. Threshold attribute is one of the basic feature that tells what the consumer aspects from the product or organisation. These threshold attributes could be related to the comfort zone, interest, demands of the consumer(Chaudha, Jain, Singh, & Mishra, 2011).

2- **Performance attribute (satisfiers):** - every consumer demands particularly some attributes in the product so that their demands could be fulfilled. These attributes are called satisfiers because they increase the consumer's enjoyment in the minds of the consumers. The consumer's when starts enjoying the product and the features of the product then it is known as the satisfier and performance attribute (Mikulić, 2007) (Lee, Lin, & Wang, 2011).

3- **Excitement attribute (delighters):** - these are the surprise elements which revitalize the consumer's competitive advantage. There are certain features which the consumers don't know but when they get those features they get delighted by the product and that feature.

This one is known as the delighter because the consumer is delighted when they get this feature in the product (Tan & Shen, 2000).

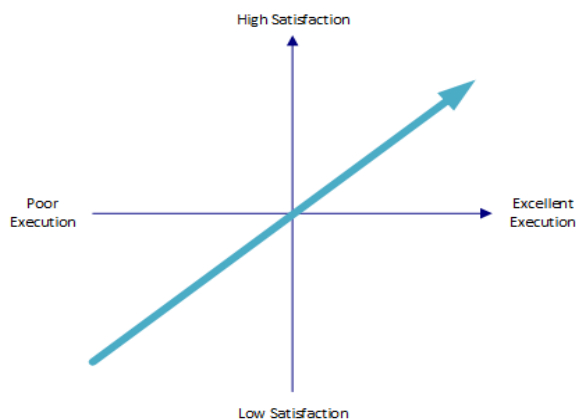
These attributes signify that in the threshold attribute the consumer is expecting something from the product, organisation etc. in the satisfier attribute the consumer gets satisfied with whatever they are getting and in the excitement attribute the consumers are delighted with whatever they are getting. The product wins the competitive advantage race because what they have in the product, the consumer is delighted with that (Lin, Yang, Chan, & Sheu, 2010).

Literature review

The attributes of the Kano's model describes 5 categories. These are the categories that influence the needs and minds of the individual. In the diagram the x-axis shows the level of fulfilling of the needs of the consumer by the organisation and the y-axis shows the degree of satisfaction of the consumer. The 5 attributes are as follows: -

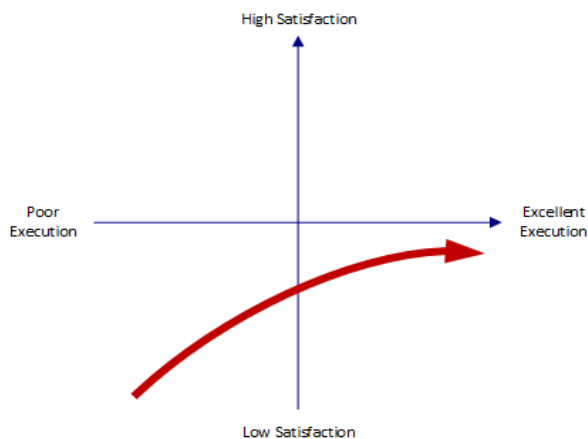
- 1- Performance- the performance is the determinant that tells that a product is more above the basic feature and one must need the product which involves high level of efficiency for the product to be performing in the market. The features like cost effective, enhanced functionality, and competitive(Kumar, Berg, Belhumeur, & Nayar, 2009).

To enhance the features a producer must be having a basic feature in the product as well as the performance feature too. The profitability lies in the difference between satisfying and extra efforts. For example- the car having camera inside so that children would be safe when alone, the shirt having cuffs of different pattern etc. (Lu & Kane, 2019)



- 2- Basic-it is the must be feature of the product that the product must have in its specifications. There must be certain features a consumer thinks it must have and it is expected from a product whereas essential. It is the basic feature the consumer believes the product would definitely contains- for example tyres while purchasing a car, buttons while purchasing a shirt etc. (Geng & Chu, 2012)

These are the features without which there is no use of purchasing the product or the product won't work without them. Without the must- be feature there seems a poor functionality as well as low satisfaction level in the consumers (Turisová, 2015)



- 3- Excitement- excitement or the attractive feature is the same a product makes it different from others. The consumer must gain excitement, happy and feeling of essentialness from the product and in the absence of the same product, the consumer seems to be dissatisfied. This attribute focus on the building up of the need of the consumer towards the product(Von Dran & Zhang, 1999).

