

services to choose from but they differ from 1FS as they have more exclusive properties and don't cater to everyone's needs as hotels do for the mass clientele. There is HomeAway or Airbnb but they are for the more average or common client so there is no direct substitute.

***PURCHASE** - would like to create loyalty but not everyone is a returning guest as they might be trying out the brand for the first time so they need to go through the process and become familiar with it. For hosts, there is only a one time purchase stage when they offer their property to be used by 1FS.

***POST PURCHASE EVALUATION** - The brand loyalists will not be assessing the firm's performance along a long set of criteria. The loyal customers would want an elevated service experience to stay close to the brand. The normal guests may evaluate whether it was good or not but mostly it is rated well. Hosts just seem to be happy to come back to a cleaner home after each rental by 1FS so they don't seem to dwell on it much.

Preview from Notesale.co.uk
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