

*The Hong Kong Polytechnic University*  
*Department of Logistics and Maritime Studies*  
*Research Seminar*

## **The Effects of Marketing Competence on Customer Satisfaction and Loyalty in Container Shipping Services**

by

**Mr Chih Wen LEE**  
**PhD Candidate**  
**Department of Logistics and Maritime Studies**  
**The Hong Kong Polytechnic University**

**Date: 9 August 2019 (Friday)**  
**Time: 3:00pm - 4:00pm**  
**Venue: Y402, Lee Shau Kee Building**  
**The Hong Kong Polytechnic University**

**(Conducted in English)**

### **Abstract:**

The container shipping industry is facing fierce competition and challenges from the environmental impact. While a body of literature has addressed the importance of customer satisfaction and loyalty in a particular industry, it seems relative few prior researches examined the impact of marketing competency on customer satisfaction and customer loyalty in the container shipping service context. The concept of competency has been widely emphasized in the strategic management. Drawing on the resource-based view (RBV), this study empirically examines critical resources and capabilities, and its influence on customer satisfaction and customer loyalty in the container shipping services. Structural equation modelling (SEM) was conducted using survey data collected from 178 container shipping companies, shipping agencies and forwarders. Results indicated that marketing competence positively influenced customer satisfaction, whereas customer satisfaction positively influenced on customer loyalty. The research finding also indicate that customer satisfaction played a mediating role in the relationship between marketing competence and customer loyalty. However, the direct influence of marketing competence on customer loyalty was not evidenced in this study. The theoretical and managerial implications of the research findings for container shipping services are discussed.

### **Bio:**

Chih Wen. Lee received his Master of Science degree in Transport from University of Wales, College of Cardiff (1994). He has served as General Manager for the Maersk Line, A.P. Moller Group over 16 years after graduation from University of Wales. Currently he is pursuing his Doctor of Philosophy under the supervision of Professor Chin-Shan. Lu and Ir. Professor Edwin T. C. Cheng. His research interests include maritime transportation, maritime policy, logistics, and marketing in container shipping.

Please email to [anne-ly.wong@polyu.edu.hk](mailto:anne-ly.wong@polyu.edu.hk) for enquiries.

**All are welcome!**