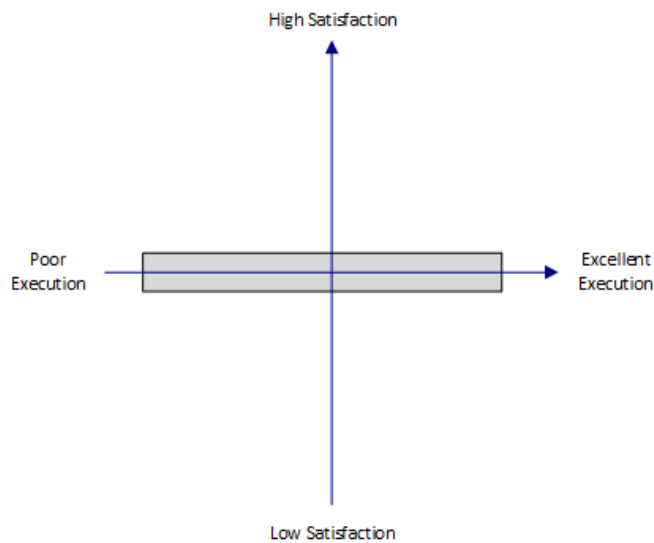
This attributes implies that the more attractive and exciting the feature is the more satisfying the product will be. For example- free shipping for particular orders, smartphone with wireless charging etc.



4- Indifferent

Indifferent features are those features which are simpler and easy to understand and the consumer do not think about any other feature other than that. Kano's feature is not associated with the values but it is effective if the product is dealing with the cost effective products(Yang, 2005).

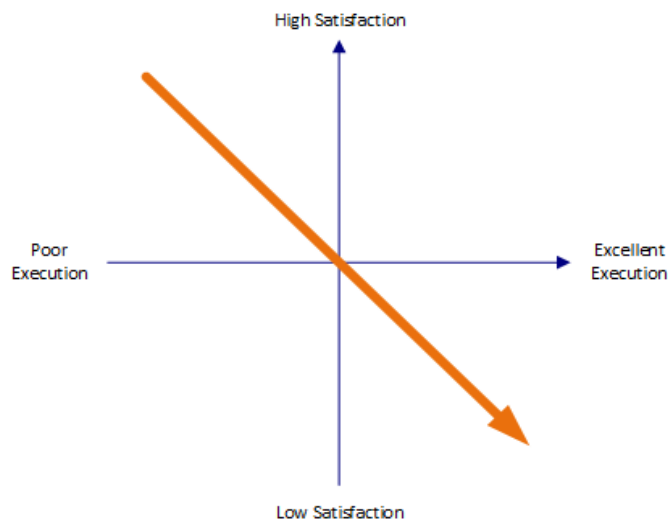
Indifferent basically involves that the product of the organisation must be different from the features of the other organisation or its competitors and it helps in determining the product's features with the other products(Bandyopadhyay, 2015).



5- Reverse

This feature is the inverse of the one- dimensional feature and reduces the consumer's satisfaction while increasing. This attribute is as simple and clear as it there is no values to the product. This feature is without any input and denotes reverse mechanism to the product(Yang, 2005).

This feature signifies the producer that their customer do not want this particular feature in the product and in which category the consumer prefer your product also matters. This feature is the negative feature and signifies the product for better(Mikulić, 2007). The paper attempts to understand the various dimensions of Kano model in the understanding service quality to deliver satisfaction.



Methodology

This paper deals with the Kano's model which means the approach through which the producers could understand their consumers and product specification and standardisation. Kano's model is the influencer that depicts that with more specification a product is not the best of all but with one quality that would specify the whole product. More is always not the best because due to more specifications or applications the product becomes complex while using and with a particular specification the product is specialized in one particular quality (Matzler, Fuchs, & Schubert, 2004). This paper deals with the secondary data and any researcher could further use their primary data for the research paper. There are 3 basic attributes of the Kano's model that is the delighter (delighter are the features one get and get delighted with the single feature), satisfier (the customer is satisfied with a product) and the baseline (when the consumer demands something from a product). This paper also explains the 5 attributes of the Kano's model and the categories which influences the needs and minds of the individual.

Results

This paper concludes that there are certain factors that affects the Kano's model and also some attributes that affects the consumer's purchasing intention. This model encourages the producer understand their customer needs and there is no such thing like product development with more features would gain consumer's attention because consumers focus on one quality specification. This paper explains the Kano's model with each and every possible diagram and bar graph which depicts that Kano's model is the model of product development and consumer satisfaction that analyses the consumer needs are complicated and flexible as well to analyse in the market.

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